



# SCREENVISION MEDIA + PILLSBURY

## SCENT ACTIVATION RECAP



# ACTIVATION OVERVIEW



## PILLSBURY SHOWCASED THE DELICIOUS SCENT OF CINNAMON ROLLS IN AUDITORIUMS

- Pillsbury treated Screenvision Media moviegoers to the smells of Christmas in select theaters across the country
- “Dry-air” technology released the custom Pillsbury sweet roll scent without sprays, aerosols, or heated oils, creating a sensory-driven brand experience in select auditoriums
- Special “Sweet Rolls” theaters were outfitted with additional branded collateral to keep Pillsbury top-of-mind with moviegoers throughout the experience





# ACTIVATION DETAILS



## FOOTPRINT & FLIGHT

- 11/23/18-12/20/18 (4 Weeks)
- Activated in 25 Theater Locations in 9 Different DMAs

## DMA LIST

- Kansas City
- Portland- Auburn
- Minneapolis- St. Paul
- Baltimore
- Norfolk- Portsmouth- Newport News
- Des Moines- Ames
- Memphis
- Nashville
- Detroit

# CREATIVE ELEMENTS

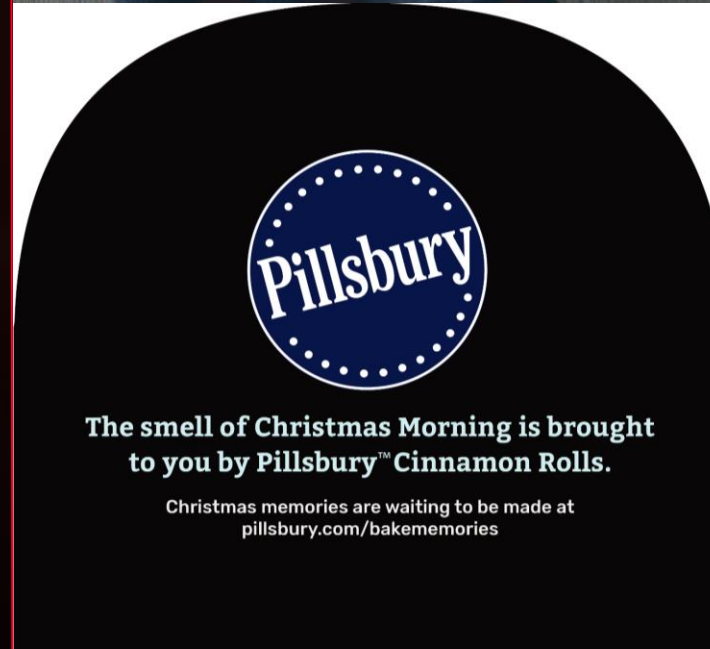


## ON-SCREEN

- Pillsbury Spot

## ON-SITE

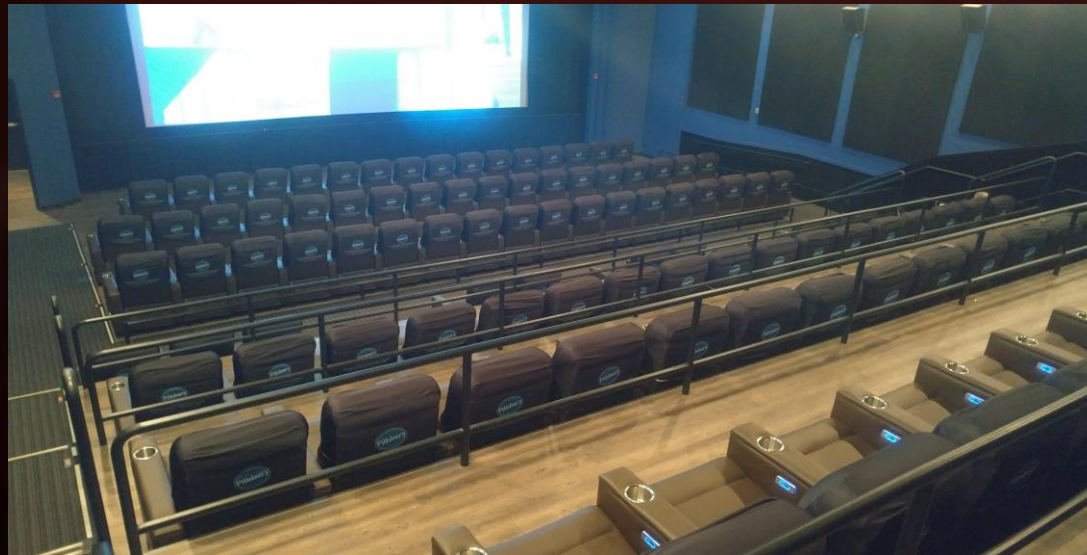
- Pillsbury Branded
  - Clings
  - Seatback Covers
  - Standees





# ACTIVATION PHOTOS

## SEAT COVERS





# ACTIVATION PHOTOS

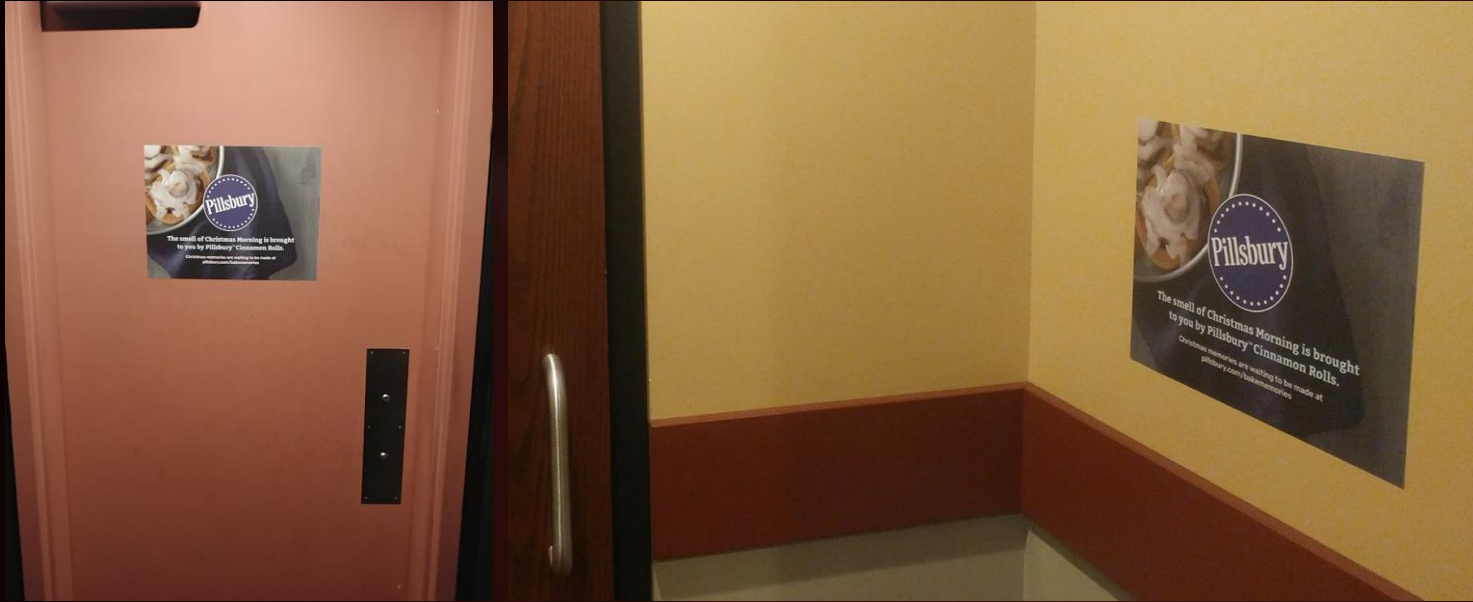
## STANDEES





# ACTIVATION PHOTOS

## CLINGS



# PILLSBURY PRESHOW RESEARCH

*Screenvision Media*

January 22, 2019





## 98%

### MEMORABLE

Nearly all moviegoers recall at least one aspect of the collective campaign

### INNOVATIVE & ATTENTION-GRABBING

90% felt the campaign approach was unique; it captured their attention in a memorable way

### THE SMELL SELLS

65% are more willing to consider Pillsbury products because of the “tasty” scent

## 82%

### LIKELY TO PURCHASE

They are 32% more likely to consider purchasing, beyond just the holidays

## 79%

### LIKED THE SCENT

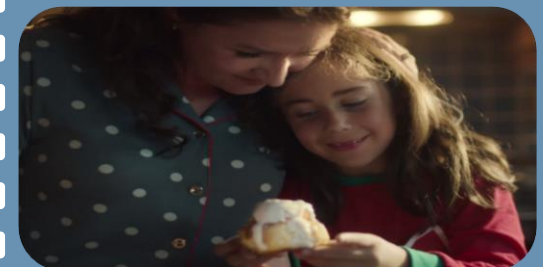
Alongside the commercial it evokes a sense of nostalgia, and conjures cravings for the product

### FOR FUTURE FAMILY MEMORIES

After seeing the ad with families bonding over baking, 79% of parents see Pillsbury as a way to create new memories

### Those who participated in the experience were:

- **40%** more likely to want to use Pillsbury to create family memories
- **34%** more likely to call the brand good tasting
- **24%** more likely to see Pillsbury as a brand they would recommend to others



1

The Pillsbury brand is already seen as one that is part of traditions of the past and one that can be used to create new memories. With imagery of parents and children baking together and the home video of the mother's own memories of baking as a child, **the commercial is effective at tapping into nostalgia for the brand, and at elevating the desire to use Pillsbury products to create new memories**, especially for parents.

2

**The scent of Cinnamon Rolls is an attention-grabbing and memorable concept** that is unlike anything most moviegoers have experienced in a theater setting. Most enjoy the delicious smell, and have the visceral reaction of wanting to eat a cinnamon roll. In fact, two thirds of moviegoers say they want to purchase Pillsbury Cinnamon Rolls based on the smell alone.

3

**The combination of the campaign elements are highly memorable and motivational.** Nearly all moviegoers recall experiencing at least one element of the Pillsbury campaign. It tapped into their connection to the brand in a both emotional and physical way that reminded them of Pillsbury's relevance to their lives and enhanced their desire to purchase Pillsbury products.