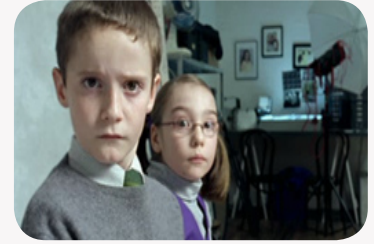


Cadbury Dairy Milk

cinema case study

Cinema's complementary role with television

Cadbury launched their Eyebrows Dairy Milk ad on cinema prior to the ad appearing on TV, providing a unique opportunity to measure cinema's effect in conjunction with a TV campaign.

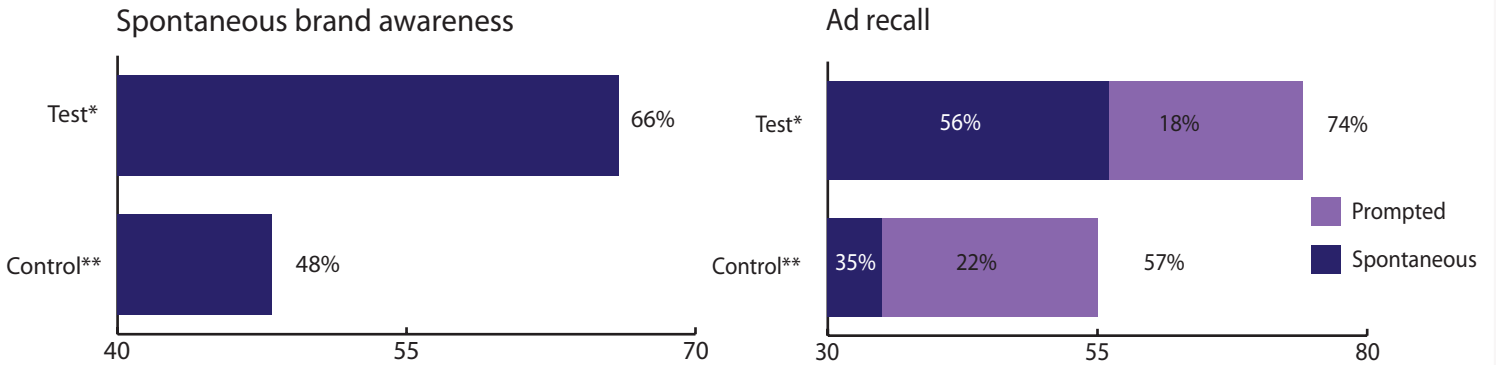


Methodology

- Respondents were recruited from 4 Auckland cinemas.
- Two samples were targeted.
 - Test group had the opportunity to see the ad BOTH in cinema and on TV.
 - Control group had the opportunity to see the ad ONLY on TV.
- 323 online interviews were completed amongst people aged 14-49.
- Respondents were interviewed 7 to 10 days after their cinema visit.

Results

Both spontaneous brand awareness and ad recall were significantly higher in the test cell versus the control.



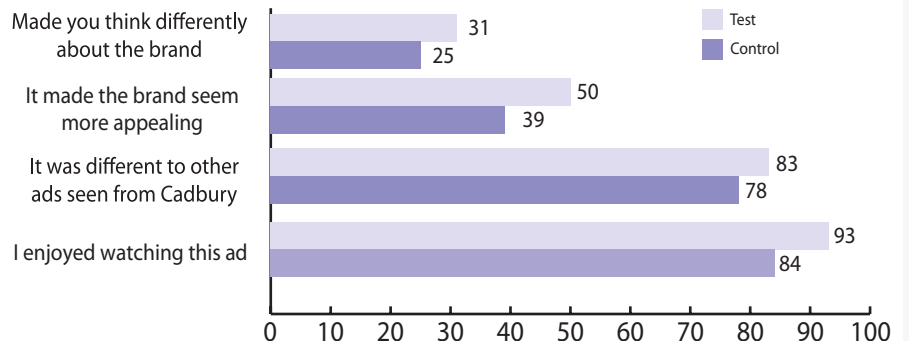
* Test cell had opportunity to see Cadbury Eyebrows ad on both cinema and TV.

** Control cell had opportunity to see Cadbury Eyebrows ad on TV only.

Brand Health

People responded more favourably to the ad after being exposed to it on cinema compared to TV only.

- 9 in 10 people agreed Cadbury is loved by kids
- half strongly agreed that Cadbury has 'great advertising'
- more likely to agree the ad made the brand seem more appealing



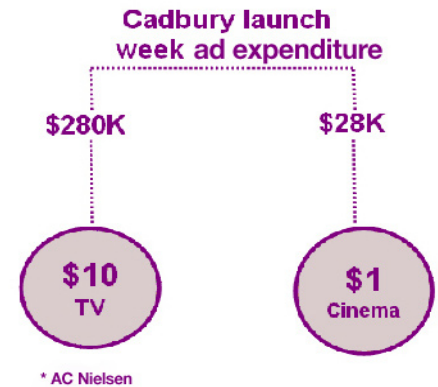
Cadbury Dairy Milk

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Results Cont.

Cinema added significant value to the communication for a relatively low investment

- The combination of TV and Cinema delivered Cadbury exceptional results
- Comparing AC Nielsen ad spend figures, for a tenth of the cost of TV cinema added
 - Higher spontaneous brand awareness (+38%)
 - Higher ad recall (+35%)
 - Enhanced brand perceptions...
 - +28% “more appealing”
 - +24% “thought differently about the brand”



“The research study clearly showed that the use of cinema was very effective, more so than TV for awareness and recall.

Hence, cinema was a very good layer to the overall effectiveness of the CDM ‘Eyebrows’ campaign and has maximised the efficiency of the campaign, that we would not have got from TV only.”



Natasha Bell, Brand Manager - Moulded Chocolate



Conclusions

- The Cadbury Dairy Milk ad generated high top of mind awareness and achieved high spontaneous recall 7 to 10 days after the cinema exposure.
- It was well received by cinemagoers who enjoyed watching the ad.
- The commercial had a very positive effect for Cadbury both in terms of brand appeal and consideration.
- Cinema complemented TV exposure to create a combined effectiveness not achievable through TV alone.

Source: Big Picture 2009