

effectiveness study



Methodology:

Face to face interviews were conducted with people aged 25-44 in Sydney and Melbourne. Respondents were intercepted upon exiting Die Hard 4.0, The Simpsons Movie and Knocked Up sessions showing the ACER commercial. A total of 155 respondents were interviewed.

Results:

Acer achieved high spontaneous recall

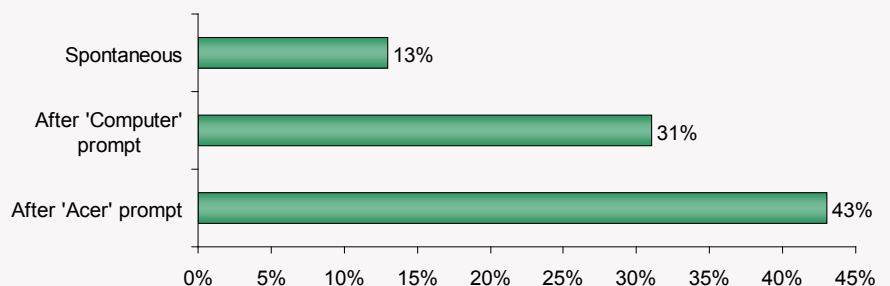
Total recall rose to 43% after category and brand prompts, while 51% of those intending to buy a laptop recalled the ad

The ad was enjoyable, seen as suited to cinema and conveyed new information about the brand

The ad was effective in increasing Acer's brand appeal

Key details of Acer's Ad content were well recalled

Acer's Recall Summary



Statement	% Agree
I Enjoyed Watching The Acer Ad	42%
The Ad Told Me New Information About Acer Computers	42%
It Made Acer Computers Seem More Appealing	47%
The Acer Ad Works Well In Cinema	59%

Source: Millward Brown 2007

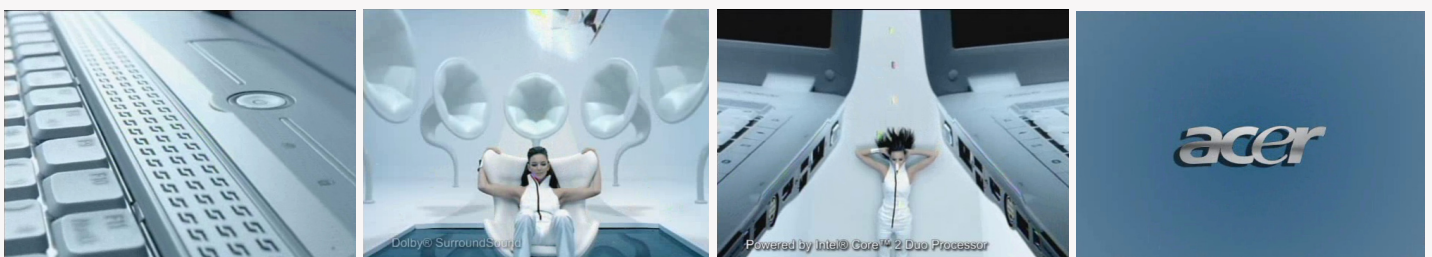
Ad Descriptions:

"The laptop. It was very sophisticated, modern, a lot of features."

"Well animated. It's the new range of Acer with gem stone colours and it's a notebook. Groovy chick."

Conclusion:

These results demonstrate the success of the Acer cinema campaign and the impact generated amongst their target audience. Key messages were recalled and the ad was seen to be well suited to the cinema environment.



For more information contact your Val Morgan Cinema Network representative