

## A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

# Engaging the ‘Sophisticates’ at the Cinema

How brands can reach adults 25-44  
that value premium experiences





Adults 25-44 enjoy going to their local cineplex for a night out and the frequent movie goer within this demographic is particularly attractive to marketers as they are an influential, cultured, mature audience that values premium experiences throughout all facets of their very active and social lifestyles.

While this cultured and influential audience is harder to reach for marketers than other segments, cinema is the **platform where these ‘Sophisticates’ can be consistently engaged.**

**We’ll explore the characteristics of this group and why they are such an attractive audience for marketers across a wide range of categories.**

# Adults 25-44 are more likely to be frequent movie goers who are excited to see the latest releases immediately on the biggest screen possible

## Adults 25-44 are...

**+23%**

more likely to **go to the movie theater monthly**

(123 index vs. adults 18+)

**+32%**

more likely to **see a movie during its opening weekend**

(132 index vs. adults 18+)

**+19%**

more likely to be **enrolled in a movie theater loyalty or rewards program**

(119 index vs. adults 18+)

# Their engagement extends to advertising as well, which provides marketers with opportunities to build brand awareness, interest and consideration

## Adults 25-44 are...

Awareness

**+30%**

more likely to have seen a video ad in a movie theater lobby in last 30 days

(130 index vs. adults 18+)

**+15%**

more likely to have seen ads shown on-screen before the start of a movie in last 30 days

(115 index vs. adults 18+)

Interest

**+30%**

more likely to have had interest in video ad in movie theater lobbies

(130 index vs. adults 18+)

**+18%**

more likely to have had interest in ads shown on-screen before the start of a movie

(118 index vs. adults 18+)

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P18+. 'Interest' includes 'considerable interest' or 'some interest.'

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**Adult 25-44 frequent movie goers  
are 'Sophisticates' who enjoy  
premium experiences**



# Who are the 'Sophisticates'?

## The 'Sophisticates'

**Premium**



**Social**



**Influential**



**Cultured**



# **Influential:** Adult 25-44 frequent movie goers are early adopters and highly persuasive amongst their family and circle of friends

## Adult 25-44 Frequent Movie Goers are...

**+30%**

more likely to say **'they are one of the first of their friends to try new products or services'**

(130 index vs. adults 25-44)

**+23%**

more likely to **say 'they have great knowledge on movies'**

(123 index vs. adults 25-44)

**+22%**

more likely to say **'their family / friends trust their advice on movies'**

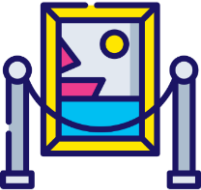
(119 index vs. adults 18+)

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P25-44. 'Frequent movie goer' reflects people who have gone to the movies at least once in the last month.

# Cultured: Adult 25-44 frequent movie goers have many interests and passions that they enjoy to explore in their free time

## Adult 25-44 Frequent Movie Goers are...


(vs. total adults 25-44)



**+117%**  
more likely to attend  
**art galleries / shows**




**+110%**  
more likely to go to  
**live theater**



**+73%**  
more likely to go to  
**museums**



**+52%**  
more likely to attend a  
**food / beverage festival**



**+39%**  
more likely to **play a**  
**musical instrument**



**+37%**  
more likely to take  
**adult education courses**



**+31%**  
more likely to attend a  
**dance performance**



**+10%**  
more likely to attend  
a **wine tasting**

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P25-44. 'Frequent movie goer' reflects people who have gone to the movies at least once in the last month. Activities based on 'participation in last 12 months.' 'Food / beverage festival attendance' and 'wine tasting' based on MRI-Simmons 2022 Winter Study.

# Social: Adult 25-44 frequent movie goers are inherently active and like spending their money across a wide variety of categories and activities

## Adult 25-44 Frequent Movie Goers are...

(vs. total adults 25-44)



**+139%**  
more likely to attend a **music festival**



**+115%**  
more likely to spend **\$1K+** on vacations annually




**+110%**  
more likely to attend a **musical concert**



**+106%**  
more likely to go to a **comedy club**




**+95%**  
more likely to attend a **food / beverage festival**



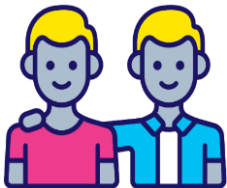
**+39%**  
more likely to **frequently dine out**  
(5+ times in last 30 days)



**+37%**  
more likely to attend a **sporting event**



**+31%**  
more likely to go **dancing**



**+36%**  
more likely to **heavily socialize with friends**  
(6+ hours weekly)



**+30%**  
more likely to go to **bars / nightclubs**

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P25-44. 'Frequent movie goer' reflects people who have gone to the movies at least once in the last month. Activities based on 'participation in last 12 months.' 'Music festival attendance' based on MRI-Simmons 2022 Winter Study. Vacations include both domestic and foreign travel. Musical concerts include rock, country, classical music/opera, other.

# Premium: Adult 25-44 frequent movie goers highly value exceptional experiences and are willing to pay extra for them

## % of Adult 25-44 Frequent Movie Goers who say...



**73%**

**'for me, going out to eat is all about the 'experience''**

(109 index vs. total adults 25-44)



**64%**

**'it's worth it to me to pay more for high quality hotel accommodations'**

(108 index vs. total adults 25-44)



**53%**

**'I would pay extra for a product that is consistent with the image I want to convey'**

(123 index vs. total adults 25-44)



**52%**

**'I'm willing to spend more for a quality bottle of wine'**

(111 index vs. total adults 25-44)



**42%**

**'I'm willing to pay more for a flight in order to travel on my favorite airline'**

(118 index vs. total adults 25-44)



**38%**

**'I take vacation experiences that help differentiate me from my friends'**

(129 index vs. total adults 25-44)

Source: VAB analysis of MRI-Simmons 2021 Fall Doublebase Study, Base: P25-44.

# Key Marketer Takeaways

- ▶ **Engaging with ‘Sophisticates’** – a collection of the influential and cultured that value premium experiences in their active social lives – through cinema provides marketers an opportunity to **connect with this highly desirable, ‘hard to reach elsewhere with advertising’ audience** with relevant messaging on a big screen alongside super premium video content in a captive environment
- ▶ Watching movies on the big screen is a major interest **of these ‘Sophisticates’ but they actively participate in** a variety of other activities which enables cinema campaigns to **drive engagement for relevant audiences across a wide range of categories** during moments when they are highly attentive

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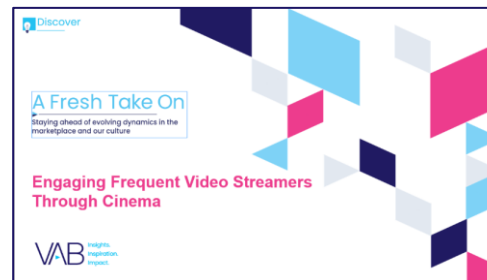
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