

A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

Capturing the 'Elusives' at the Cinema

How brands can reach young, diverse and cordless consumers





Bruce Wayne is Batman. Peter Parker is Spider-Man. Clark Kent is Superman. Natasha Romanoff is Black Widow. **T'Challa is Black Panther.** Bruce Banner is The Incredible Hulk. Carol Danvers is Captain Marvel.

These are some of the most popular transformations seen in superhero movies today, but advertising has had its own transformation as well.

Lucrative, young, diverse and cordless audiences are **more prevalent but are 'Elusives'** when it comes to advertising.

And while these segments are harder to reach for marketers than other audiences, there is a platform that **consistently captures these 'Elusives' – The Cinema.**

We'll explore the characteristics of this group and why they are uniquely attracted to the Cinema.

1

Reaching the 'Elusives'



Who are the hard-to-reach 'Elusives'?

The 'Elusives'

Young



Lucrative



Diverse



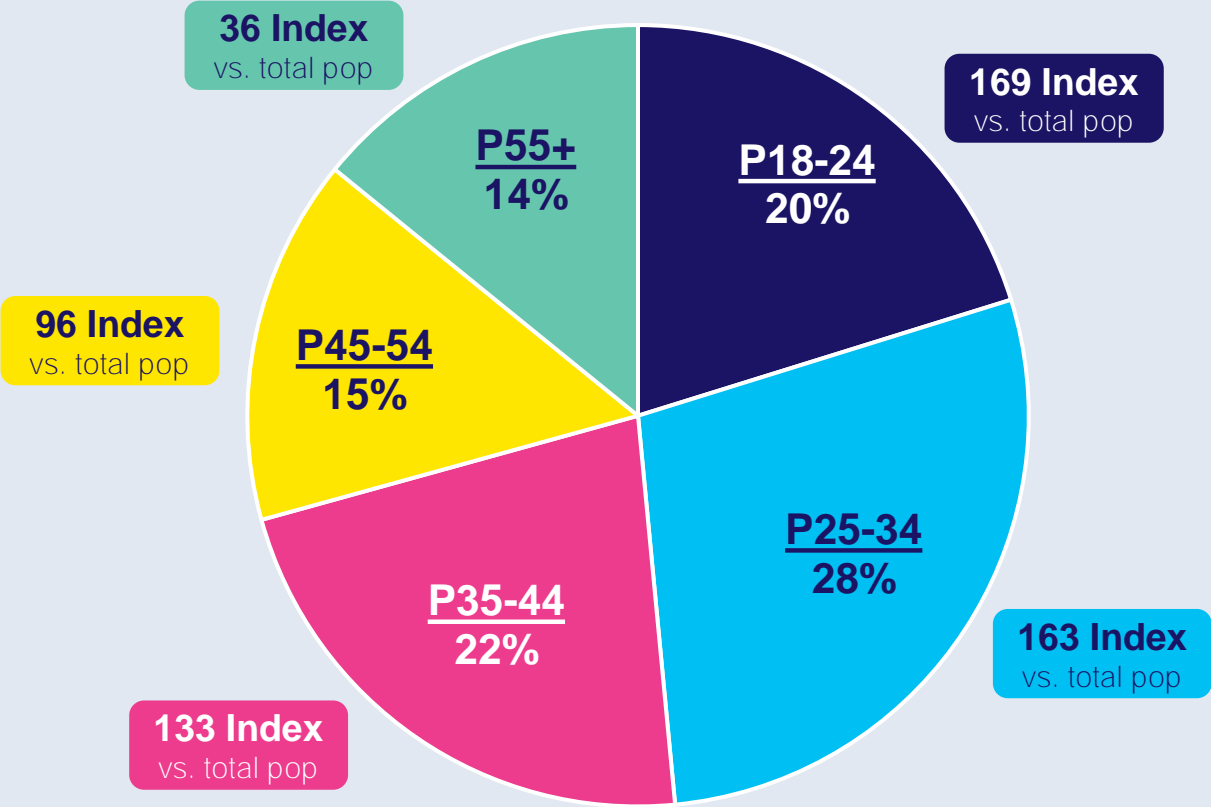
Cordless



Young: Moviegoers are 65% more likely to be **adults 18-34** than the average population as this audience sees cinema as a vital part of their social lives

Share of Movie Theater Visits by Age

(P18+)



Almost half of all moviegoers are adults 18-34...
They may be **'Elusives'** to other media platforms but not cinema

How to read index: Cinemagoers are 69% more likely to be P18-24 than the total population.

Source: Foursquare Insights: Entertainment & Leisure, Nov '21. Comparison to total P18+ population based on Nielsen universe estimates, 2021/2022, beginning 8/30/21, total persons (18+).

Diverse: ‘Super’ cinema goers, those who go to the movies at least once a month, are much more likely to be **multicultural audiences**

Attend a movie at least once a month

Black P18+

+21%

more likely than
the average adult 18+
(121 index)

Hispanic P18+

+47%

more likely than
the average adult 18+
(147 index)

Asian P18+

+38%

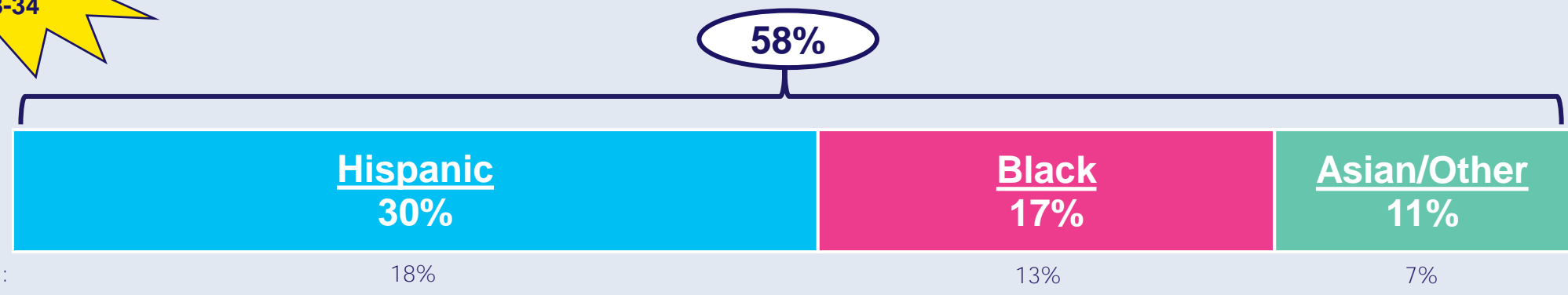
more likely than
the average adult 18+
(138 index)

Source: MRI-Simmons 2021 Fall Doublebase, P18+, Black P18+, Hispanic P18+ & Asian P18+. Index against P18+.

Diverse: Multicultural segments accounted for almost 60% of the audience for recent major theatrical releases, demonstrating their passion for seeing movies on the big screen

57% were P18-34

10-Movie Average (2021 Releases): Race/Ethnicity Composition Based on Opening Weekend Audience



10 Movies included in analysis



Source: 2021 Comscore Post-Trak data; 10 movie average: Spider-Man: No Way Home, Shang-Chi, Fast 9: Fast Saga, Black Widow, A Quiet Place Part II, Venom, West Side Story, Candyman, Halloween Kills & Clifford. VAB analysis of Nielsen National Universe Estimates, 2021-2022, total P2+.

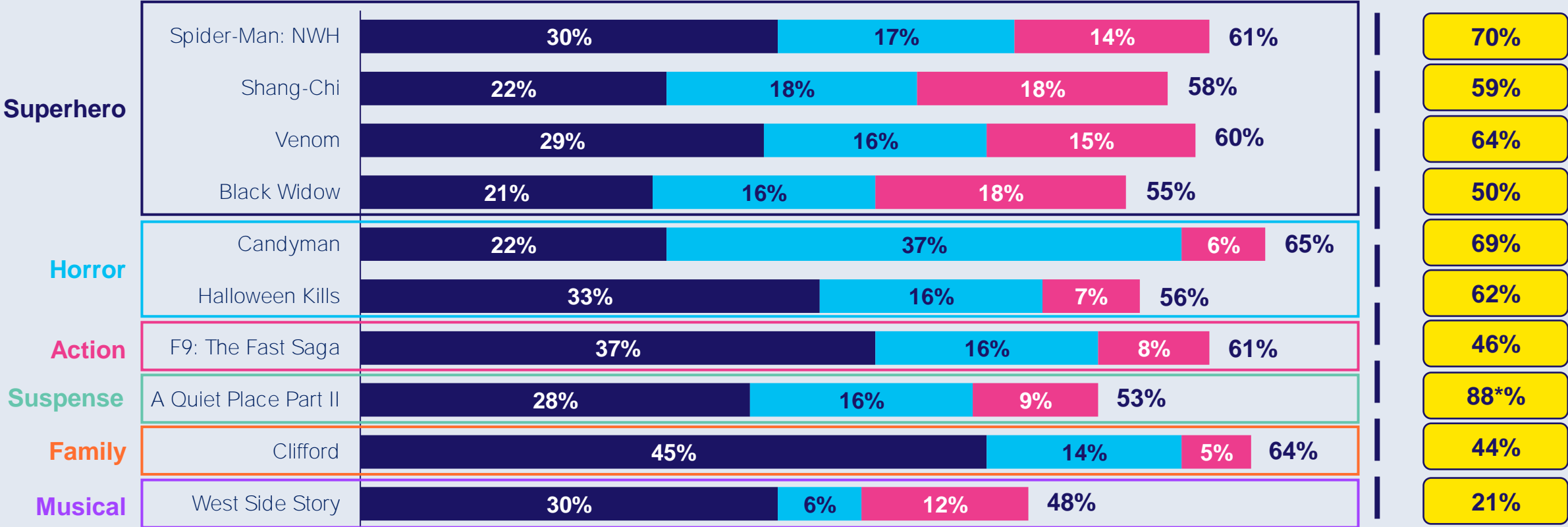
Young & Diverse: A cross-section of genres appeal to this young, diverse audience opening up a wide range of possibilities for marketers

Race/Ethnicity Composition by Movie

Based on Opening Weekend Audience

■ Hispanic ■ Black ■ Asian/Other

P18-34 Comp %



Source: 2021 Comscore Post-Trak data; *Paramount exits for an audience cut between P17-44, not P18-34. Ratings by Movie Genre: Superhero (PG-13), Horror (R), Action (PG-13), Suspense (PG-13), Family (PG), Musical (PG-13).

Cordless: Craving premium long form content, the most habitual cinema goers are much more likely to be ‘**cord nevers,**’ a behavior particularly popular among young Hispanic and Asian adults

Cord Nevers are...

+33%

ore likely to attend a movie multiple times a month than ‘cord loyalists’*

Cord Nevers are...

+94%

more likely to be
Adults 18-34

+21%

more likely to be
Hispanic

+75%

more likely to be
Asian

Source: MRI-Simmons 2021 Fall Doublebase, MRI Cord Evolution Study, March 2022. ‘Cord Nevers’ represent respondents that have never had Pay TV. *‘Cord Loyalists’ represent respondents that have pay TV with no changes to subscription.

Lucrative: Frequent cinema goers are **social and active, freely spending** their money on activities and events

'Super' Cinema Goer vs. Adults 18+



45%

more likely to go
bars/nightclubs



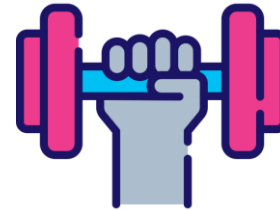
65%

more likely to
frequently dine out
(5+ times in the last 30 days)



58%

more likely to **spend**
\$1K+ on vacations
annually



52%

more likely to be
gym members



50%

more likely to
socialize with friends
around town
(6+ hours weekly)



67%

more likely to
attend sports
events

Source: MRI-Simmons 2021 Fall Doublebase, 'Super Cinema goer' reflects people who have gone to the movies at least once in the last month.

2

The 'Elusives' See Moviegoing as a Full Entertainment Experience



The 'Elusives' look at going to the movie theater as **an event** and a central part of their social lives



'Going to the movies is an event I make plans for in advance'

% who agree

P18-34

88%

Hispanic

89%

Asian

88%

Black

86%

Source: NCM 'Behind the Screens' Community Study, Wave 11, Nov 17-24, 2021, P18+.

In fact, the 'Elusives' prefer to see movies during **opening weekend**, using their experience as social currency



Prefer to see a new movie during opening weekend

P18-34

+47%

% more likely than the average adult 18+

Black 18+

+84%

% more likely than the average adult 18+

Hispanic 18+

+68%

% more likely than the average adult 18+

Asian 18+

+13%

% more likely than the average adult 18+

Cord Nevers

+27%

% more likely than the average adult 18+

Source: MRI-Simmons 2021 Fall Doublebase, MRI Cord Evolution Study, March 2022, P18+, Black P18+, Hispanic P18+, Asian P18+ & Cord Nevers. Cord Nevers represent respondents that never had pay TV.

From the moment they enter the cineplex, 'Elusives' are receptive to in-theater advertising which provides marketers with **immediate opportunities** to reach these social, active and lucrative consumers



I've had interest in video ad(s) shown in movie theater lobbies

P18-34

+50%

% more likely than the average adult 18+

Black 18+

+68%

% more likely than the average adult 18+

Hispanic 18+

+91%

% more likely than the average adult 18+

Asian 18+

+24%

% more likely than the average adult 18+

Cord Nevers

+12%

% more likely than the average adult 18+

Source: MRI-Simmons 2021 Fall Doublebase; MRI Cord Evolution Study, March 2022. Interest includes 'considerable interest' and 'some interest.'

89%

of adults 18-34 take **their seats before the start of trailers**

Source: NCM 'Behind the Screens' community study, Wave 8, June 2-9, 2021, % based on the universe that have returned to the cinema.



Once seated in the theater, marketers can capture the ‘Elusives’ with **marquee advertising engagement on-screen** to drive brand interest



I've had interest in an ad(s) shown on-screen before the start of a movie

P18-34

+27%

% more likely than the average adult 18+

Black 18+

+41%

% more likely than the average adult 18+

Hispanic 18+

+20%

% more likely than the average adult 18+

Asian 18+

+29%

% more likely than the average adult 18+

Cord Nevers

+16%

% more likely than the average adult 18+




Source: MRI-Simmons 2021 Fall Doublebase; MRI Cord Evolution Study, March 2022. Interest includes 'considerable interest' and 'some interest.'






In preparation for their next night out at the cineplex, ‘Elusives’ engage with movie-related digital platforms to **maximize their theatrical experience**

▶ On average, across these nine websites: 41% of total visitors are P18-34 (152 index) with a 38.7 median age (vs. 45.4 total internet)

Movie Related Website / App Unique Visitor Composition

Dec '21

Movie Tickets / In-Theater Experience		
	<u>A18-34 Comp %</u>	<u>(vs. Total Internet)</u>
	48%	(176 Index)
	43%	(158 Index)
	40%	(146 Index)

Movie Reviews		
	<u>A18-34 Comp %</u>	<u>(vs. Total Internet)</u>
	54%	(196 Index)
	40%	(148 Index)
	40%	(145 Index)
	38%	(139 Index)
	32%	(118 Index)

How to read index: 43% of Fandango visitors were P18-34, which is 58% higher than the total internet

Source: Comscore MediaMetrix multiplatform, Entertainment-Movies category, unique visitors, Dec '21, P18+ & P18-34.

3

The Resiliency of Cinema Is Being Forged by the 'Elusives'



Illustrating how hungry the ‘Elusives’ are for new movies, two recent theatrical releases had **larger opening box office weekends** than some of the most popular movies released prior to the pandemic

Domestic Box Office Opening Weekend Gross Revenues



Dec 17, 2021

Spider-Man: No Way Home

\$260 MM



Mar 4, 2022

The Batman

\$134 MM

Pre-Pandemic Movies

Dec 20, 2019



Star Wars: Rise of the Skywalker

\$177 MM

Feb 16, 2018



Black Panther

\$202 MM

Apr 27, 2018



Avengers: Infinity War

\$258 MM

Pre-Pandemic Movies

Jun 21, 2019



Toy Story 4

\$126 MM

May 1, 2018



Deadpool 2

\$126 MM

Nov 7, 2019



Frozen II


\$130 MM

Source: Box Office Mojo, 2018-2021, dates reflect official release dates.

Cementing its status as the 'go to' social activity, more adults 18-34 saw Spider-man during opening weekend than collectively went to a restaurant, bar or club (in an average week)

Going to a Restaurant, Bar, Club Weekly vs. Opening Weekend Cinema Admissions

Adults 18-34



Restaurants, Bars or Clubs
12.9 MM
Estimated Adults 18-34 that go to a restaurant, bar or club at least once a week (7 Days)

Adults 18-34



Spider-Man: No Way Home
14.8 MM
Estimated Adults 18-34 Opening Weekend Admissions (3 Days)

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase, P18-34, "How often do you engage in these Leisure Activities?": Dining Out & Go to Bars/Clubs, Once a week or 2 or more times a week. VAB analysis of Box Office Mojo and Comscore post-track data based on an estimate of 70% P18-34 audience admissions composition for the opening weekend. Analysis also supported with data from Screendollars, 12/26/21 and articles on Deadline, 12/20/21; Deadline, 12/26/21.

Over 3 days, more adults 18-34 went to see The Batman than went to a sporting event across the six major leagues over 12 months

Sports League Attendance Over Last 12 Months vs. Opening Weekend Cinema Admissions

Adults 18-34



6 Major Sports Leagues
6.06 MM
*Estimated Unique Adults 18-34 Combined
Regular Season & Playoff Attendance
(last 12 Months)*

Adults 18-34



The Batman
6.14 MM
*Estimated Adults 18-34
Opening Weekend Admissions
(3 Days)*

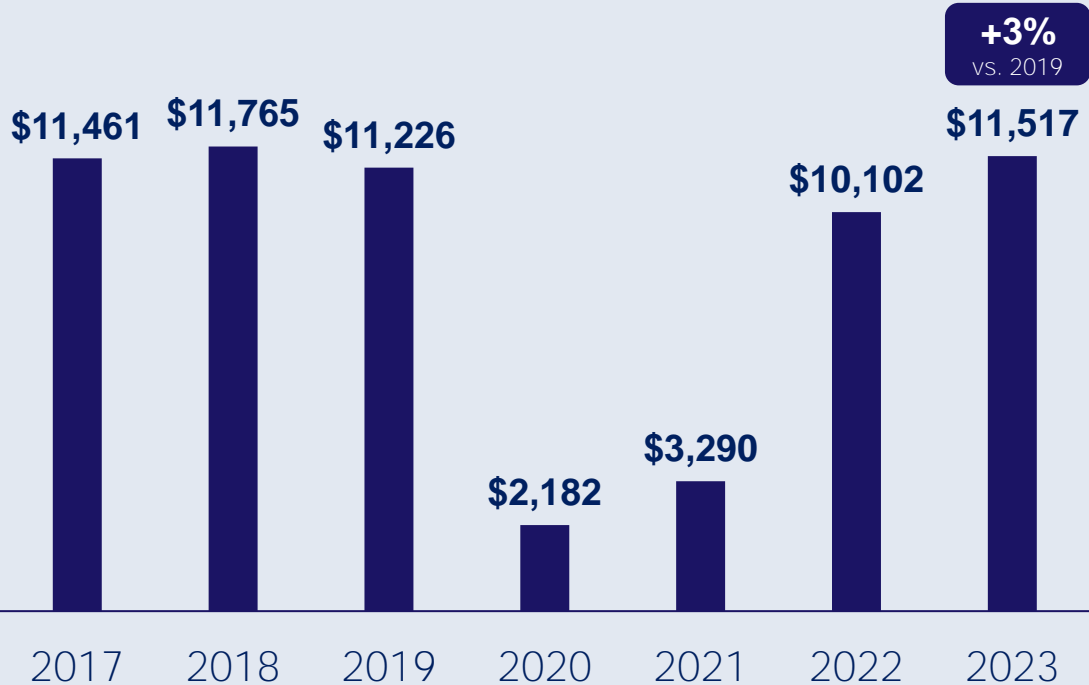
Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase, P18-34, 6 Major Sports League attendance reflects unique P18-34 reach for both regular season and playoff games in the last 12 months across: NFL, NBA, MLB, NHL, NCAA Football & NCAA Basketball. VAB analysis of Box Office Mojo and Comscore post-track data based on an estimate of 62% P18-34 audience admissions composition for the opening weekend. Analysis also based on Screendollars, 3/6/22 and supported by data from EntTelligence.

This momentum is projected to lead to a quick recovery with box office admissions estimated to achieve near pre-pandemic levels by 2023

► 943 feature films having entered production in 2021, a 16% increase over 2019

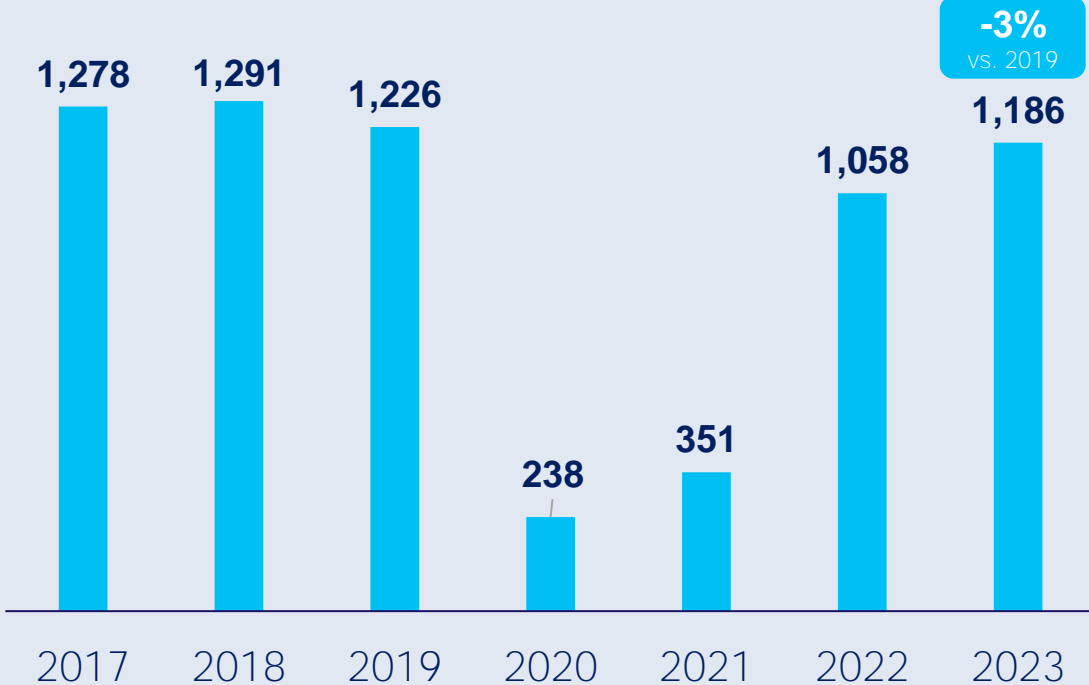
Domestic Box Office Revenues

Revenue \$ (MM)



Domestic Cinema Admissions

Admissions (MM)



Source: S&P Global, Kagan estimates, Exhibitor Market Projections, May 31, 2021. MPA THEME Report, 2021 (released in March 2022). MM = millions.

The theatrical pipeline is filled with **943 feature films**, creating a constant stream of upcoming releases featuring high-profile movies and potential blockbusters for the 'Elusives' to enjoy

April 15



May 6



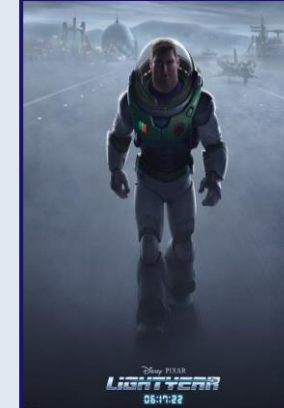
May 27



June 10



June 17



July 1



July 8



July 22



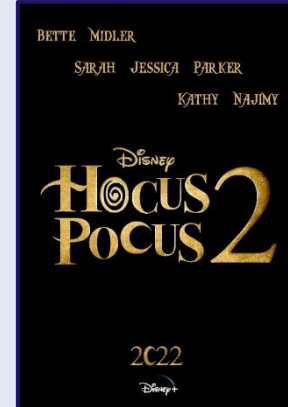
October 7



October 21



October 31



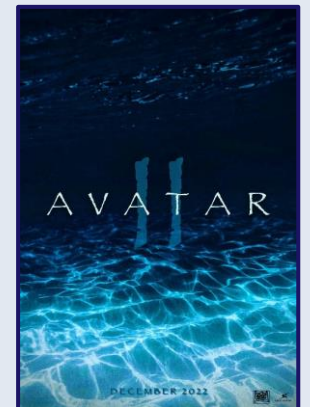
November 4



November 11



December 16



Source: Box Office Mojo. Note: only represents a sampling of 2022 cinema releases. Release dates as of 3/15/22, subject to change.

Key Marketer Takeaways

- ▶ **Connecting with ‘Elusives’** – an assembly of the young, diverse, cordless and lucrative – through cinema provides marketers an opportunity to **engage this passionate, highly desirable, ‘hard to reach elsewhere with advertising’ audience** with relevant messaging on a big screen, before super premium video content in a captive environment
- ▶ Marketers looking for **immediate audience reach** (e.g., new product launch, a consumer promotion, seasonal campaign) would benefit from the proven ability of Cinema to **quickly amass scale** and reach of a campaign.
- ▶ Cinema campaigns offer marketers a way to reach and engage **multicultural consumers at scale** and in moments when they are **highly attentive**.

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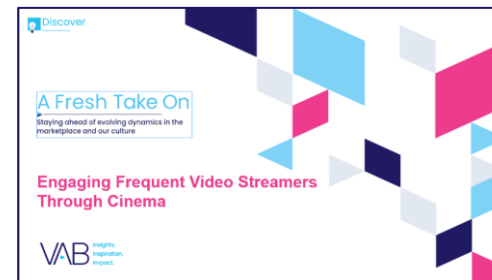
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A Fresh Take On Engaging Frequent Video Streamers Through Cinema



The Power of Super Cinema Goers
Super Spenders, Social and Active Consumers



Discover the Difference
Culturally Relevant Video Content Drives Action By Multicultural Audiences



Movies Move Millennials
Cinema Ads Inspire Millennial Action

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