



cinema network

Kellogg's Special K

case study

Kellogg's ran a national cinema campaign as part of the launch of the new Honey and Almond Special K cereal and breakfast bar. To complement the on-screen activity, exit sampling of the new product was conducted at selected screenings of the Devil Wears Prada, providing a perfect opportunity to reach women aged 18-39.



Research Objectives

- Measure the effect of cinema on brand and advertising awareness.
- Assess the communication ability of the cinema environment.
- Identify the role of product sampling as an addition to the cinema campaign.

Methodology

Females aged mostly between 18 and 39 were intercepted exiting selected movies and recruited for an online survey within the next week.

Respondents were grouped into the following test cells:

- Prada cell: opportunity to see Special K ad at Devil Wears Prada.
- Prada sampling cell: opportunity to see Special K ad and receive a Special K sample bar.
- Control cell: not exposed to Special K ad or sample bar.

Half respondents were surveyed within 72 hours of their cinema visit and half surveyed a week later.

Results

Present for advertising

- 84% were present for the pre-show programme.

Brand Awareness

- Spontaneous brand awareness of Special K was more than three times higher in the cinema sample than the control group.

Advertising Awareness

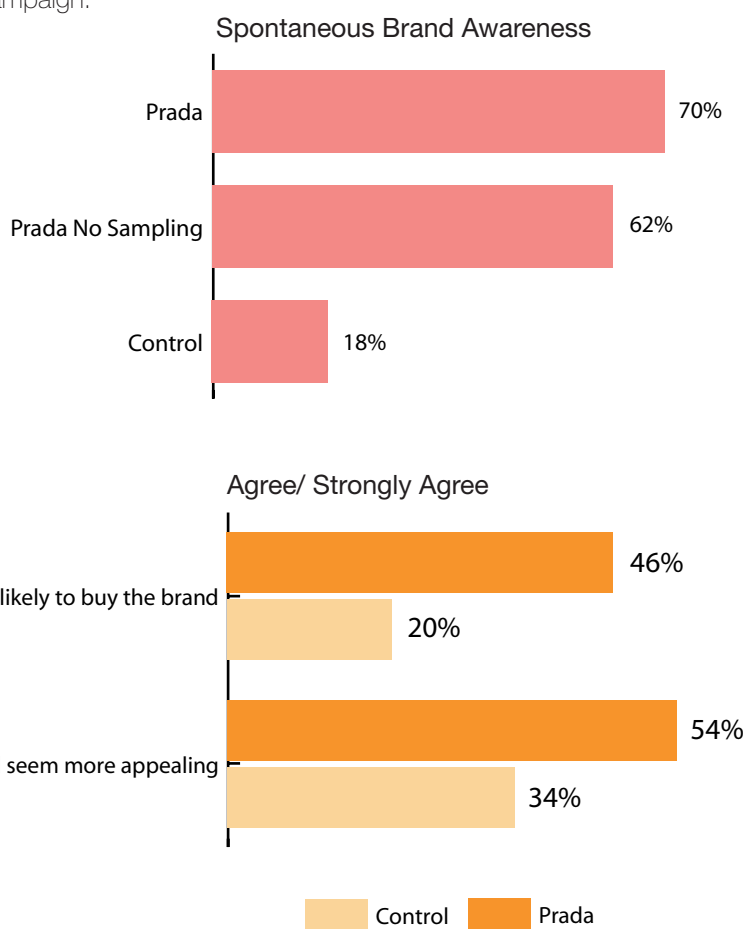
- 14% of people with an opportunity to see the Kellogg's ad could recall the ad spontaneously up to 72 hours after exposure.
- 5% spontaneous recall was still measured one week after exposure.
- Spontaneous recall was significantly higher amongst those exposed to the Kellogg's ad and sampling activity.
- 88% of those exposed to the cinema ad could recall the ad in detail

Brand Perceptions

- Those exposed to the ad in cinema had a higher propensity to buy and thought the brand more appealing than the control cell.

Conclusions

The Kellogg's ad achieved strong cut through in the cinema environment which was further enhanced by the product sampling activity. The cinema campaign raised levels of advertising and brand awareness and increased the claimed intention to purchase and brand appeal.



Source: Kudos Dynamics Limited 2006

For more information contact your Val Morgan Cinema Network representative