

# valmorgan cinema network MEDIA ENGAGEMENT STUDY



#### to occupy the attention or efforts of a person or persons

en·gage

en-geyj] en·gaged, en·gag·ing

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Today's advertisers know that a successful campaign requires more than just reach & frequency.

#### A successful campaign must deliver ENGAGEMENT



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"The irony is that while there have never been more ways to reach consumers, it's never been harder to connect with consumers"

a second to be with

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Brad Jakeman, President Global Enjoyment Brands & Chief Creative Officer Pepsi Co

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### **Advertising Challenge:**

## How do you engage viewers with your ad in a world of increasing:

- Multi tasking
- Distracted and attention deficit consumers
- User control technology PVR's, tablets, smart phones
- On demand viewing

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The Engagement Medium



**48%** of Australian households now have a PVR<sup>1</sup>

60% of Australians now regularly watch TV and surf online at the same time<sup>2</sup>

Only 4% of people watch an entire ad break<sup>3</sup>

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The Engagement Medium

SOURCE: 1.Nielsen On-line Consumer Landscape March 2012, 2.Australian Multiscreen Report Q1 2012, 3. AOR 2012

There is still one place where advertising engagement is guaranteed..

#### **The Cinema**

- 97% present for the pre-show\*
- Captive and attentive audience
- Paying customers who enjoy the pre-show
- Big screen, big sound...BIG IMPACT
- The ultimate brand engagement medium

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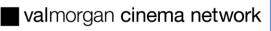
# How does the engagement of Cinema compare to TV?

We decided to find out....

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#### Methodology

- Independent research study
- Campaigns breaking concurrently on cinema and TV
- Measured proven recall amongst people with an opportunity to see the ad on either medium
- Proven recall recalled the ad spontaneously (after category prompt) and correctly describe aspects of the ad





#### Methodology

In total 820 interviews were conducted

- Thinking about your recent visit to the cinema / the TV you watched on Sunday, do you recall seeing any advertising for [Category]?
- Which brand(s) / model(s) was the advertising for?
- Can you describe the key message or messages of the ad?

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Did you do any of the following during the ad breaks on Sunday?" SOURCE: AOR 2012

#### We also asked what do you do during TV ad breaks\*...?

**48%** did something else during the ad breaks

**46%** switched channels

27% left the room

**31%** fast forwarded the ads (PVR Digital Recorder owners)

\*Always /often

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Independent studies found that cinema generated:

# 6 times the impact of TV 6 times the ad memories of TV 6 times the engagement of TV

**MEASURE:** proven ad recall measured day after exposure on cinema and tv

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#### Proven recall demonstrates

**CONNECTION** with the medium

#### **ABSORPTION** of the advertising

#### **RETENTION** of the message

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#### CINEMA | amplifies your screen strategy by THE POWER OF 6

#### **Cinema Delivers:**

- Enhances your audio visual screen advertising strategy
- Light TV Viewers with 7 out of 10 cinema goers light TV viewers
- Incremental reach to your TV campaigns
- Active consumers in a captive environment
- Maximum engagement with 6 x the power of TV



**RECOMMENDATION:** 

Super charge your campaigns today!

Include cinema in your screen strategy

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