

Adwanted Consulting & Solutions

ADWANTED CONSULTING CASE STUDY

Interactive report delivering new cinema TVRs data to planners

digital cinema media

1. Challenge

DCM believed that cinema deserved a larger share of ad spend and set themselves the objective of increasing the number of media planners who consider cinema earlier in the planning process. They felt that if planners could compare Cinema audiences with TV audiences, it would help them achieve their objective. Working with PWC, they created an approved methodology for delivering film ratings, equivalent to television ratings (TVRs). The idea was to enable cinema audiences to be compared with TV audiences when planning campaigns, using their forecasted film TVRs data, and when evaluating campaign delivery, using their actual film TVRs data. DCM approached Adwanted to help with their go-to-market activity for their new data.

2. Approach

The Adwanted team met with the senior management team at DCM to brainstorm ideas and developed a dual-strand strategy that 1) encouraged application of the data in AV planning by getting the forecasted TVRs data in the hands of planners and 2) positioned DCM as thought leaders in AV planning.

3. Solution

The Adwanted development team built a new interactive analysis report within Adwanted Connected's AV app to house DCM's forecasted cinema TVRs data. The web-based application, coded using PHP, allows planners to select buying audiences, film characteristics and campaign periods to find the best films. The results also allow users to link straight through to the DCM website to make an enquiry.

Data was initially loaded quarterly, but after collecting feedback in the app, we switched to monthly updates to meet client needs. We also built a new DCM-branded homepage for the cinema section of the AV app to promote the report, DCM and cinema.

The Adwanted content team then stepped in to give the project even more visibility. A combination of articles Published on The Media Leader and stage presence at a range of Adwanted Events helped to position DCM as thought leaders in AV planning and buying, whilst supporting the launch of the Cinema TVR Forecasts report within Adwanted Connected.

4. Impact

The percentage of users accessing the cinema area of Adwanted Connected increased by 700% when comparing usage data for 6 months pre-launch with the data for 6 months post-launch. Furthermore, the number of media agencies using the cinema app increased from 23 agencies pre-launch to 65 agencies post-launch.