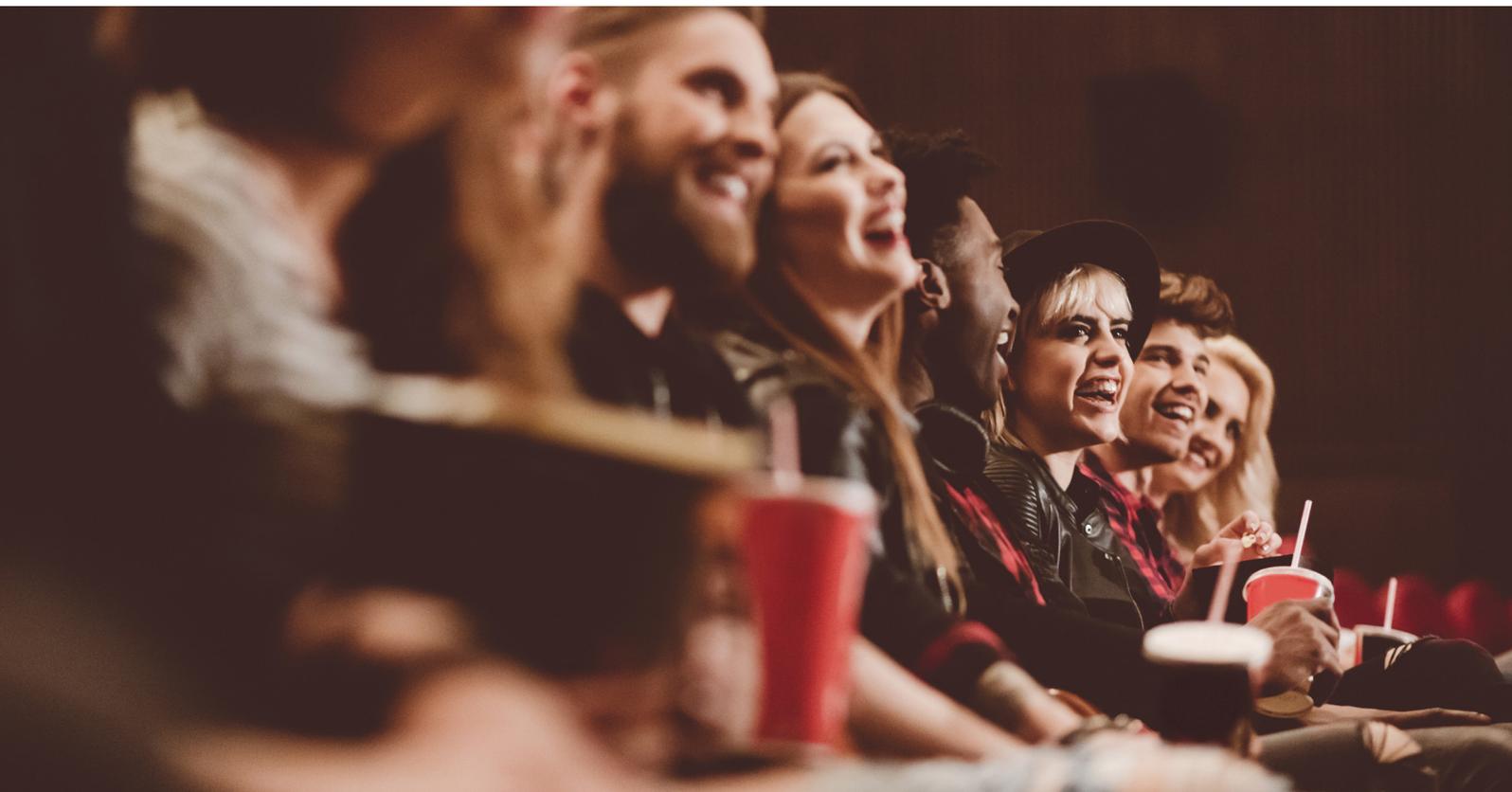


Creating the cinema experience of the future with agile insight

Building a repeatable engagement model delivers insight to improve the cinema experience, build relationships with advertising partners and studios and increase revenue for NCM

NCM needed faster, more agile access to insight from hard to reach and engage moviegoers, particularly millennials. With insight from Behind the Screens they have become the experts on movie-going fans, improved the preshow cinema experience, increased advertising revenue and developed stronger relationships with advertising partners and movie studios.



Increased the customer satisfaction score of NCM's preshow (Noovie) by 24% among millennials, NCM's key audience

Eliminated cost of purchasing third-party data because of in-housing the insight

Proof of attribution: 17% lift in the usage of a customer's product after pre and post test of campaign

There's no other way for a salesperson to get the insights we're able to obtain from the Behind the Screens for pitches and added value for our advertising partners. ”



Chris Tesoriero
Custom Research Manager
National CineMedia

Challenge

NCM's mission is to be the connection between brands and movie audiences

– a lofty mission given that frequent moviegoers are notoriously hard to find and engage. NCM needed insights to become the experts on movie-going fans, determine how to develop the cinema experience of the future, prove to advertising partners that this medium is worth spending their dollars on and build a stronger relationship with movie studios. They looked for a repeatable engagement model for fast, agile access to frequent moviegoers.

Solution

To access their hard-to-engage audience they turned to Vision Critical. Doug Pulick, SVP of Strategic Insight and Analytics, and Chris Tesoriero, Custom Research Manager, created Behind the Screens (BTS) comprised of 5,000 frequent movie-going fans.

Members of BTS are the crème de la crème of NCM's core audience; 50% are at the cinema more than once per week. They were invited to join while in their seats before the movie started on screen.

This audience is typically challenging to find and engage through more traditional approaches, so having fast, agile access to a group of opted-in fans who want to help build the cinema experience of the future is a big win for NCM. With a 20% response rate and 74 studies in 2018, they are able to deliver a scale of insight for product and service decisions, their ad sales team, advertising partners and studios that were never possible before.

NCM engages BTS to talk about how to evolve the movie-going experience as a whole, to concept test new experiences, including VR lobby experiences, interactive pre-shows, cinema apps, A/B test trailers and shows, motion-based gaming and more. In return, members value being able to influence the whole cinema experience.

Company Overview

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No matter what area of media you're in, everything that we're hearing from clients and agencies is about attribution or about proving out that your medium works, and it all comes back to what kind of insights and information you can provide. Having a strong research team to provide timely answers isn't a nice to have, it's critical. ”

Scott Felenstein
Executive Vice President
and Chief Revenue Officer
National CineMedia

Outcome

BTS helps NCM fulfill its mission to be the connection between brands and movie audiences. They have developed expertise on the audience it sells to advertisers, gained a deeper level of insight on what new offerings can be created to satisfy moviegoers and improved its relationship with movie studios by offering trailer testing and message optimization that they can't get anywhere else.

Improvements made to NCM's preshow, Noovie, based on insight from BTS resulted in a 24% increase in millennial satisfaction, NCM's key audience.

Insight from BTS also contributes to ad sales revenue by providing NCM's salespeople fresh client-based audience insights they can't get anywhere else. NCM can now have deeper conversations with advertising partners about the movie-going audience, demonstrate the impact of on-screen ads, and the value of various marketing programs.

When working with advertising partners, it is critical to be able to determine attribution so the partner sees return for their investment. That is, did showing an ad through a particular channel impact awareness and other measures of marketing effectiveness? Using a pre- and post-ad testing methodology, NCM was able to show a 17% lift in the usage of a customer's product after airing the ad in theatres.

One of NCM's advertising partners, Omnicom, says that BTS has helped them identify themes to measure in more detail and significantly enhanced their effort to understand and effectively target the movie-going audience.

Insight from BTS also enabled NCM to cancel a third-party data subscription to substantially save on costs and generate insight faster than ever before. And when it comes to the implementation or the exploration of new products and services, NCM doesn't make any decisions before having a conversation with their audience.

NCM is now seen as the expert on movie fans. Doug, Chris and the insight team provide agile access to a group of people who would be almost impossible to reach otherwise, making the team an invaluable resource for the business. Overall, this timely feedback helps NCM become more customer-led and improve the cinema experience for all moviegoers.

Takeaways

Enhanced movie-going experience.



Increased ad sales revenue.



Improved partner relationships.

Through our partnership with National CineMedia, we have been able to get closer to movie-goers finding out what really makes them tick and what they want from their movie-going experiences. The rapid and professional responsiveness of NCM along with the quality of data and the reporting we receive in return has made this an invaluable tool for us as we strive to gain a better understanding of the movie-goer.

*Richard Mitchell
VP Global Marketing &
Commercial Development
Harkness Screens*

