

The Warehouse "Brights and Bolds" case study

Measuring the impact of cinema and its effect on brand perception and consideration

The Warehouse showcased their latest spring apparel range in Wellington cinemas as part of a nationwide advertising campaign. Research was conducted to measure the impact of cinema and cinema's effect on brand perception.



Background

- The 30 second commercial played with key blockbusters likely to attract a female audience.
- The campaign had run on TV for 3 weeks prior to the cinema burst and on other media including outdoor, magazines and press.

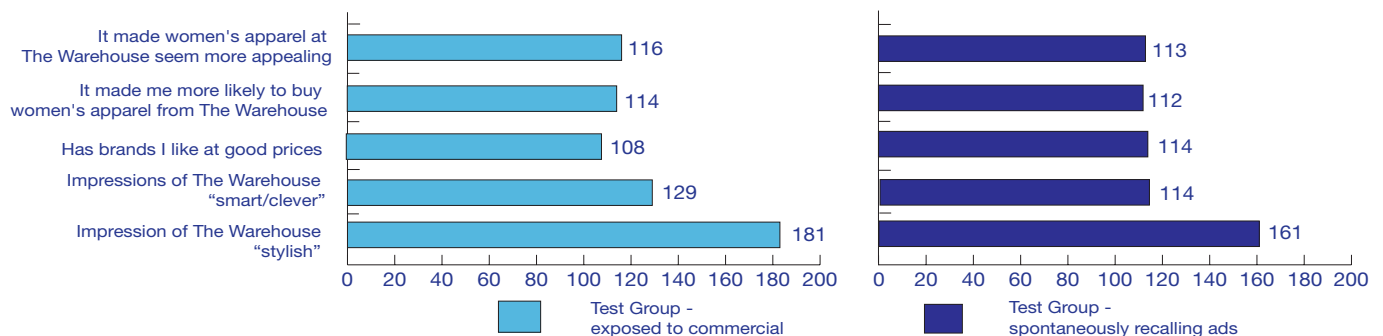
Methodology

- 350 face-to-face interviews were conducted amongst females aged 20-49, on exit from two Wellington cinemas.
- Respondents were grouped into two samples. A test group, who had the opportunity to see The Warehouse commercial and a control group, who had not been exposed to the ad.

Results

- Recall of the commercial was exceptionally high, 1 in 5 of the test sample recalled The Warehouse ad spontaneously with 8 out of 10 recalling after prompting.
- A high level of detail was recalled, two thirds of those spontaneously recalling the ad correctly mentioned the 'Brights and Bolds' strap line.
- Exposure to The Warehouse ad in cinema had a strong effect on perceptions of the brand. Those exposed to the ad in cinema were more likely to think of The Warehouse apparel as 'more appealing', 'stylish' and 'more likely to buy'.

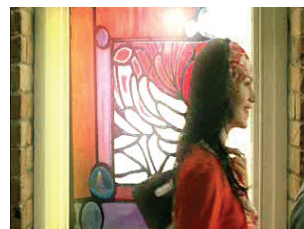
Test Group Perceptions of The Warehouse Indexed against the Control Group
(Agree/Strongly Disagree)



Conclusions

The research showed that The Warehouse cinema commercial generated impact amongst the target audience, with high levels of detail recalled. The commercial had a very positive effect on brand appeal, consideration and future purchase intention.

Source: Big Picture 2007



For more information contact your Val Morgan Cinema Network representative