



# MESH

Every year 3 million children die of hunger.

# Experience

**MESH study for SAWA and UN WFP**  
**Cinema Campaign Evaluation**  
**January 2020**

**sawa**  
GLOBAL CINEMA ADVERTISING ASSOCIATION



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## Overall Objectives

To evaluate the 2019 wave of the WFP campaign airing in Q4

Show the value of using Cinema as a highly effective medium

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# Study Definition

**Country:** US

**Sampling Method:** NCM and SVM panel of regular cinema goers

**Screener Criteria:** +18, not necessarily seen the ad at the cinema, though some had

**Fieldwork period:** November 2019

**Survey Completes:** 750 people (NCM 563, SVM 187)

**Survey Format:**

10 mins. online survey. Advertising shown to participants during the survey. Asked a mix of closed questions to quantify the impact of the advertising and specifically designed open ended responses to provide a rich understanding of the reaction to the advertising. Comments were analysed manually and also using AI though the Signoi platform\*

**Survey Focus:**

This study focuses on understanding the creative takeout, the impact on the brand and how Cinema as a medium helps to amplify this.

There are complementary studies by Nielsen and Realeyes: Nielsen will focus on people who have actually seen the ad in cinema, and Realeyes will look at the subconscious emotional reaction.

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\*see Appendix for more information about Signoi Methodology

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# Executive Summary

	Objective	Insight	Recommended Action
1	Broad motivations towards causes amongst this audience	World hunger is perceived as very worthy and intention to donate is high, believing it can make a difference.	Main concern it it's too big to solve, so focus on tackling this in messaging to turn intention to donate into action
2	Awareness and familiarity of the WFP brand, and its repositioning away from just hunger toward changing lives	Overall brand awareness is still low vs. more established brands but has a strong base to grow. Currently, overall familiarity is strong but still limited to hunger in general	Continue with a focus on campaigns (such as this one) which inform of wider scope of WFP but be sure to be strong with your branding to continue to build awareness e.g. showing logo earlier on and throughout
3	Recall and perception of the campaign, especially the emotional reaction	The ad had a very strong emotional response, mostly of sadness but goes deeper to joy and anticipation that something is being done about it. The music as also very powerful.	Keep using this style of advertising. The ad did well to inform as it delivered “new news” of the link between poverty and hunger – keep building on this message and make a very clear link
4	Understanding if the campaign helped to reduce apathy towards causes and specifically drove a call to action	Though not necessarily driving people directly to immediately donate, it was effective at driving desire to find out more about the cause, the brand, and a desire to want to help somehow	Create a stronger call to action for people to find out more and keep the conversation going (e.g. link to Facebook, Google search term, QR code etc). Keep using cinema as it is a great medium to help generate this desire to find out more.

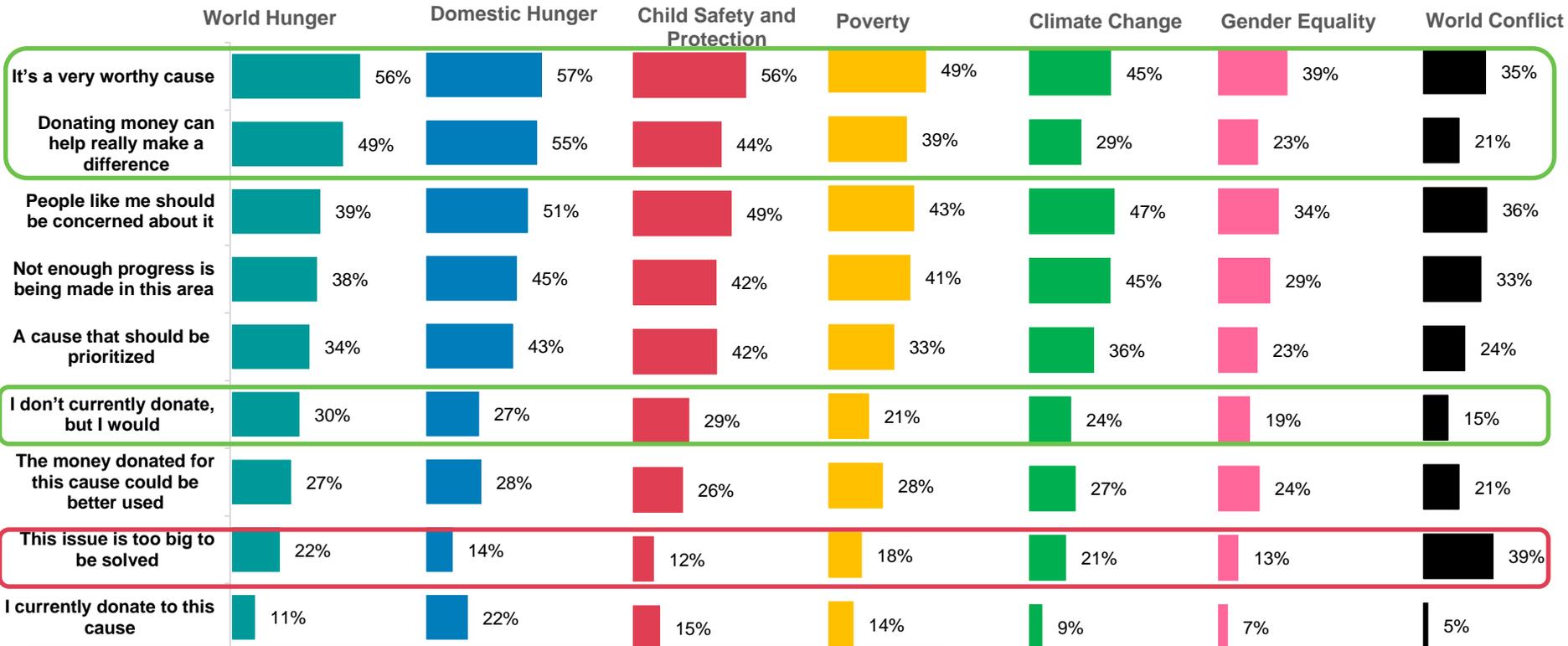
	Objective	Insight	Recommended Action
5	The impact of the campaign on awareness/familiarity of the WFP brand	The campaign helps to deepen peoples' understanding of what the brand does, shown by a different profile of language from their prior understanding of the mission	Make clear in communications that this is one of many areas that WFP is responsible for, so people continue to build on the understanding that it's not just poverty based hunger
6	Suggestions on how to optimise going forward	There was some doubt about the clarity of the message of the ad – given that the link between war and poverty and WFP brand wasn't clear from the start	Beyond improving call to action, the message can also be stronger with a clearer explanation of what the WFP does and specifics of how donations would be used or how much a small donation could actually help etc.
7	Evaluating effectiveness of cinema as a medium creating an enduring experience	Cinema is a very effective medium to increase the impact by holding attention and heightening emotions, particularly sadness, through the immersive setting. The juxtaposition to a moment of escapism and indulgence also creates a feeling of discomfort	Continue to use cinema to help dial up the emotions that we know such creatives are great at evoking. This setting is effective at driving desire to act in the future, overcoming apathy, by shocking people and putting them outside of their comfort zone.

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# Background Perceptions of the Cause and the Brand

# World hunger is perceived as very worthy and intention to donate is high, believing it can make a difference. Main concern it it's too big to solve

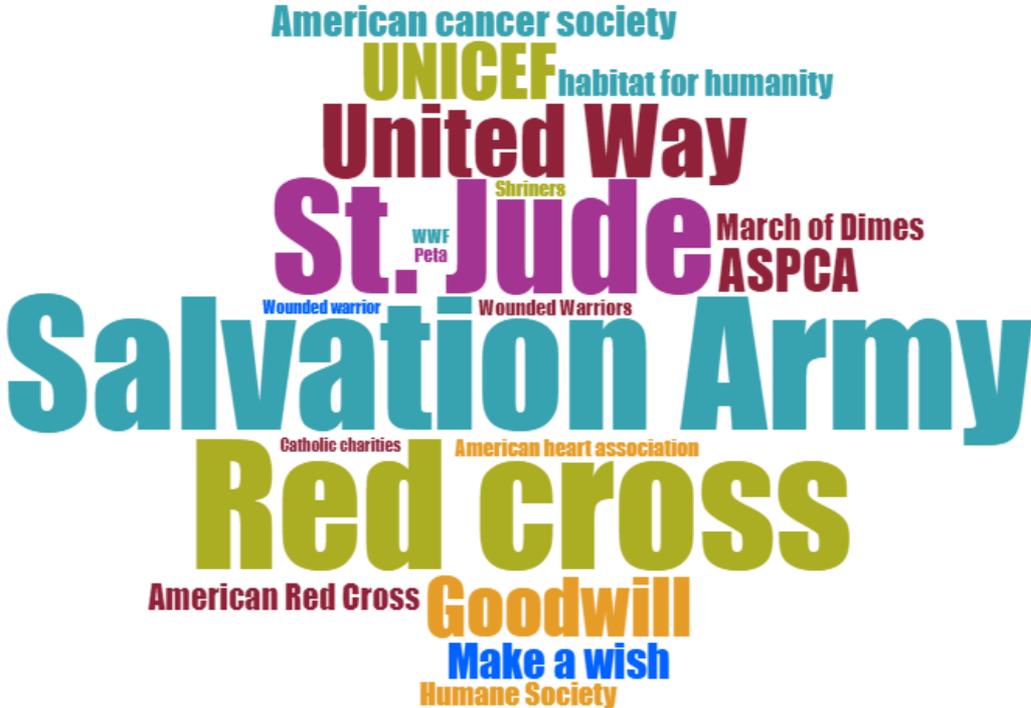
## Image Statements (multiple response)



8 Which of these statements would you associate with each of the categories below?  
Base Size (People): 373

‘Salvation Army’ it is the most spontaneously mentioned organization, followed by ‘Red cross’. Currently, WFP doesn’t have this brand strength

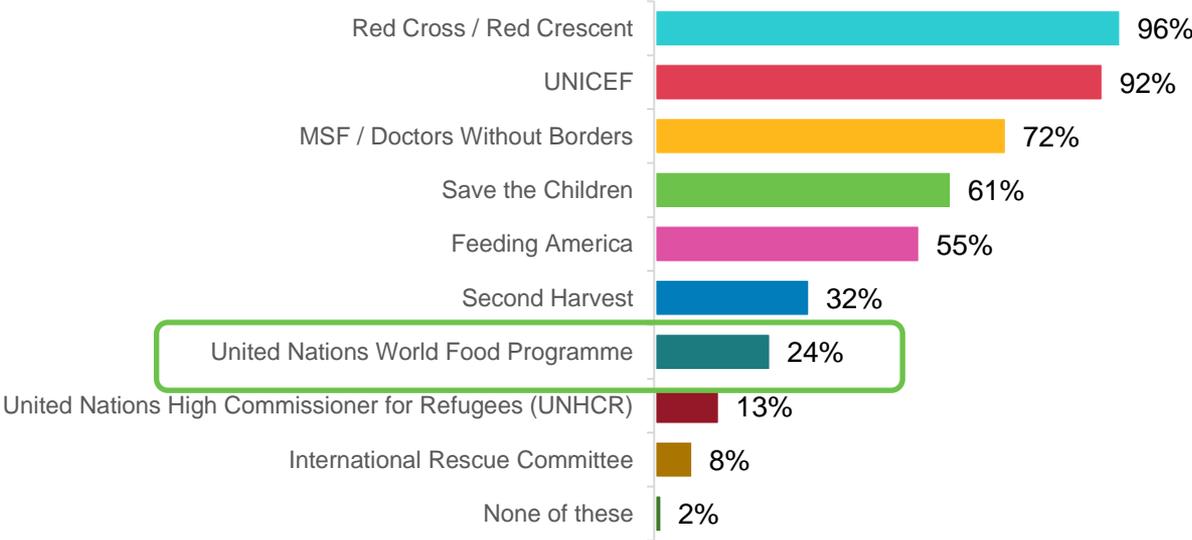
Spontaneous Awareness



9 Which charitable organizations are you aware of?  
Base Size (People): 601

# When prompted, WFP is recognised by a quarter of people, which is encouraging, given that the brand is still being built

## Prompted Awareness (multiple response)



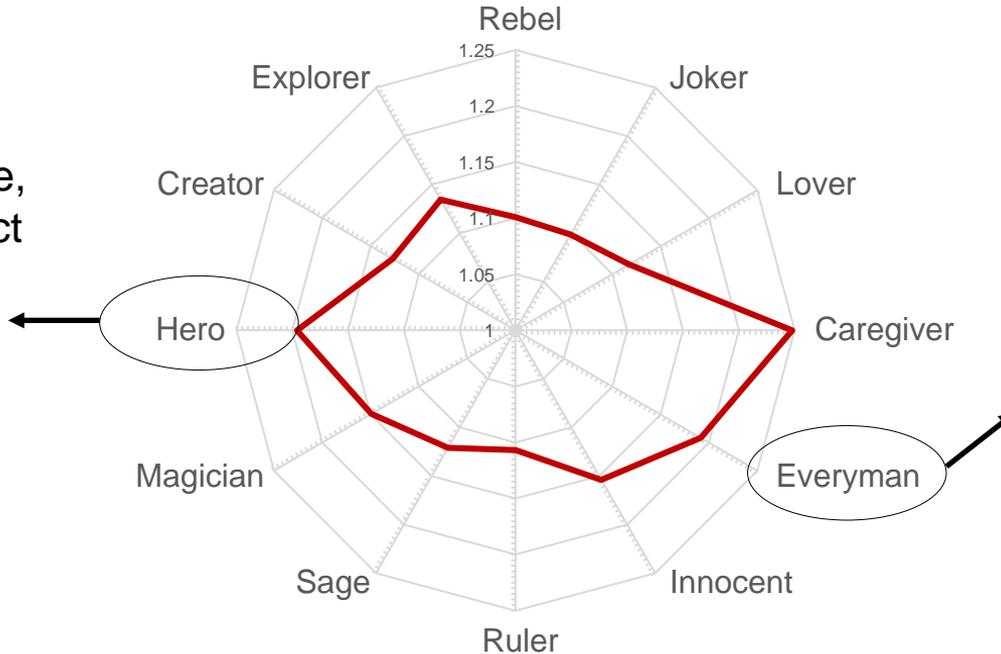
10 Which of these organizations have you heard of?  
Base Size (People): 601



The mission's Archetype is, unsurprisingly, strongly anchored in Caregiver which we would expect from charities. The footprint is well defined

### Archetype of understanding of UNWFP mission

The **Hero** message, comes from the fact they are taking real action and/or going to unsafe places.



The **Everyman** component comes from the universality of the mission (nobody going hungry).

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## Action

There is big potential to grow support as people inherently value the cause, so work needs to continue on building awareness and familiarity and show how it is solvable



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# WFP Ad evaluation

## – What worked well

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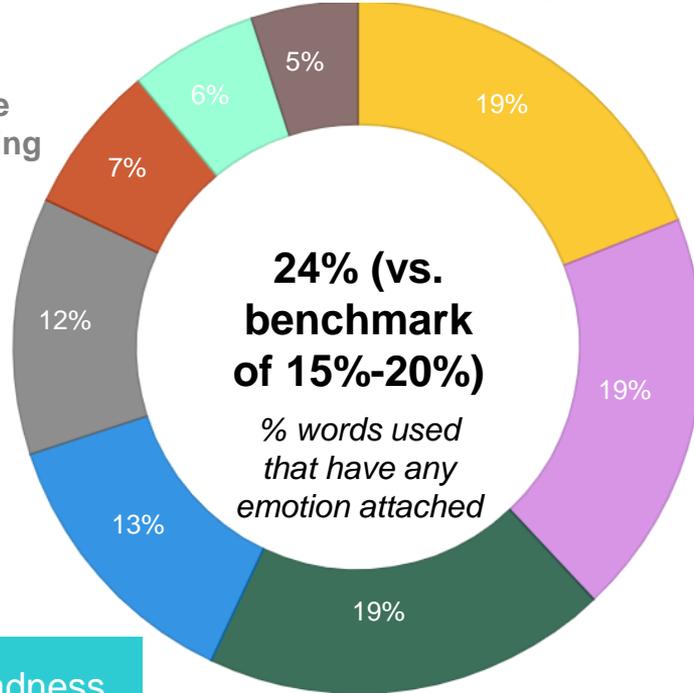
## The campaign recap: A 60 second black and white creative with an emotional sound track, aired only on cinema.



“Feed our Future” campaign is part of a unique partnership between the United Nations World Food Programme and SAWA, the Global Cinema Advertising Association, and its network of Global Cinema Advertising companies. The creative force behind the new cinema spot is advertising legend Sir John Hegarty’

# The advert generates strong emotional response. Most people feel some sadness but also a mix of anticipation, joy, trust and fear

% of emotion in the text (share)



**Fear:** the combination of children and destruction all around is powerful. **The children disappearing was a haunting touch.** (...)

**Trust:** it hits really hard but it's a necessary message. In the us, we don't see this issue and it's not something most of us are aware of. But it's the reality in other places and we can do something about it. It inspired me to see what i can do help- not just this holiday season, but beyond.

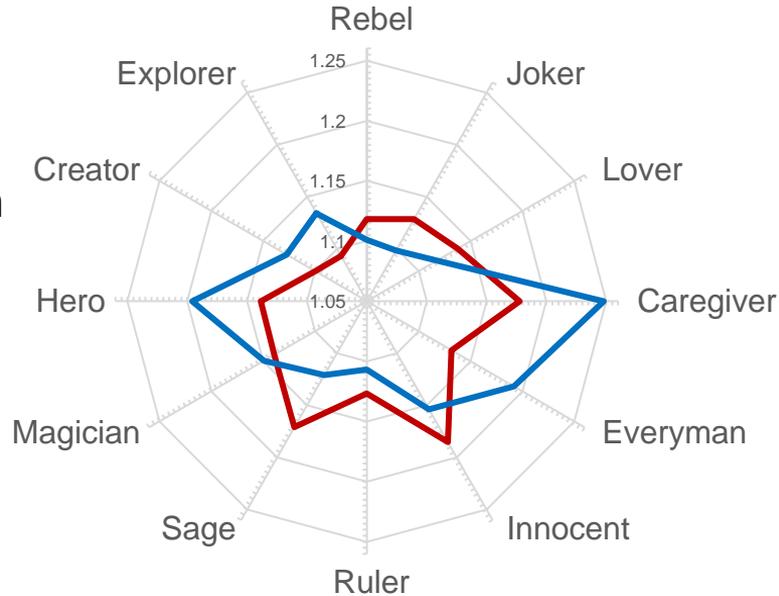
**Joy:** That ad is heartfelt, emotional, important and necessary. it made me feel both hopeful and devastated at the same time. a very powerful message.

**Anticipation:** A new twist on traditional feed the children ads. It caught my attention.

63% of all comments invoke sadness

# The advert's Archetype is Innocent and Sage, building on the impression of the overall mission and deepens understanding of the brand

## Ad Archetype vs. Mission



**Sage** in this context is all about information. So when they have seen the ad, they are playing back having learned and absorbed something. It's more rational.

**Innocent** comes from the disappearing children and reflects the executional heartstring-tugging

Takeout of the advert

UNWFP mission

18 Please tell us all your thoughts and feelings about the advertising for the United Nations World Food Programme, and especially any emotional effects it had on you.

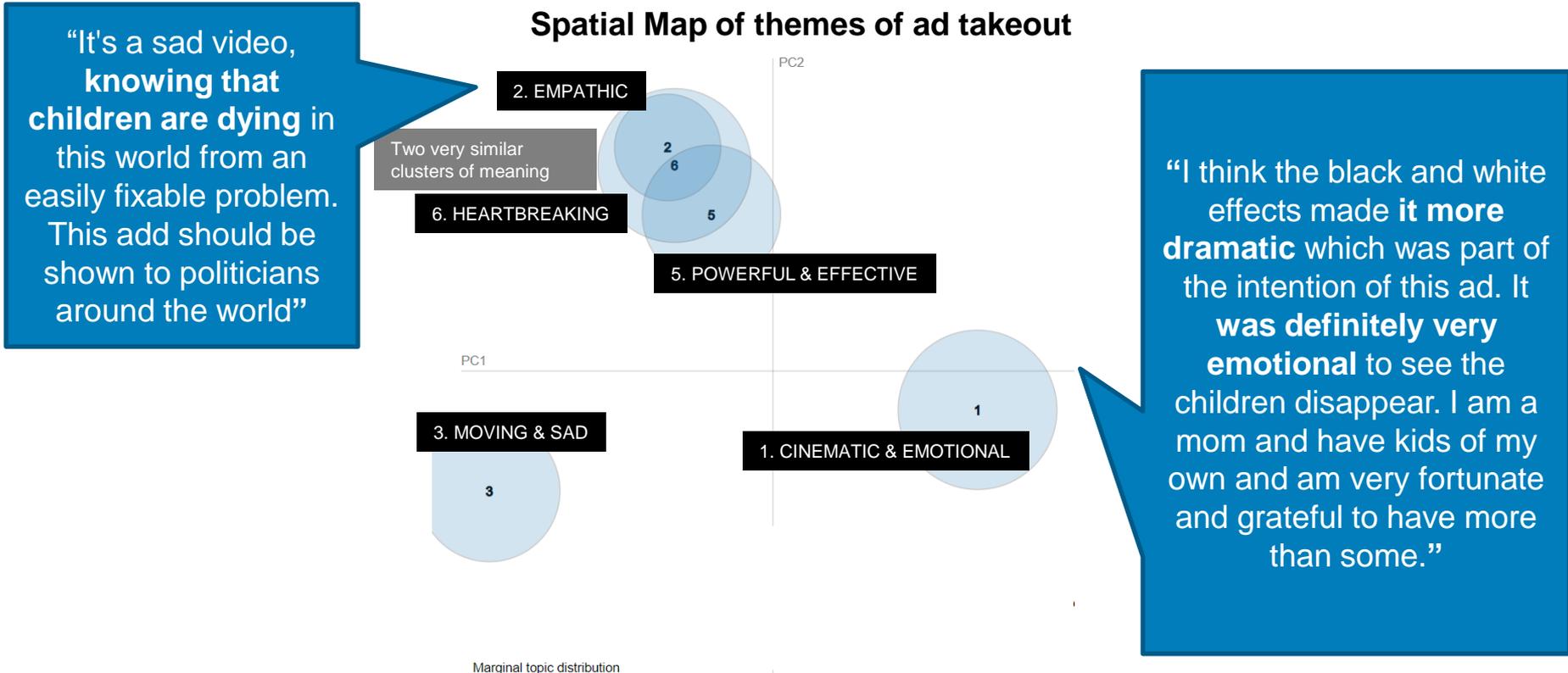
Base Size (People): 506

You said you are aware of United Nations World Food Programme, how would you describe their main mission or objective?

Base Size (People): 144 (106 valid comments)

# The positive take outs of the ad beyond sadness, was heart breaking/powerful and cinematic and emotional

Spatial Map of themes of ad takeout



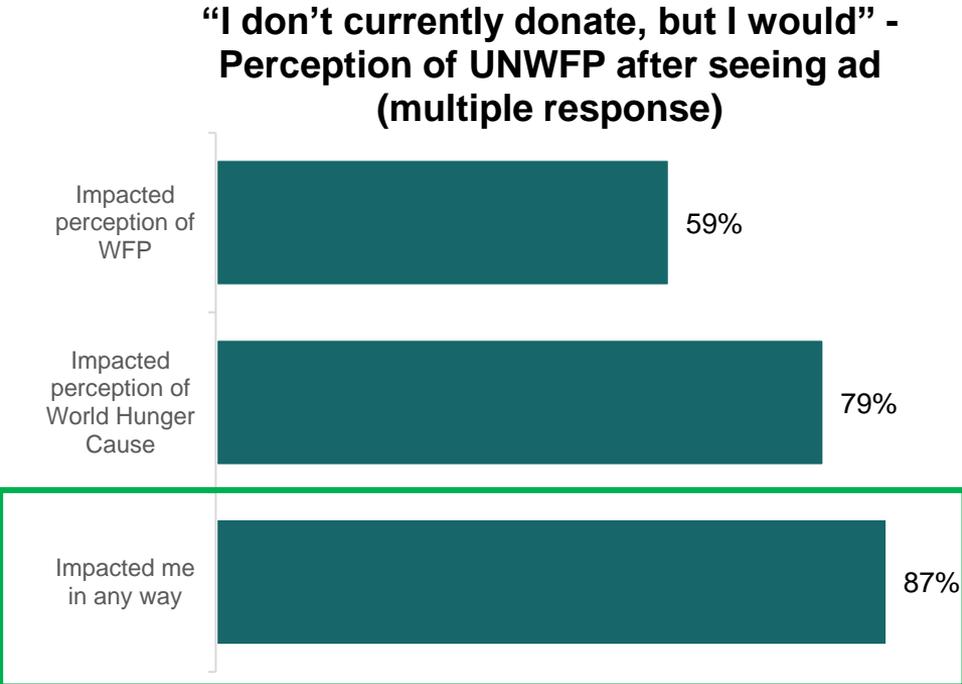
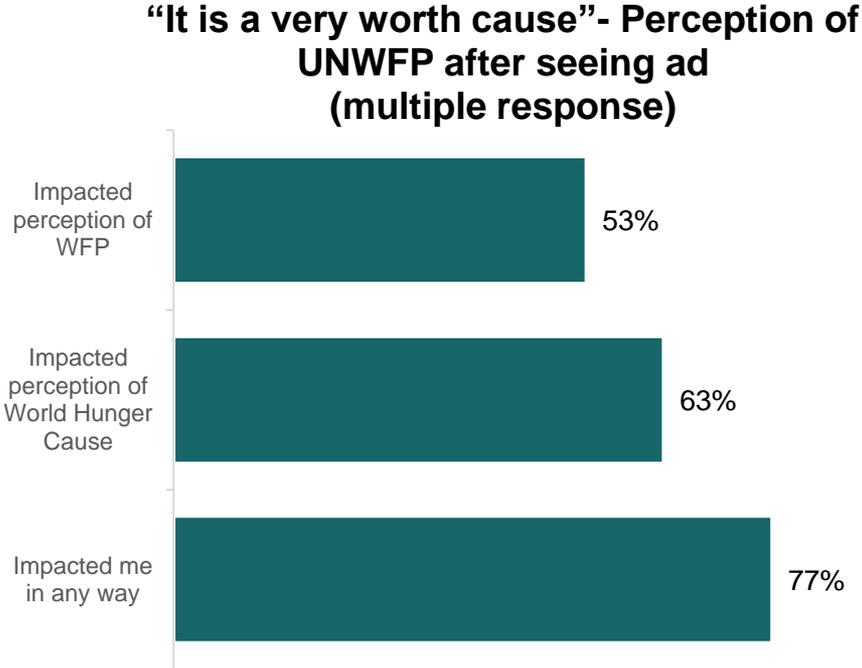
# The majority of people were impacted by the advertising in some way

Perception of UNWFP after seeing ad  
(multiple response)



23 [Did seeing this advertising change your perception or understanding of world hunger, if so how? ]  
Base Size (People/Experience): 524

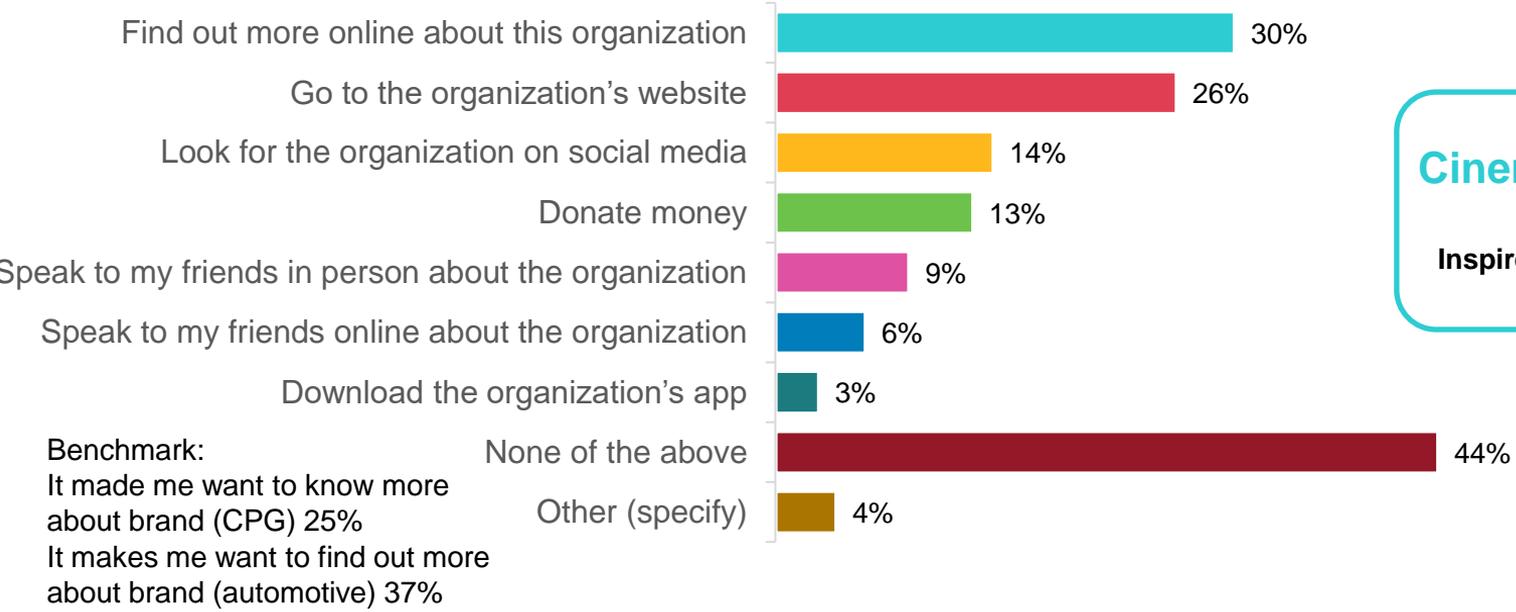
# The ad was even more impactful amongst those previously not donating but with some intention to



25 [Did seeing this advertising change your perception or understanding of world hunger, if so how? ]  
Base Size (People/Experience): 524

# The biggest action driven by the ad is to find out more online or social media. In previous MESH research cinema also proves effective here

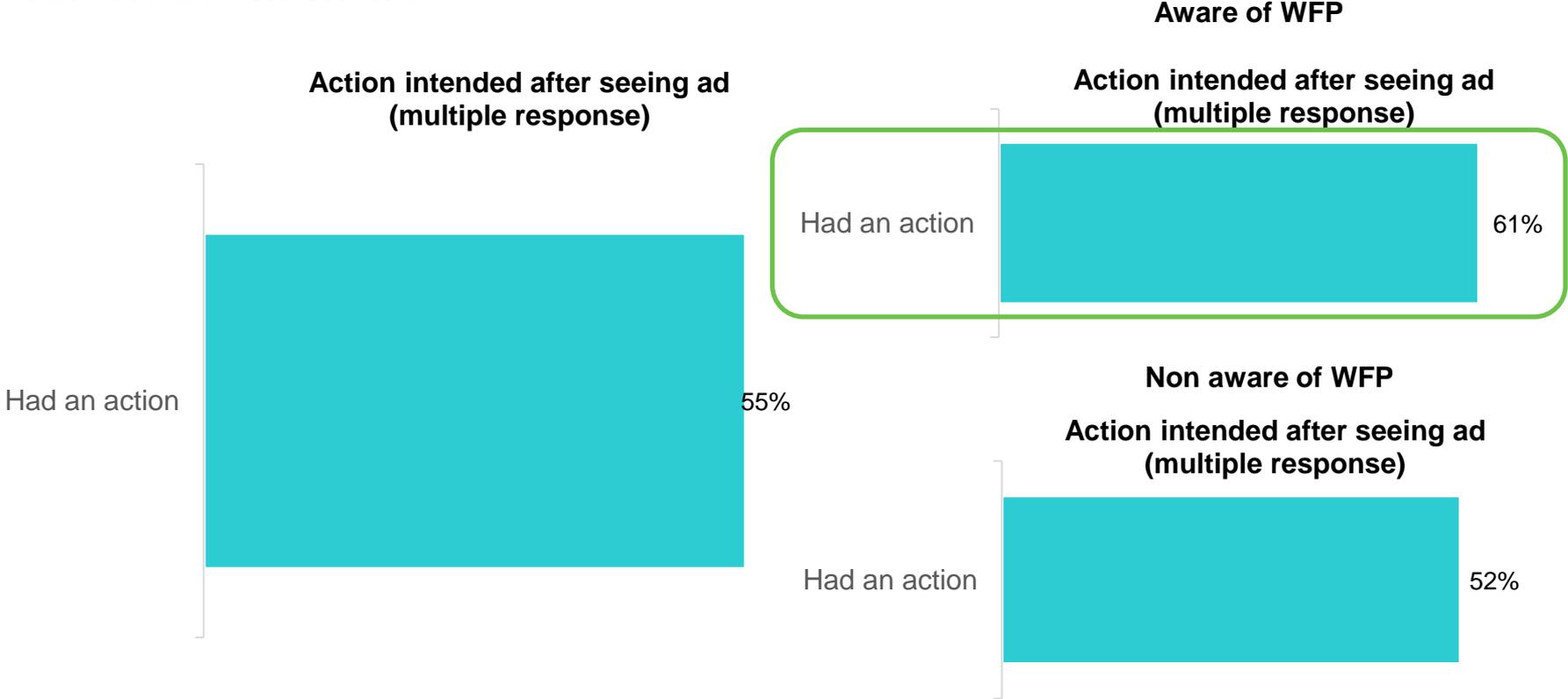
Action intended after seeing ad (multiple response)



**Global data**  
**Cinema 43%** more likely to inspire me to go find out more than Online

26 Would you do anything as a result of seeing this advertising?  
 Base Size People 524

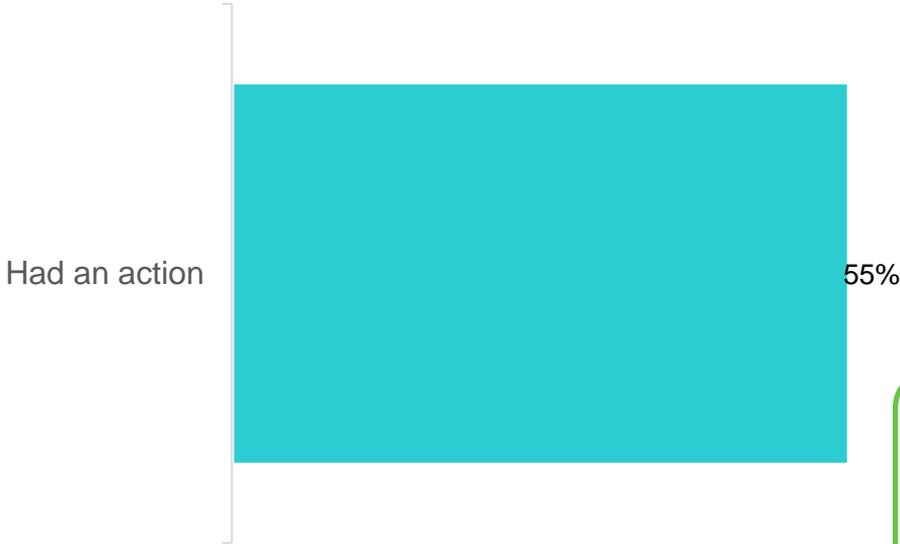
# People aware of WFP were more likely to act after having seen the ad vs. those unaware



27 Would you do anything as a result of seeing this advertising?  
Base Size People 524

# This action increases even further amongst those who don't currently donate but would

Action intended after seeing ad  
(multiple response)



World hunger: "It is a very worth cause"

Action intended after seeing ad  
(multiple response)



World hunger: "I don't currently donate, but I would"

Action intended after seeing ad  
(multiple response)

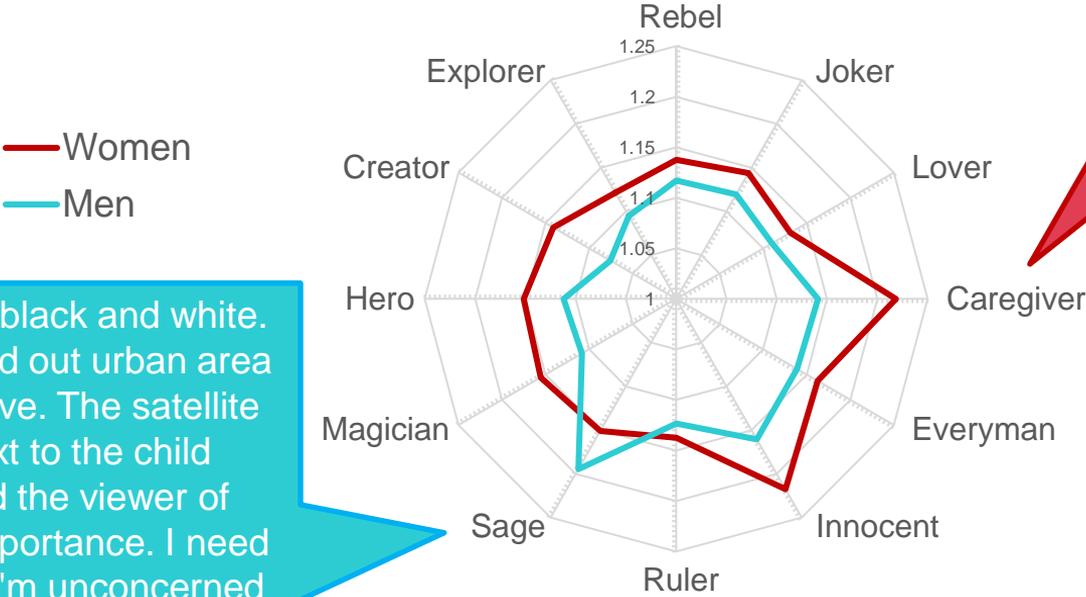


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# Differences amongst Demographics

# Women are more likely to use archetypal emotional language (especially Caregiver, Innocent); men are more 'rational' (Sage)

Ad Archetype



“makes me sad seeing kids living in areas like this. god bless these children”

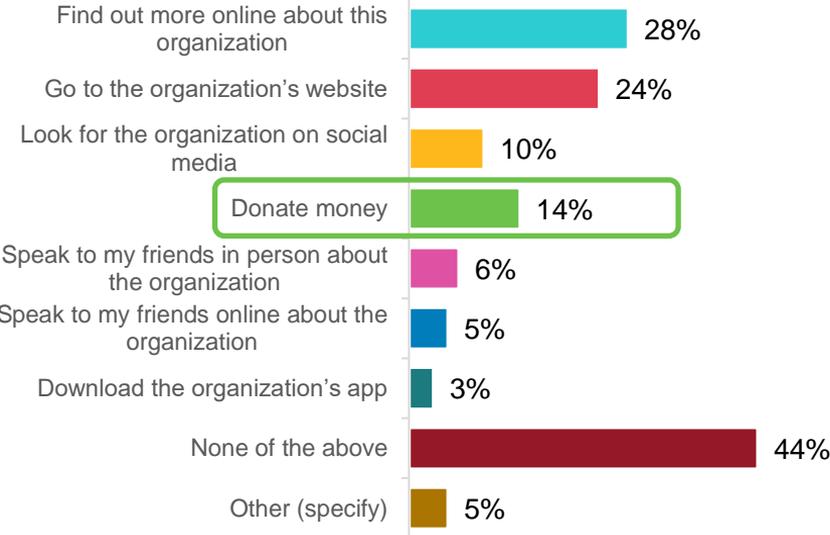
“I liked the black and white. The bombed out urban area was effective. The satellite dish next to the child reminded the viewer of levels of importance. I need my tv and I'm unconcerned about lack of food.”

Comments when shown the ad

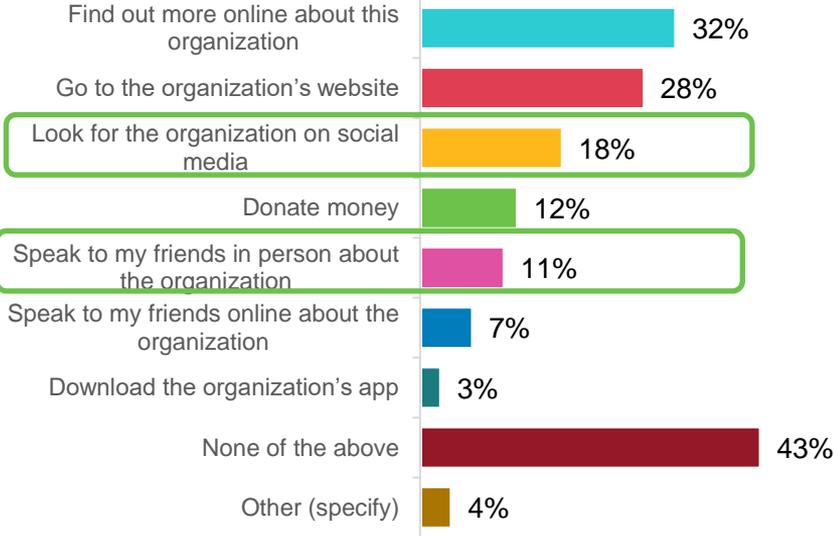
# Proportionally, Males are more likely to intend to donate after seeing ad whereas females speak to friends or look for details on social media



**Action Intended after seeing ad (multiple response)**



**Action Intended after seeing ad (multiple response)**



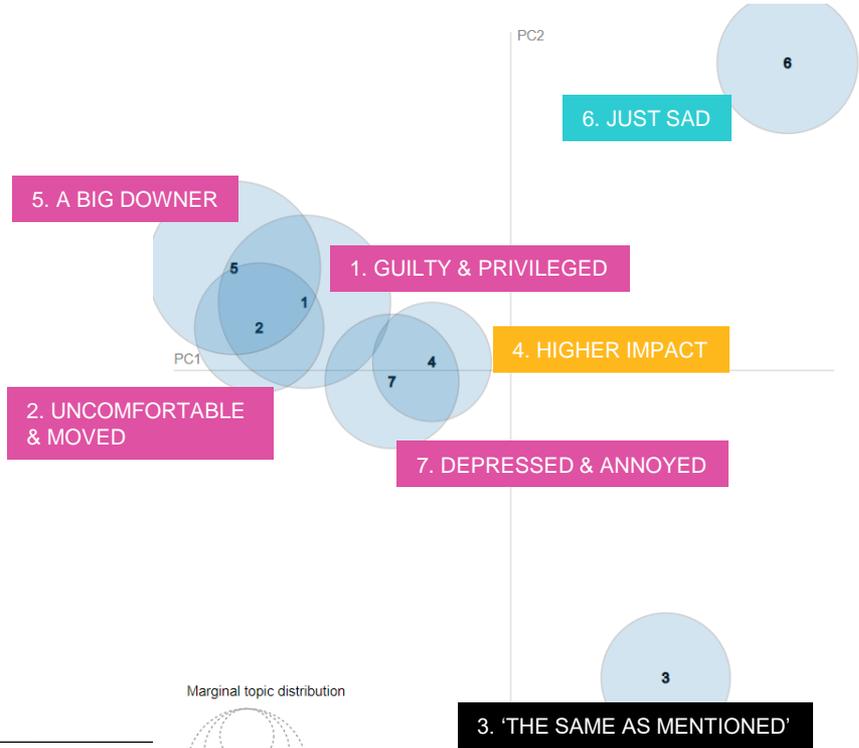
31 Base Size (People/Experience): Would you do anything as a result of seeing this advertising?  
Male 220 Female 300

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# Cinema's role in the campaign

# The effects of seeing the ad specifically in cinema center around – heightened impact, particularly sadness, and discomfort

Spatial Map of the impact it would have if seen at cinema

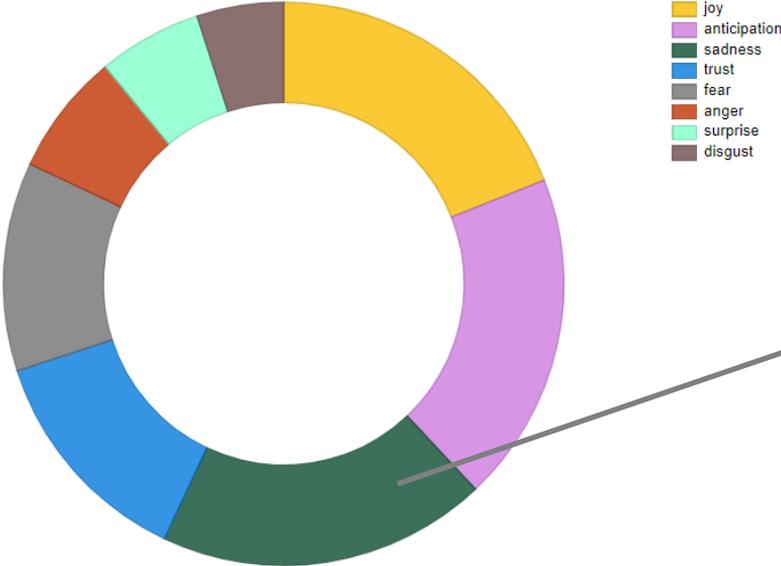


33 Base Size (People/Experience): How you would have felt seeing this particular ad at the cinema? 585

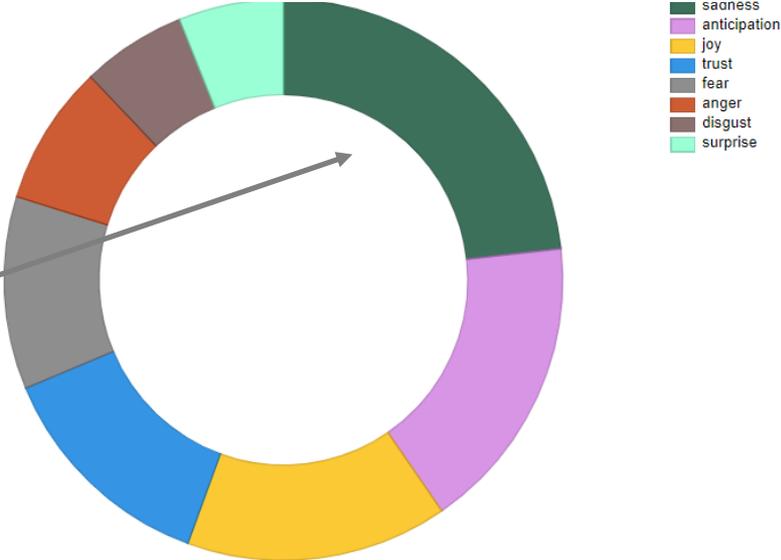
# People feel that Cinema can heighten the sadness of watching the ad, showing how it can amplify strong emotions.

## 6. JUST SAD

Response to being shown the ad



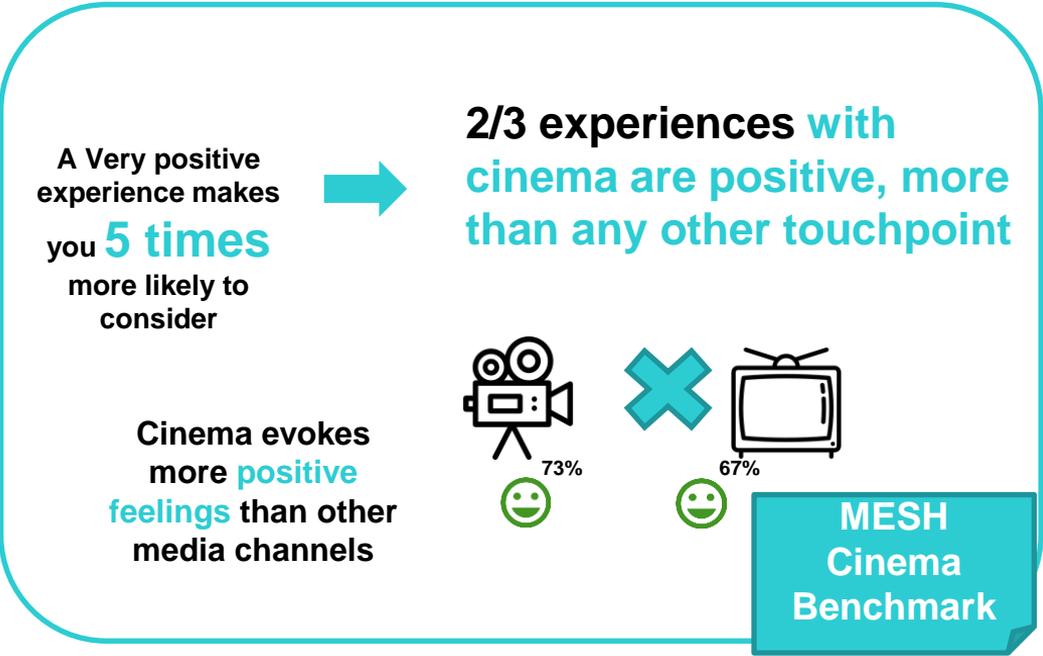
What if you were to see it in the cinema



34 Base Size (People/Experience): How you would have felt seeing this particular ad at the cinema? 585

# From MESH's previous work with SAWA we know that cinema evokes deeper feelings than other media, and responses in this study echo this

## 4. HIGHER IMPACT



Feeling of people who actually saw at cinema

“I did see this in theaters I think the act of seeing it on the big screen made it more emotional and more impactful”

# In a benchmark MESH study we see how Cinema amplifies the impact on other experiences – meaning future experiences are more positive

**Didn't have** a previous experience with cinema



**55%** positive experiences

**MESH US  
Cinema  
Benchmark**



**44%** positive experiences

**+28 p.p.**



**Had** a previous experience with cinema

**83%** positive experiences



“Watching the amazing race season finale and saw the new M&M Hazelnut spread flavor. Funny commercial as the other M&Ms ate the new flavor. **Saw it in the movie theater before.**”

M&M's • TV • Very positive • Slightly more likely to purchase •

**+31 p.p.**

**75%** positive experiences



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**This is due to the cinema theatre setting generating more dramatic effects (sound/big screen) and so it is an effective medium for this type of ad**

4. HIGHER IMPACT

“I think seeing the ad in theaters would have the same emotions but be more impactful. Being surrounded by an audience and seeing the visuals on the big screen as well as the touching music on the loud theater equipment would enhance the ad's effects on me.”

“I would have felt the same way but, a bit more as the sound of the theater and larger screen would have a more of a dramatic effect on me”

“It would have definitely made the mood a bit more somber”

# The music element also proves to be very impactful to augment the wow factor of the ad

## 4. HIGHER IMPACT

“The song would have been very attention grabbing and immersive.”

“It was beautiful, yet sad and moving, hearing many cultures and languages of children together in song, then down to just one.”

“The music in a loud theater would have been very powerful and moving, but I have to admit it wouldn't sway me to take action.”

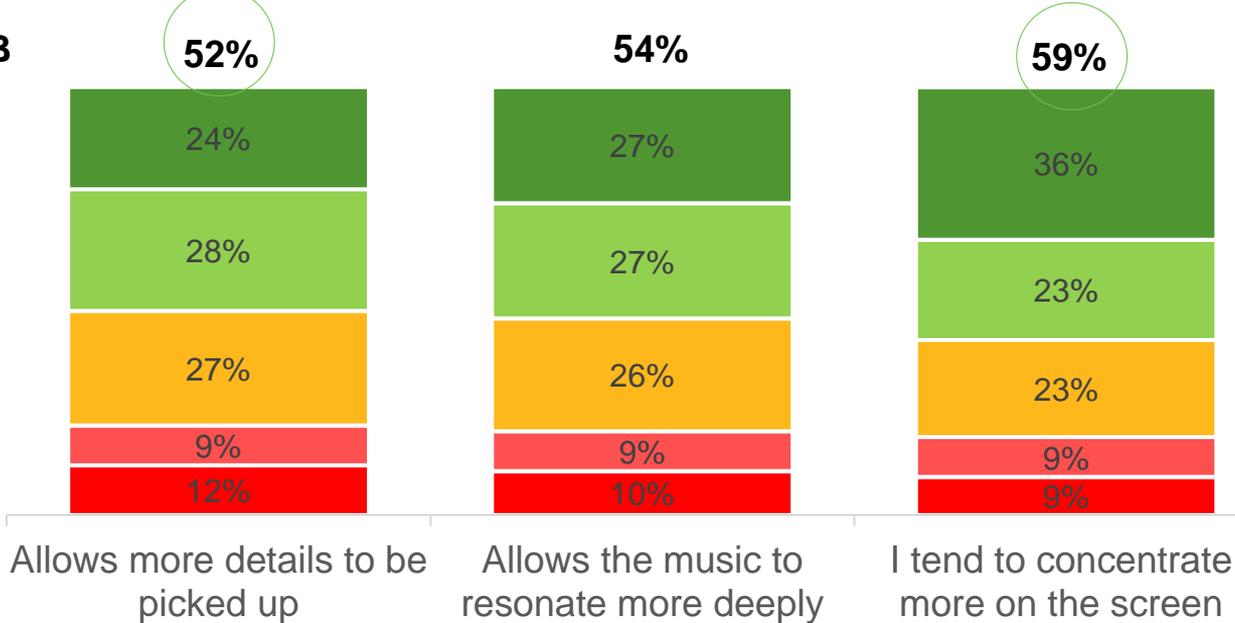
“I would've had an emotional reaction to the song and imagery. It's pretty powerful.”

# This immersive setting means that people are more likely to concentrate and pick up more details vs. seeing through other channels

## 4. HIGHER IMPACT

### Impact of seeing ad at cinema vs. other devices

T2B



“More likely to pay attention there than on TV or online ”

- Strongly Agree
- Slightly Agree
- Neither agree nor disagree
- Slightly Disagree
- Strongly Disagree

“Will remember it and have more understanding of the crisis”

39 Base Size (People/Experience): 526  
How much would you agree with the following statements comparing cinema with seeing the same advert on other devices

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## Some feel that they would be particularly shocked or down seeing this ad at the cinema, where they go to escape and relax

I haven't seen it in a theater, so glad i haven't, how could you think about watching a movie knowing that they could have used what we spent on the movie, i wouldn't be able to enjoy the movie.

I really dont go to the movies to see depressing stuff like this...

Having it as a commercial, would just bother me. I can't do anything about it. I go to the movies to escape reality, not to be hit over the head with it.

when i go to the cinema, it's to escape a troubled world, so a sad advert like this might feel unwelcome, like the suffering i'm trying to avoid is intruding on my escape

**This can be a powerful tool to put people out of their comfort zone and heighten the impact – getting over the hurdle of apathy that we face**

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## However, this can be a tool to put people out of their comfort zone and heighten the impact – getting over the hurdle of apathy that we face

I would've felt guilty for eating overpriced popcorn and drinking an overpriced soda. I could've donated half of what i spent and it probably could've fed all those kids.

I would be moved. I would probably look up the website and research the organization and see if it's a worthwhile charity to donate to.  
It would have made me feel guilty for my \$8 soda and \$8 popcorn.

Very sad and a little guilty eating movie snacks and spending the \$20 on tickets while little kids don't have access to basic needs.

Would have felt sad and if i had food ...Guilty at having the privilege of having food.

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# Appendix

# What is Signoi?

**Making sense of large volumes of unstructured data is hard.**

**But the world is full of it!** Websites, news feeds, market research, review sites, internal communication channels or social media, customer experience comments... the list is endless, and multiplying exponentially all the time.

The problem is, how do you find the deep patterns and real insights you need in all this?

That's what **Signoi** is for - a new AI-powered platform to bridge the gap between big data and human intuition.



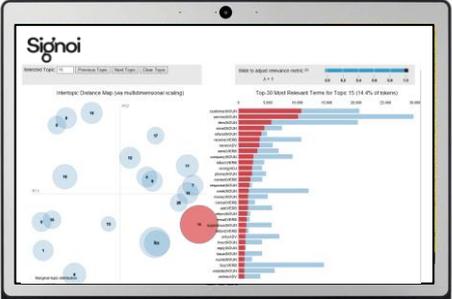
## Signal from Noise



Accelerated reading; fast, rigorous decoding of messy data revealing meanings, emotional energies, attitudes and feelings; complex archetypes rather than just basic sentiment, meaning rather than simple coding.



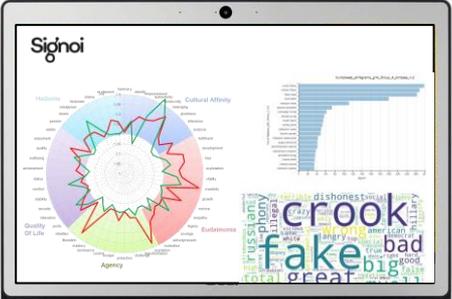
## Revelation, not search



Surfing naturally emerging patterns and implicit themes using neural nets and machine learning models, and advanced analytics. Shows what is there rather than just finding things you need to tell it to look for



## Faster, cheaper, better



Cutting analysis time and cost, allowing human minds to do more of what they're best at – thinking and interpretation.

# Signoi's Universal Semiotic Energies tell you in detail what you are transmitting, and what people are picking up

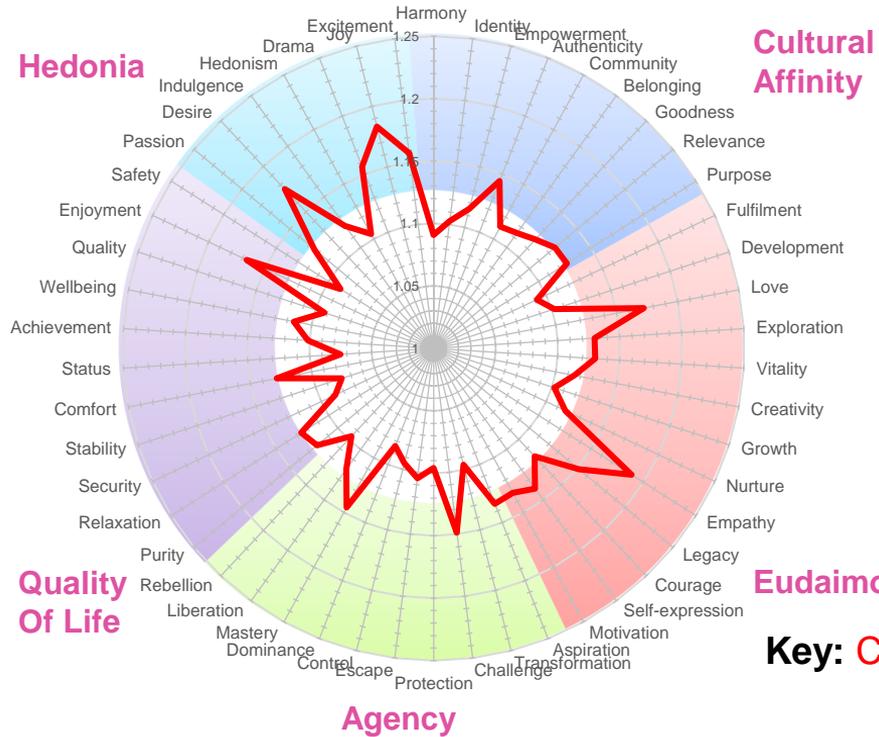
Your can look at the messages you're transmitting – or what people are saying – against a universal framework of meaning

**Universal Energies are the unchanging semiotic concepts that resonate with us**, expressed in different ways through communications and language generally.

They are anchored in deep research into the drivers of human happiness and universal cultural need-states.

They are equally relevant to brands and people.

These are the positive universals. There is another set of 'shadows' connoting oppositional concepts (conflict, disempowerment, and so on).



Empathy, Love and a desire to help come through strongly in the text.

**Key:** Comments when shown the ad



# Open ends from those people who remember seeing the ad

“if I know it's a legit charity, it's good to get the word out.”

“I thought it was very well put together”

“Emotional ”

“Yes ”

“again heart rendering”

“Sad about the conditions of our world ”

“The same way”

“Sad”

“Sad”

“I would've felt guilty for eating overpriced popcorn and drinking an overpriced soda. I could've donated half of what I spent and it probably could've fed all those kids.”

“It made me more aware of childhood hunger around the world.”

“i seen it at the movies”

“I've seen this ad in my local theater already”

“not”

“sad”

“Emotional”