



valmorgan

cinema network

# Nokia N93

## case study

Nokia ran a cinema campaign targeting affluent males aged 25-54 for the N series N93 phone. The striking 120 second commercial starring the actor Gary Oldman ran in selected locations across all capital cities.



### Research Objectives

- To assess the recall of the commercial in cinema and assess the effect of cinema on brand awareness and perception.

### Methodology

Male moviegoers aged 25-54 were recruited from six cinema locations in Sydney and Melbourne and invited to participate in an on-line survey. The test cell was recruited from movies featuring the Nokia ad, the control cell recruited from other movies playing at the location. Interviews were completed up to two weeks after the cinema visit.

### Results

#### Sample characteristics

- Avid moviegoers - 7 in 10 going to the cinema monthly or more often
- Higher than average levels of personal income
- Well educated
- Skewed 25-34

#### Brand & Advertising Awareness

Although already a clear market leader, Nokia top of mind brand awareness and spontaneous advertising awareness for Nokia was magnified by the cinema activity.

After visual prompting the Nokia ad was recalled by 88% of those with an opportunity to see – a staggering recall level given that interviews were conducted upto 2 weeks after the cinema visit.

#### Ad Perceptions

Exposure to the ad in cinema enhanced perceptions about the ad.

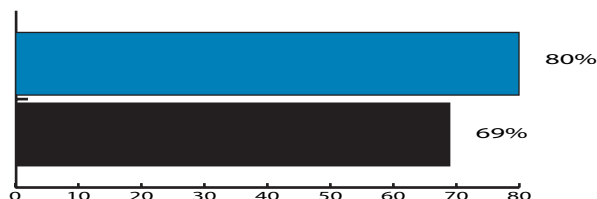
*“Our experience with the Nokia N93 campaign has proven that, with the right creative execution, this environment can still substantially increase recall and preference of even the strongest brands. Cinema is likely to remain a significant part of our marketing mix.”*

Adam Johnson -Multimedia Marketing Manager, Nokia

#### Nokia Top of Mind Brand Awareness

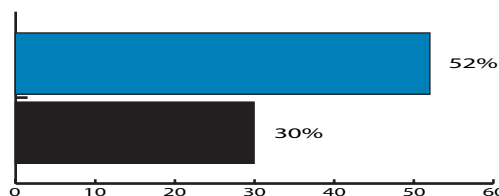
“when you think about mobile phone handsets which one brand or manufacturer comes to mind?”

Test Cell  
Control Cell



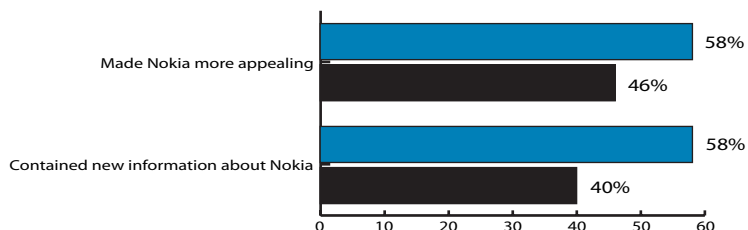
#### Nokia Spontaneous Advertising Awareness

“please describe the first ad for mobile phones that comes to mind”

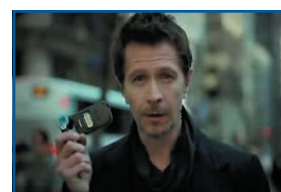
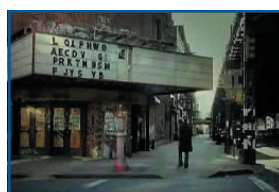
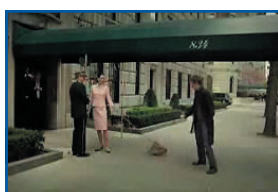
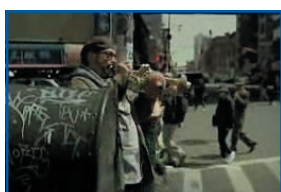


#### Perceptions of the Nokia Ad

“would you agree with these statements about the ad”



Source: Glass



For more information contact your Val Morgan Cinema Network representative