Fantasy film
Case Study

Objectives
A film distributor wanted to promote their latest fantasy film to the general public.

The Results
- 57% of Test OOH respondents recalled the fantasy film ads (vs. 21% of the control group)
- 31% of respondents who recalled the film ads would bring their child to see the film (vs. 9% of the control group)
- 59% of respondents plan to watch the fantast film in the cinema (vs. 33% of the control group)
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The Bus campaign worked to inform the audience, driving people to take action towards the film

THE EXECUTION

In October and November 2018, Exterion Media undertook research in the following cities: London, Manchester, Bristol, Edinburgh, Liverpool and Birmingham.

The aim of this was the measure the effect of the National T-side Bus campaigns over a period of two weeks from 29th October – 11th November.

In order to capture the effectiveness of this campaign, campaign metrics were measured in association with BDRC Continental.

The sample consisted of 365 adults aged 16+. The control were people who live outside of the target cities, the test consisted of two groups exposed to the campaign who live in one of the target cities; one group who were interviewed at home, and one group whilst out and about. All groups were matched by gender, age and social grade.

THE RESULTS

Recall of the Bus campaign was strong – the test groups were significantly more likely to have noticed the ads when compared to the control group.

Those in the test OOH group are more likely to have already seen the film, with perceptions towards the film also being improved.

Test OOH respondents were significantly more likely to have recalled the campaign

Recalled the fantasy film ads

- Control: 21%
- Test at home: 47%
- Test OOH: 57%

Those exposed to the Bus campaign were significantly more likely to agree with positive statements about the film (agree/strongly agree)

- It looks like an entertaining film
- It got my attention
- It makes me feel I would like to go watch the film
- The ad is aimed at people like me
- It sparked conversation with people I was with
- It encouraged me to look up the film on my phone
- It encouraged me to take a photo

Exposure to the Bus campaign increased the likelihood of action towards the film

The Test OOH group was more likely to have seen the film at the cinema than Control and Test At Home groups.

CONTACT

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*Test OOH sample low base size – indicative only

Test group significantly different to control at 95% level
Test recall ad group significantly different to test non-callers at 95% level