

SCREENVISION MEDIA + HOTELS.COM

THEATER ETIQUETTE CASE STUDY



Hotels.com™



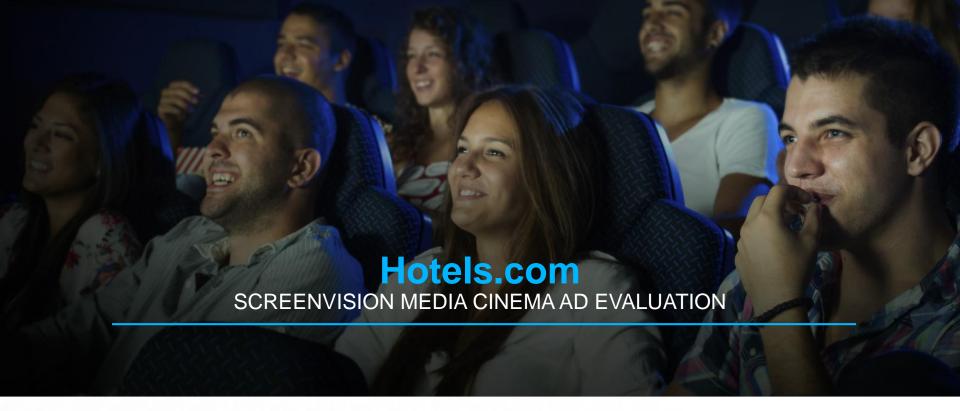
SVM + HOTELS.COMTHEATER ETIQUETTE OVERVIEW



HOTELS.COM CREATED AN ORGANIC CONNECTION WITH OUR MOVIEGOERS THROUGH THEATER ETIQUETTE

- Hotels.com partnered with SVM to unlock the exciting opportunity to create a buzzworthy theater etiquette segment that brought their brand messaging to life on the big screen
- Starring the Hotels.com mascot, Captain Obvious, the featurette leveraged the brand's "The Obvious Choice" tagline to deliver a PSA message around locating exits within the auditorium
- This clever approach to theater etiquette engaged and caught the attention of our travel-loving audiences nationwide







Hotels.com Key Highlights



Recalled Hotels.com Ad (30% unaided)

Among those who Recalled the Cinema Ad:

75% Liked it (A Lot/Somewhat)

77% Found it Interesting
(Very/Somewhat)

Likely to Tell a Friend About it (Extremely/Very/Somewhat)

More Likely to Consider Hotels.com (Much/Somewhat)

Feel Better About Hotels.com

(Much/Somewhat)

The Cinema Ad Had A Positive Impact on ROI Metrics

% Lift = Recalled ad/Control



+17%

Familiarity (Very/Somewhat Familiar) (71% Control vs. 83% Recalled Ad)



Overall Opinion
(Excellent/Very Good/Good)
(66% Control vs. 84% Recalled

...and Led to Gains in Perceptions of Hotels.com Rewards Program

+34%

Instant Savings Now. Free Nights Later.

(Agree Strongly/Somewhat)
(38% Control vs. 51% Recalled Ad)

+33%

Allows Me to Earn Free Nights

(Agree Strongly/Somewhat)
(39% Control vs. 52% Recalled Ad)

Cinema also provides an opportunity to target potential new users as <u>55%</u> of moviegoers travel for business and <u>89%</u> travel for leisure, and <u>most</u> have some responsibility in booking trips

Screenvision Custom Study, July 2017 Recalled Ad: Those in the test (exposed group) who recalled seeing an Hotels.com Ad

Cinema Advertising With Screenvision Delivers Strong Awareness and Impact for Hotels.com





AWARENESS

- 60% of moviegoers recalled the Hotels.com ad, 30% unaided
- 70% of moviegoers recalled specific messages from the ad unaided (highest = 30% "Good savings/prices")
- Moviegoers who recall the ad are +38% more likely to mention Hotels.com unaided when asked about travel booking websites (34% control vs. 47% recalled ad)
- +17% increase in familiarity of Hotels.com (71% control vs. 83% recalled ad, Top 2 Box)

PERCEPTIONS

- 77% of moviegoers found the Hotels.com ad very/somewhat interesting
- 75% of moviegoers liked the Hotels.com ad a lot/somewhat
- 57% of moviegoers feel better about Hotels.com after seeing the cinema ad
- +27% increase in **overall opinion** of Hotels.com among those who recalled the ad (66% control vs. 84% recalled ad, Top 3 Box)
- Gains in perceptions of Hotels.com rewards program
 - +34% agree 'Instant Savings Now. Free Nights Later.' (38% Control vs. 51% recalled ad, Top 2 box)
 - +33% agree 'Allows Me to Earn Free Nights' (39% Control vs. 52% recalled ad, Top 2 box)

CONSIDERATION

- 72% of moviegoers are much/somewhat more likely to consider Hotels.com after seeing the cinema ad
- 77% of moviegoers are extremely/very/somewhat likely to tell a friend about Hotels.com after seeing the cinema ad