

Vietnam New Media Landscape



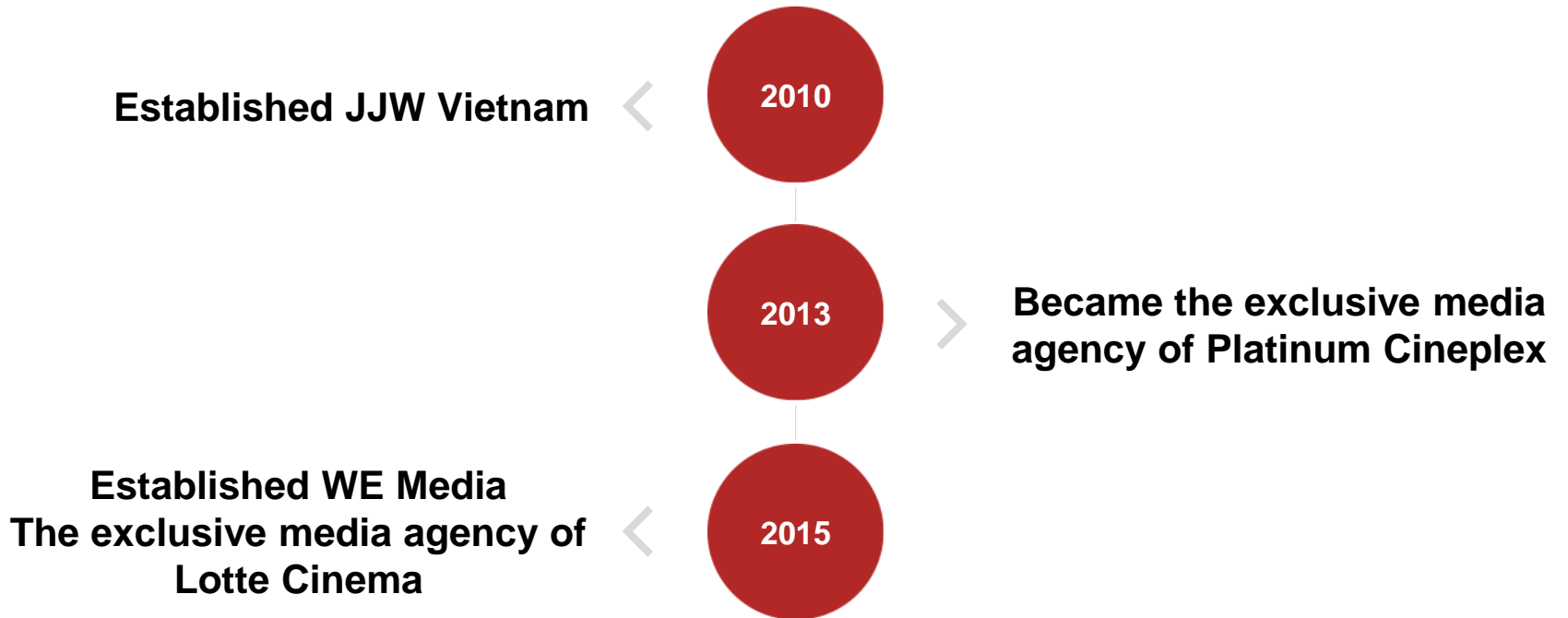
CINEMA ADVERTISING



Saigon's event for
Advertising, Digital, Marketing & Media
April 5th 2017 – Ho Chi Minh City



ABOUT WE MEDIA

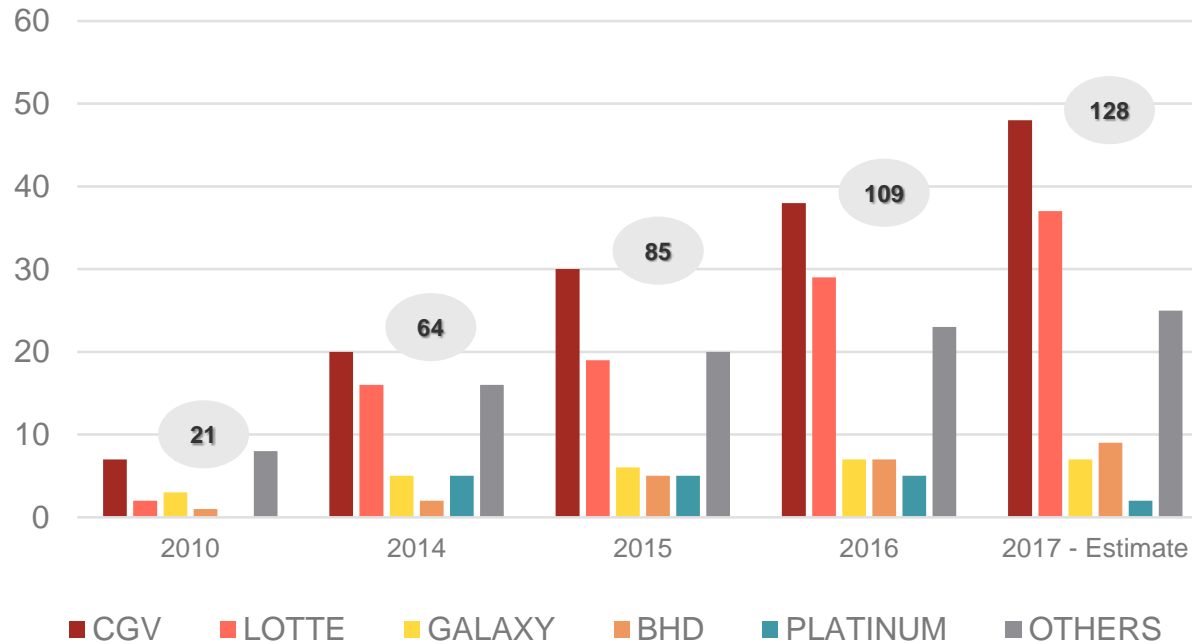


CINEMA IS

- 1 GROWING
- 2 IMPRESSIVE AND INTERACTIVE
- 3 EFFECTIVE

CINEMA IS GROWING

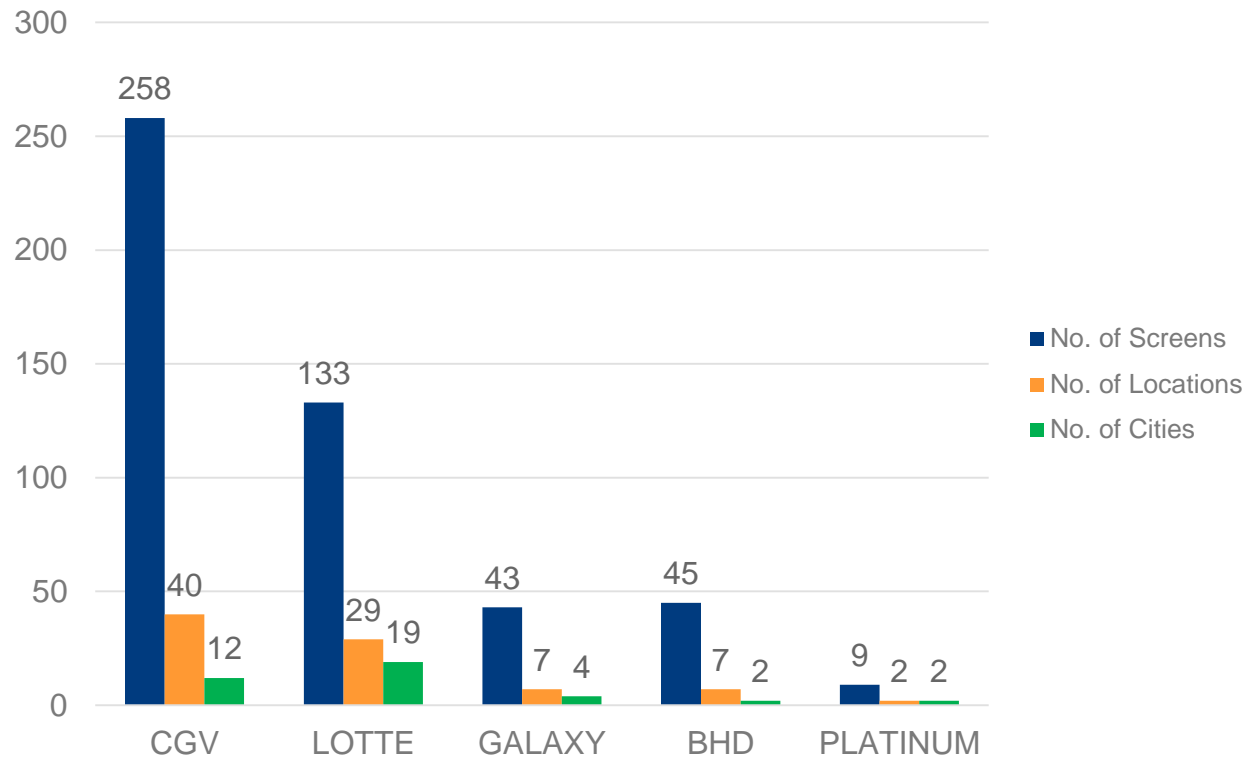
Cinema Industry Growth Rate (by Locations)



Others include: Cinebox, DDC, Mega GS, Cinestar, Starlight, Beta Cineplex, Empire Cineplex, Goldstar Cine, Kim Dong, PegaCine, Rap Thang 8, Trung Tam Van Hoa Phap L'Esapce, National Cinema, Fafilm, EVC,...

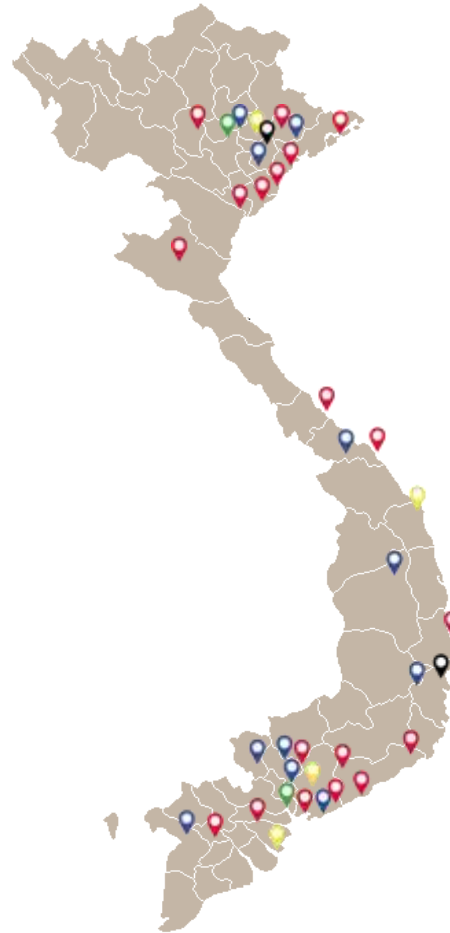
CINEMA IS GROWING

Cinema Industry 2017 (by Locations and Screens)



As of April, 2017

CINEMA IS GROWING



- CGV
- LOTTE
- GALAXY
- BHD
- PLATINUM

As of April, 2017

CINEMA IS IMPRESSIVE AND INTERACTIVE



Ticket Backside



Product Sampling



Activation Booth



Poster Frame



TVC on Big Screen



Seat Cover



LCD System

CINEMA IS IMPRESSIVE AND INTERACTIVE

Case Study 1 – Eyes On The Road

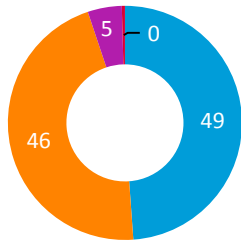


CINEMA IS EFFECTIVE

Cinema-goer Profile (N=840)

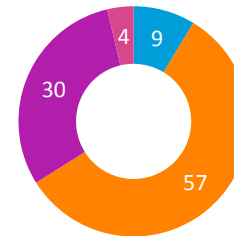
HOUSEHOLD INCOME (%)

- Class A (15,000,000 or higher)
- Class B (7,500,000 - 14,999,999)
- Class C (4,500,000 - 7,499,999)
- Class D (3,000,000 - 4,499,999)
- Class E (1,500,000 - 2,999,999)
- Class F (0 - 1,499,999)



AGE GROUP (%)

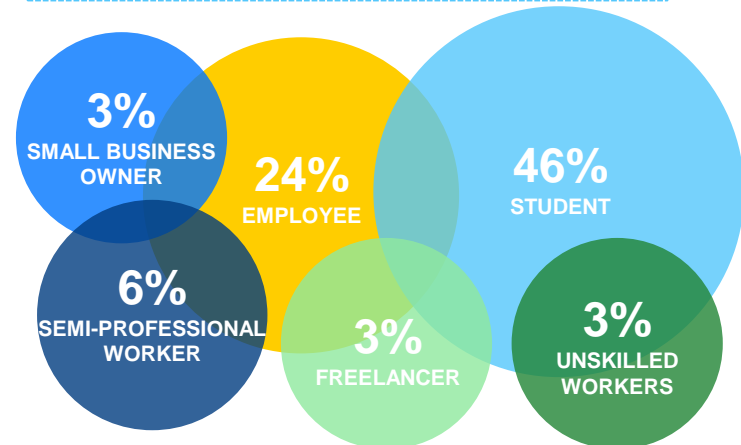
- Under 18
- 18 - 22
- 23 - 30
- Over 30



GENDER (%)

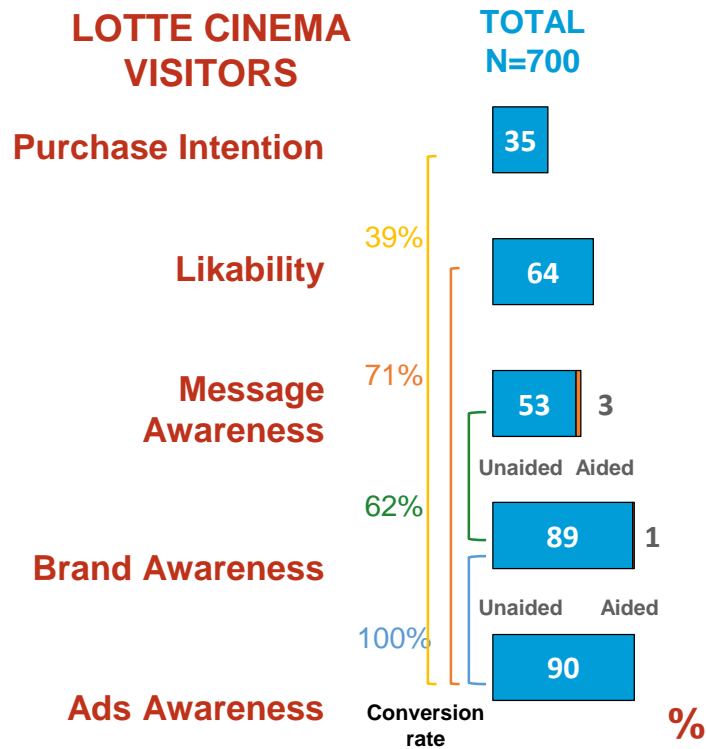


OCCUPATION (%)



Evaluating The Effectiveness Of Advertisement, Nielsen (2016)

CINEMA IS EFFECTIVE



- 90% of cinema-goers are aware of the ad
- 100% of audience who remember watching the ad are aware of the brand
- 62% of audience who are aware of the brand understand the ad message
- 71% of audience who remember watching the ad like it
- 39% of audience who remember watching the ad have intention to buy the product

Base: Cinema-goers (N = 700)

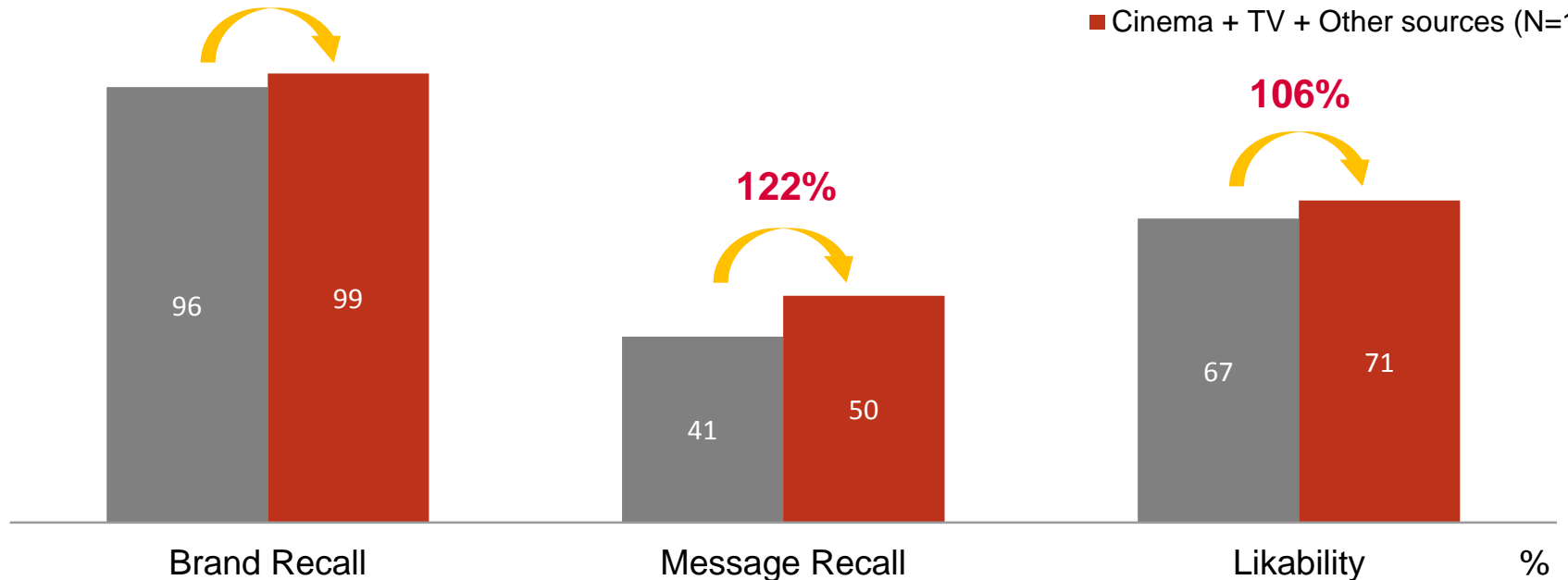
Evaluating The Effectiveness Of Advertisement, Nielsen (2016)

CINEMA IS EFFECTIVE: ADD-ON VALUE

Incremental add-ons amongst those seeing ads at the cinema vs. those who do not

Cinema Added Effect: **103%**

■ TV + Other sources (N=381)
■ Cinema + TV + Other sources (N=183)



Base: Mall shoppers

Brand/Message aware (%). Do you remember which brand /message does the picture advertise? (aided + unaided)

Likability (%) How is your level of likability towards awarded ads using scale from 1-5?

Evaluating The Effectiveness Of Advertisement, Nielsen (2016)

THE FUTURE OF CINEMA

	Vietnam	South Korea
Population	94.4 million	50.8 million
No. of cinema locations	128	346
No. of screens	Approx. 500	Approx. 2.500

Vietnam: 20+ locations
100+ screens / year for the next 5 years

CREATIVE CASE STUDY 2 – RUN THE MOVIE

Case Study 2 – Run The Movie



Thank you!
Have a great evening



**Connect
With Us**

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