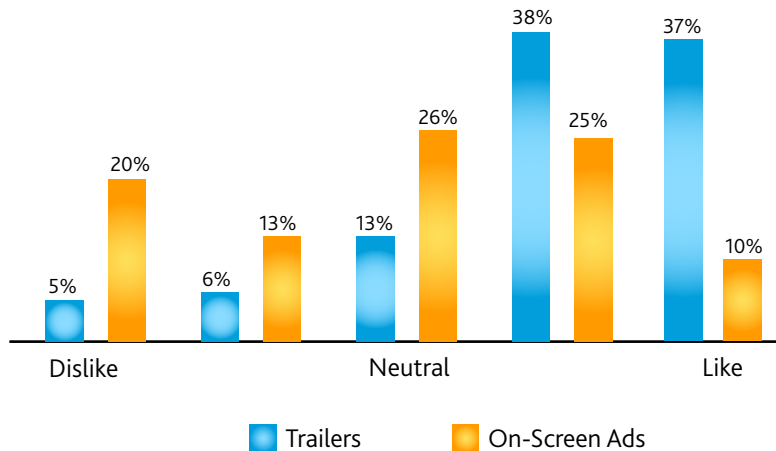


Member Implications

Attitudes Toward On-Screen Ads: Unique Copies

Like it or not, moviegoers compare pre-roll commercials to the movie previews they precede. On that score, survey data indicates annoyance is high for commercials as compared to movie trailers. In a separate survey, only a quarter of respondents were "satisfied" with the commercials they had seen at the movies.

Attitudes Towards Pre-Movie Advertising



The differences in acceptance between commercials and trailers point to the significance of differing copy. Most of the time, the copies that are shown on the screen are the same 30 second or 1 minutes spots as on television. This is surprising if only because unique copy is generated for the web, as well as for mobile and outdoor to go along with television commercials.

Advertisers need to develop copies to suit the medium, perhaps to mirror trailers themselves by making copy longer and introducing a plotline. The good news for advertisers and agencies is that as the price of cinema advertising goes down, it will make creating unique copies cost effective.

Key Insight:

Viewers dislike on-screen ads in comparison to commercials which indicates that copy may need to be altered.