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

The smell of Christmas Morning is brought to you by Pillsbury® Cinnamon Rolls.
Christmas memories are waiting to be made at pillsbury.com/bakememories
LIKELY TO PURCHASE
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

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

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

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

98% MEMORABLE
82% LIKELY TO PURCHASE
79% LIKED THE SCENT
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.

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.

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.