

**Big Screen: Big Impact... Big Cost?**



**Cinema is** **3** **times more cost effective**  
**and 8 times more impactful than TV**

A **Cinema Advertising Association**  
research project to quantify advertising impact and cost effectiveness

**Pearl & Dean**

**CAA**  
cinema advertising association

**CARLTON**   
Screen Advertising

# 1) How did we do it?

3 brands from 3 different categories were selected to be part of the research - British Airways, Brylcreem and Lexus

Criteria - a new creative launching at around the same time on both cinema and TV

CAA commissioned Redblue Research Agency in Autumn 2007 to undertake this research study.

“Precise and careful respondent recruitment was fundamental to the success of this study. By tightly controlling parity between audiences we were able to accurately capture the impact of a first and only exposure to an ad for both cinema and TV audiences.”  
**Greg Sill, Director, Redblue**

**redblue**

**A pure test of advertising effectiveness with the same ad but on different media**

2 different samples per brand -

- a. TV sample recruited on basis of seeing the ad ONCE during a launch programme.
- b. Cinema sample recruited on basis of seeing the ad ONCE during launch film.

Both samples cannot have seen the ad on any other occasion.

i.e. research designed to measure effectiveness after ONE exposure - be it on TV or cinema.

1,000 respondents in total, 500 in each sample - split across the 3 brands.

Main interview was a day after initial exposure - both samples completed identical online questionnaires.

The outcome...

... research which makes us able to quantify (for the first time) the ‘impact weighting’ of cinema compared to TV across multiple brands and categories.

## ② What was the media plan?



**BRITISH AIRWAYS**



Creative: **'Service'**  
Copy length: 60 secs

Target Audience: 25 - 54 ABC1

Media Agency: ZenithOptimedia  
Creative Agency: BBH

### TV Activity

Launch date: 7th September 2007  
Launch programme(s): Rugby World Cup, Hell's Kitchen

### Cinema Activity

Campaign: 2-week AGP/GAP  
London/South  
Launch date: 7th September 2007  
Films: Knocked Up, Atonement, The Simpsons Movie



Creative: **'Effortless'**  
Copy length: 60 secs

Target audience: 16 - 34 Men

Media Agency: MG OMD  
Creative Agency: WCRS

### TV Activity

Launch date: 23rd September 2007  
Launch programme(s): Hell Boy Film Premiere, Premiership Football

### Cinema Activity

Campaign: 1-week Male Premier/Focus  
Launch date: 14th September 2007  
Films: Superbad, The Bourne Ultimatum, Run, Fat boy, Run



Creative: **'Hybrid'**  
Copy length: 40 secs

Target audience: 30 - 55 ABC1 Men

Media Agency: ZenithOptimedia  
Creative Agency: CHI & Partners

### TV Activity

Launch date: 17th September 2007  
Launch programme(s): ITN News, Champions League Football

### Cinema Activity

Campaign: 1-week AGP/GAP  
Launch date: 7th September 2007  
Films: Knocked Up, Atonement, The Simpsons Movie

## ③ What did we find out about impacts?

It's generally agreed that recall is the best definition of impact.

Advertising can inform, change perceptions and lead consumers to behave in certain ways... but they first have to remember the ad.

An effective impact is one that enables the viewer to provide a correct basic mention of an ad after having recalled it spontaneously (otherwise known as proven recall). Something specific about the ad or brand which meant we can be sure they recalled the right ad (ruling out misattribution).

Across the 3 brands that were researched, those who were exposed to the ad on cinema achieved significantly higher recall scores than those exposed to the ad on TV.

Average recall scores across the 3 brands were **3% on TV compared to 25% on cinema.**

**Cinema is  
8 times more  
impactful  
than TV**

In other words for every 100 people seeing an ad for the first time on TV, 3 will spontaneously recall specific details of the ad a day later, compared to 25 out of every 100 seeing an ad for first time on cinema.

8 times the recall, 8 times more impactful communication.

With 8 times the impact, this corroborates previous CAA research showing the difference cinema can make when integrated with a TV campaign - both by reaching a unique audience and also by reinforcing key messages with significantly more impact.

**TV: Proven recall per 100 people**



**Cinema: Proven recall per 100 people**



Note - We recognise that TV is rarely planned to achieve a frequency of 1. One of the key strengths of TV is large numbers - the ability to achieve significant cover and frequency fairly quickly.

But the goal of this test is to shed light on 'impact weighting'. To measure a like for like exposure and quantify the differences in effectiveness of the communication.

## 4 What did we find out about cost effectiveness?

We can use the impact scores to add valuable insight into cost effectiveness of cinema advertising.

We believe that it's only fair to take into account the **SIZE** of the impact when considering the **COST**.

We've shown that cinema has 8 times the impact of TV, but is it 8 times the price?

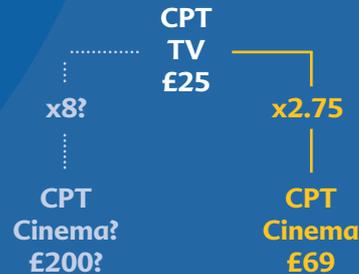
Not so... using a number of sources we've estimated an average 15-34 CPT on TV to be approximately £25.\*

Given the impacts results, you could expect the equivalent cinema CPT to be approximately  $8 \times £25$ ... i.e. £200.

In reality, the CPT on cinema is more like £69\*\* ...

...which makes it just  $2\frac{3}{4}$  times more expensive than TV.

**Cinema is  
3 times more  
cost effective  
on 1 exposure  
compared  
to TV**



8 times the impact,  $2\frac{3}{4}$  times the cost... this effectively means an advertising impact on cinema is 3 times more cost effective than the same ad on TV.

And in fact, this doesn't just work when targeting 15-34 year olds.

The cost effectiveness ratio across 5 different target audiences still equals 3:1 in cinema's favour.

Proving that ultimately cinema is 3 times more cost effective and 8 times more impactful than TV.

The research also picked up key examples of how cinema enhances communication over and above the actual impact -

**Higher brand awareness (+20%)**

**More enjoyment of ad (+12%)**

**Enhanced brand perceptions  
(+21% stylish, +17% quality)**

**More word of mouth (40% more  
likely to have talked about the ad)**

**Who should I contact for more details?**

**Pearl & Dean**

Jackie McCarry

Tel: 020 7882 1113

jackie.mccarry@pearlanddean.com

pearlanddean.com/business

\* Agency estimates - assumes standard channel mix delivery with average discount.

\*\* Assumes average discount, figures are estimated.

## What did people say?

“The research quantified and qualified our belief in cinema as an effective channel to engage with our core audience and communicate our key creative message while strengthening consumer perception and opinion of the brand”

**Matt Skelding**  
Client Planning Director  
ZenithOptimedia UK

“The cinema impacts research demonstrated that the Brylcreem Effortless ad was able to achieve real cut-through after just one exposure on cinema; not only in terms of recall and brand perception/consideration, but particularly in getting people talking about the ad amongst their peers. This was of great value to our campaign”.

**Rachel Phelan**  
Account Manager  
Manning Gottlieb OMD

“It [cinema] allows us to reach the consumer at a time when his or her concentration is absolute, when the anticipation of being entertained is high and ad avoidance is low. It’s marketing gold dust”

**Richard Brooke**  
Communication Buying  
Manager, Unilever UK