

Cinema Advertising ROI

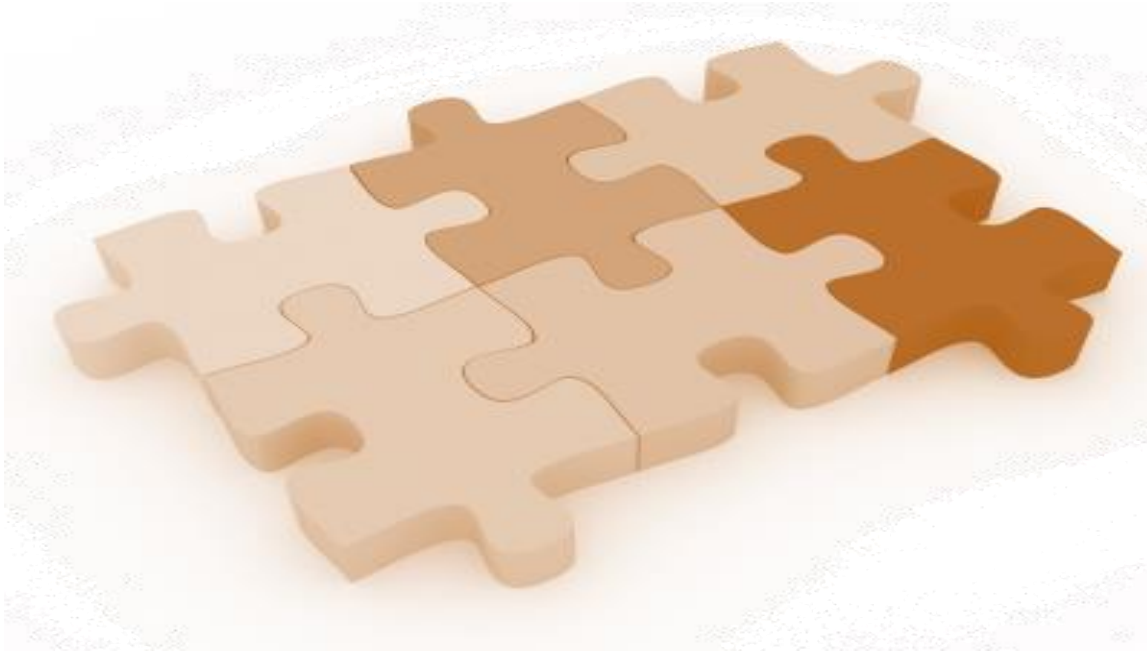


What You'll See In This Presentation...

- An academic review of ROI case studies for campaigns incorporating cinema into their media mix across multiple categories

Meta-Analysis

Meta-analysis refers to methods that focus on contrasting and combining results from different studies, in the hope of identifying patterns among study results



Cinema Meta-Analysis

BrandScience examined 96 case studies from World Advertising Research Council (WARC), OMD & CAC Members to determine the overall impact of cinema advertising

Non Cinema Cases

Sector	WARC cases	Other Cases	Total
CPG	21	0	21
Services	19	0	19
Luxury Goods	1	0	1
		Overall:	41

Cinema Cases

Sector	WARC cases	Other Cases	Total
CPG	20	3	23
Services	29	1	30
Luxury Goods	0	2	2
		Overall:	55

Financials of Studies Analyzed

The two datasets are comparable in terms of budget, brand and category

Non Cinema Cases

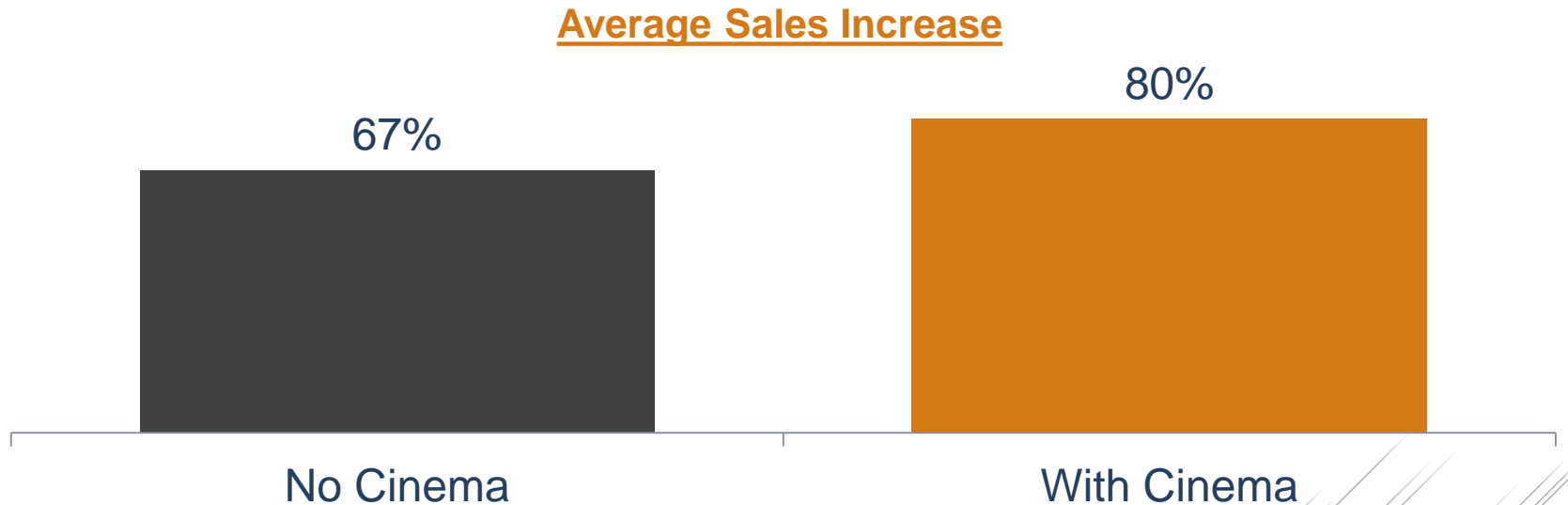
	All	CPG	Services	Luxury Goods
Less than \$10 million	9	3	6	0
\$10 – 30 million	19	13	5	0
\$30 million+	13	5	8	0
Unknown	0	0	0	0
Total	41	21	19	1

Cinema Cases

	All	CPG	Services	Luxury Goods
Less than \$10 million	18	5	13	0
\$10 – 30 million	13	4	9	0
\$30 million+	20	10	8	2
Unknown	4	4	0	0
Total	55	23	30	2

Campaigns with Cinema Increase Average Sales at a Higher Rate

Campaigns with Cinema on average increased 80%, a rate 19% greater than campaigns without cinema

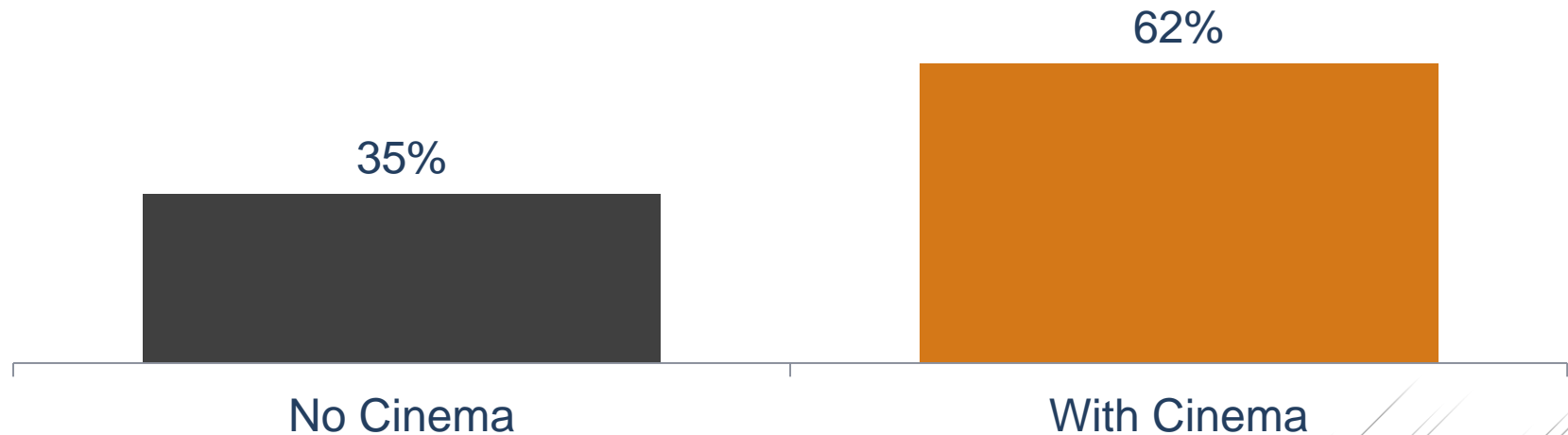


THE **BIGGER** PICTURE

Cinema Contributes Even More to CPG Campaigns

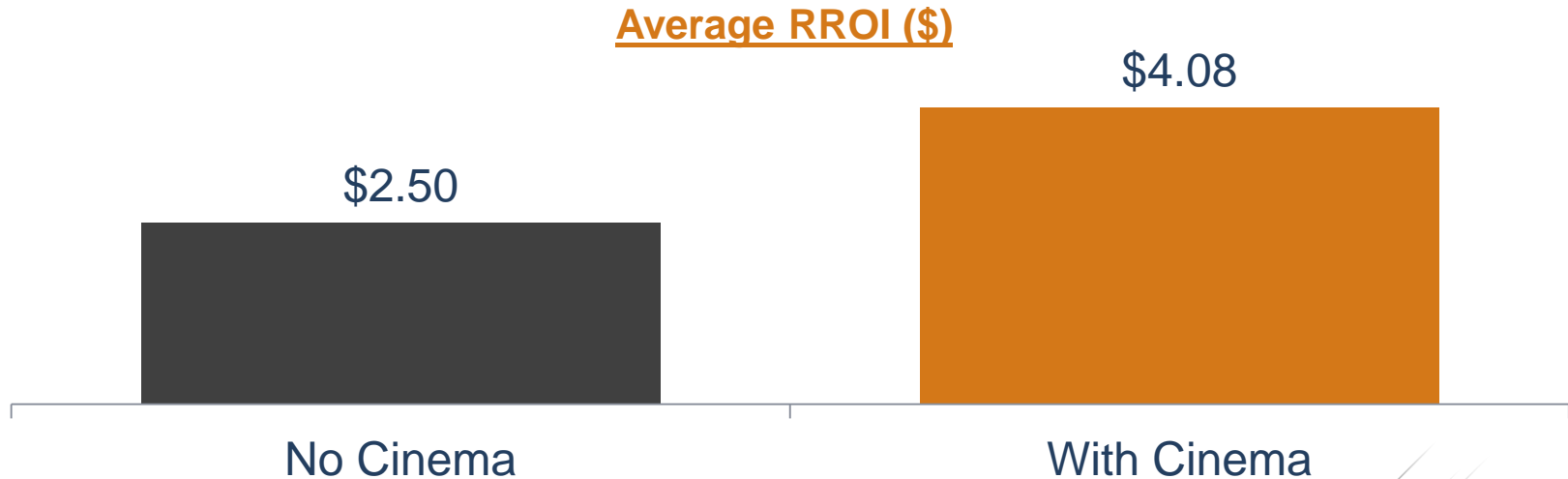
Average Sales increases amongst CPG campaigns were **nearly double** when **Cinema was part of the media mix**

Average Sales Increase - CPG



Revenue ROI is Nearly 2X Stronger with Cinema in the Media Mix

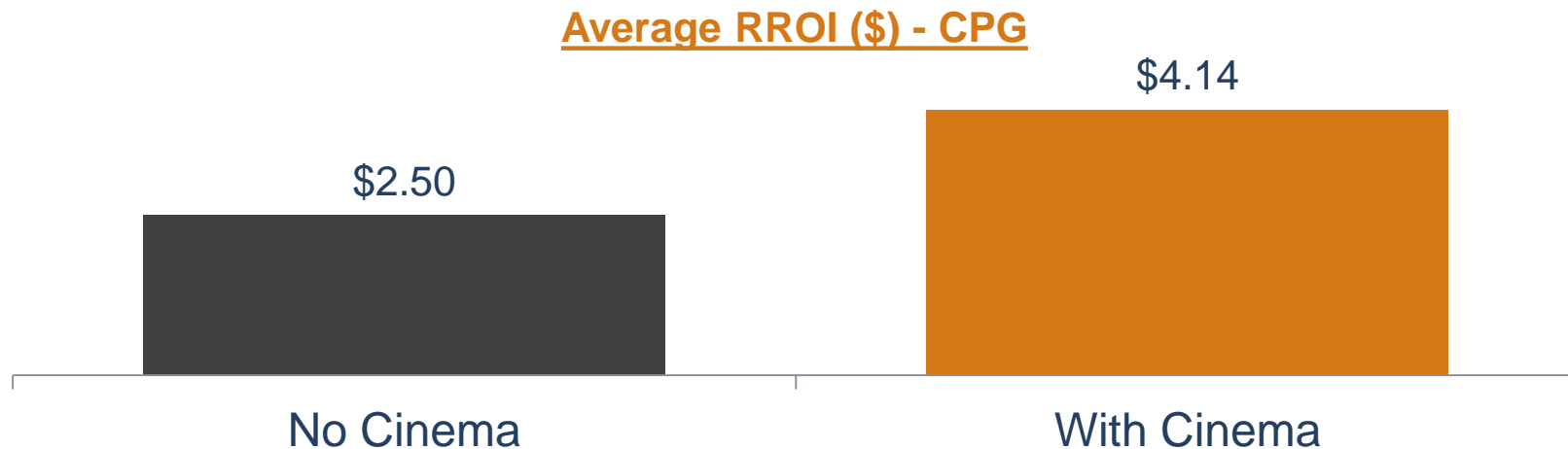
Campaigns with Cinema on average achieved Revenue Returns on Investment of \$4.08, **63% greater than that achieved by campaigns without Cinema**



Revenue ROI = Revenue Return on Investment
(incremental profit return from \$1 spent on advertising)

Results were Slightly Stronger for CPG Campaigns

CPG Campaigns with Cinema on average achieved Revenue Returns on Investment of \$4.14, **66% greater than that achieved by campaigns without Cinema**



Revenue ROI = Revenue Return on Investment
(incremental profit return from \$1 spent on advertising)