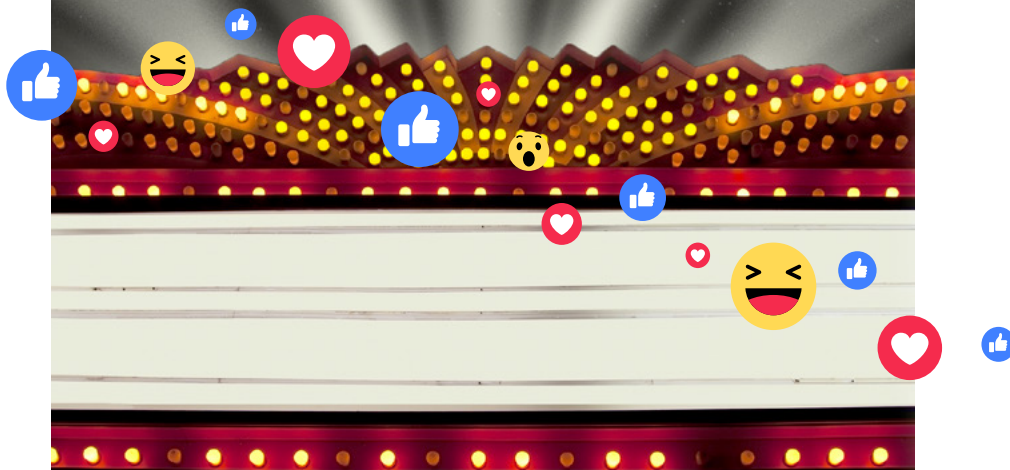


Boost Awareness and Intent for Your Movie with Facebook Insights

JANUARY 2018





Introduction

Movie marketers activate theatrical campaigns on Facebook, Instagram and Audience Network to help drive awareness and intent for films of all sizes.

We've analyzed more than 100 film campaigns — from major releases to smaller, limited-release films — to highlight some best practices that may be useful to help maximize the impact of film marketing across our platforms.

About the Research

Facebook's lift testing methodology is based on polls delivered to real people, using test-and-control conditions to help us better understand and identify the kinds of targeting, creative and delivery tactics that are likely to drive incremental lift in awareness and intent scores.

Sources:

- 1 Facebook, Instagram and Audience Network data, US only. Based on a standard multi-variate analysis of 200 experiments across 58 films, 2015-2016.
- 2 Facebook data, US only. Based on an analysis of 40 films for view duration, lift by view duration, and reach by view duration. 2016-2017.
- 3 Facebook data, US only. Based on an analysis of 8 films comparing movie interest targeting vs. geolocation-based moviegoer targeting, 2017.
- 4 <https://www.facebook.com/iq/articles/stand-out-in-feed-optimizing-video-creative-on-mobile>
- 5 <https://www.facebook.com/business/success/universal-pictures>
- 6 <https://www.facebook.com/business/success/stx-entertainment-the-bye-bye-man>

3 Key Takeaways

Based on Facebook research, here are some of our suggestions for ideal ways to help increase awareness and intent for your Facebook film campaigns, in order:



1. Design your ads for mobile



2. Scale your targeting



3. Increase your ad frequency

Campaigns that combine mobile optimization, scaled targeting and increased frequency could potentially benefit from cost efficiencies and increased lift in key metrics. Our analysis of more than 100^{1,2,3} US theatrical or film-oriented campaigns showed that some garnered up to a 3x lift in key business metrics and a 3.5x increase in cost efficiency when combining these practices.





Movie Marketing Best Practices

While no two campaigns are identical, we've seen the following strategies consistently present in film-related ads analyzed across our platforms that benefited from growth in awareness and "definite" intent.



Boost Awareness and Intent for Your Movie With Facebook Insights

1 Design for mobile

Small screens can have a big impact. In fact, the highest-related tactic we've seen used to successfully help grow awareness and intent is mobile optimization.

We found a 2x increase in “definite” intent scores for some US film ads in our analysis that used mobile-optimized creative, vs. those that used standard creative.¹ Mobile-optimized creative also tended to deliver greater cost efficiency (+42%).¹ Optimizing for mobile enables ads to render larger in the feed and capture more of the user’s attention, consistent with cross-industry [Facebook research](#)⁴ that shows the need to stand out in feed.

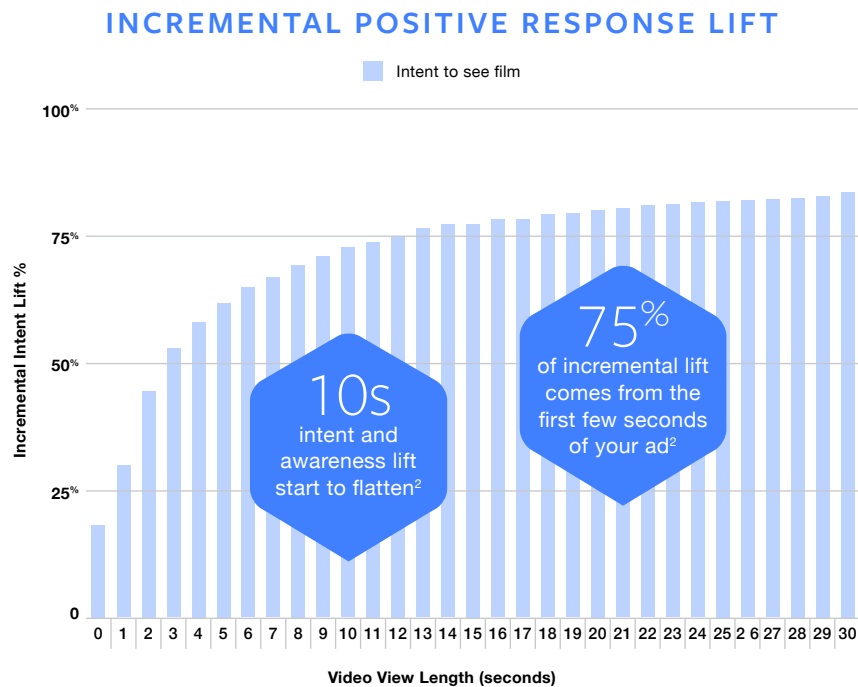
2.0x
lift in definite
intent

How to optimize film ads for mobile:

- 1 **Show the title onscreen throughout**, or at least in the first 5 seconds
- 2 **Skip MPAA rating cards**, studio logos, and production company logos in the first 3-5 seconds
- 3 **Show close-ups of talent** in the first 3-5 seconds
- 4 **Favor close-ups** over long-distance shots throughout
- 5 **Use text overlay for dialogue** so people can “hear” even with the sound off
- 6 **Build for square** (1:1) or vertical-aspect (9:16) ratios
- 7 **Use fast motion and quick cuts**
- 8 **Include a call-to-action**

Drive intent in the first few seconds

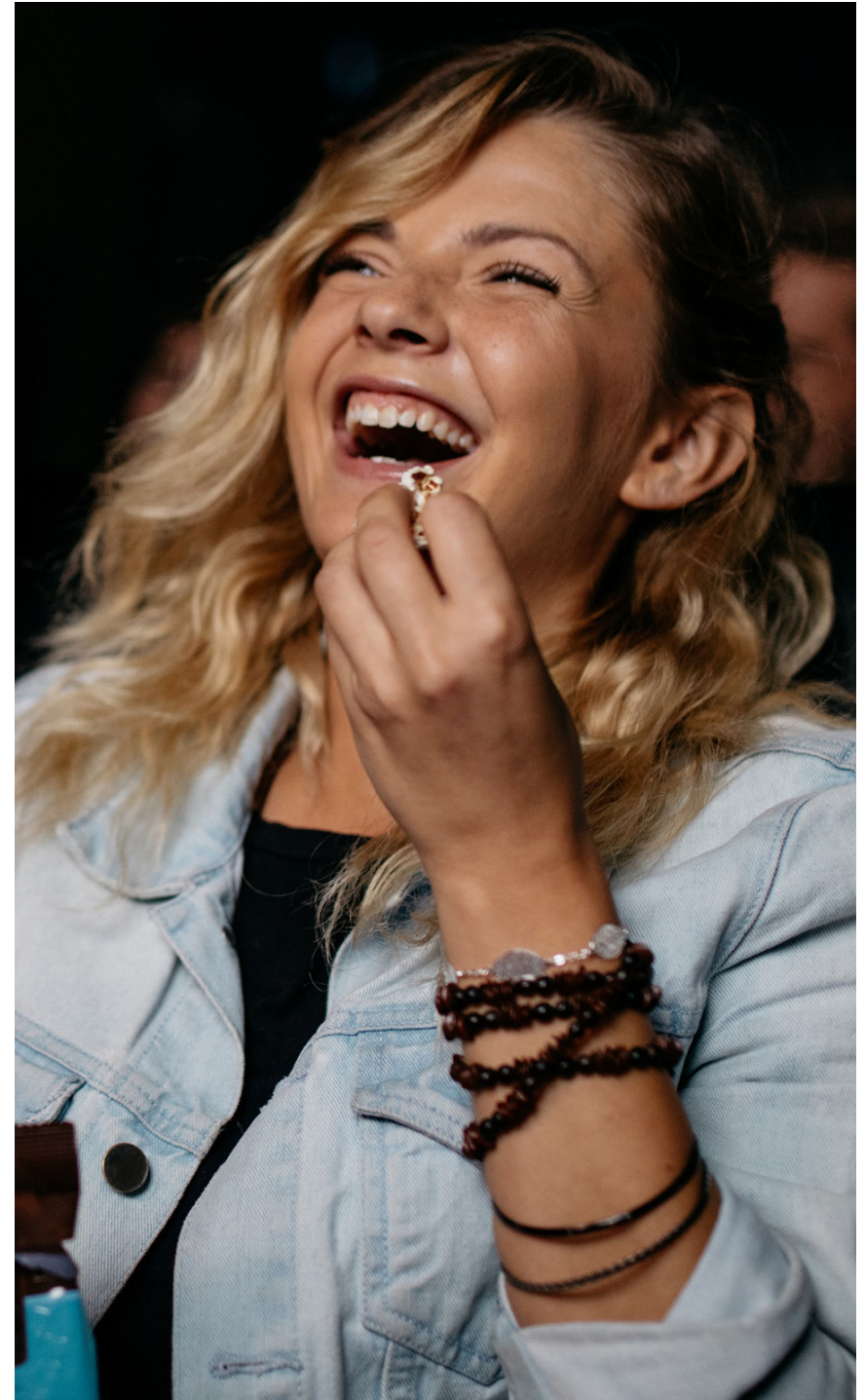
By creating high-impact, short-form content that grabs attention in the first few seconds, you can likely increase awareness and intent for your film.



Incremental Awareness and Intent lift increase the longer the view, however potential reach can decrease significantly the longer a video plays.

After 10 seconds, the cost per incremental lift may become inefficient as incremental lift flattens and reach decreases.

Note: Video viewing potential reach can decrease significantly the longer a video plays. Even if incremental lift is seen as duration increases, after 10 seconds, the cost per incremental reach may become inefficient because both incremental lift flattens and reach decreases.



2

Scale your targeting

We've found that campaigns targeting broader Facebook audiences tend to influence more people, more efficiently, than narrowed targeting.

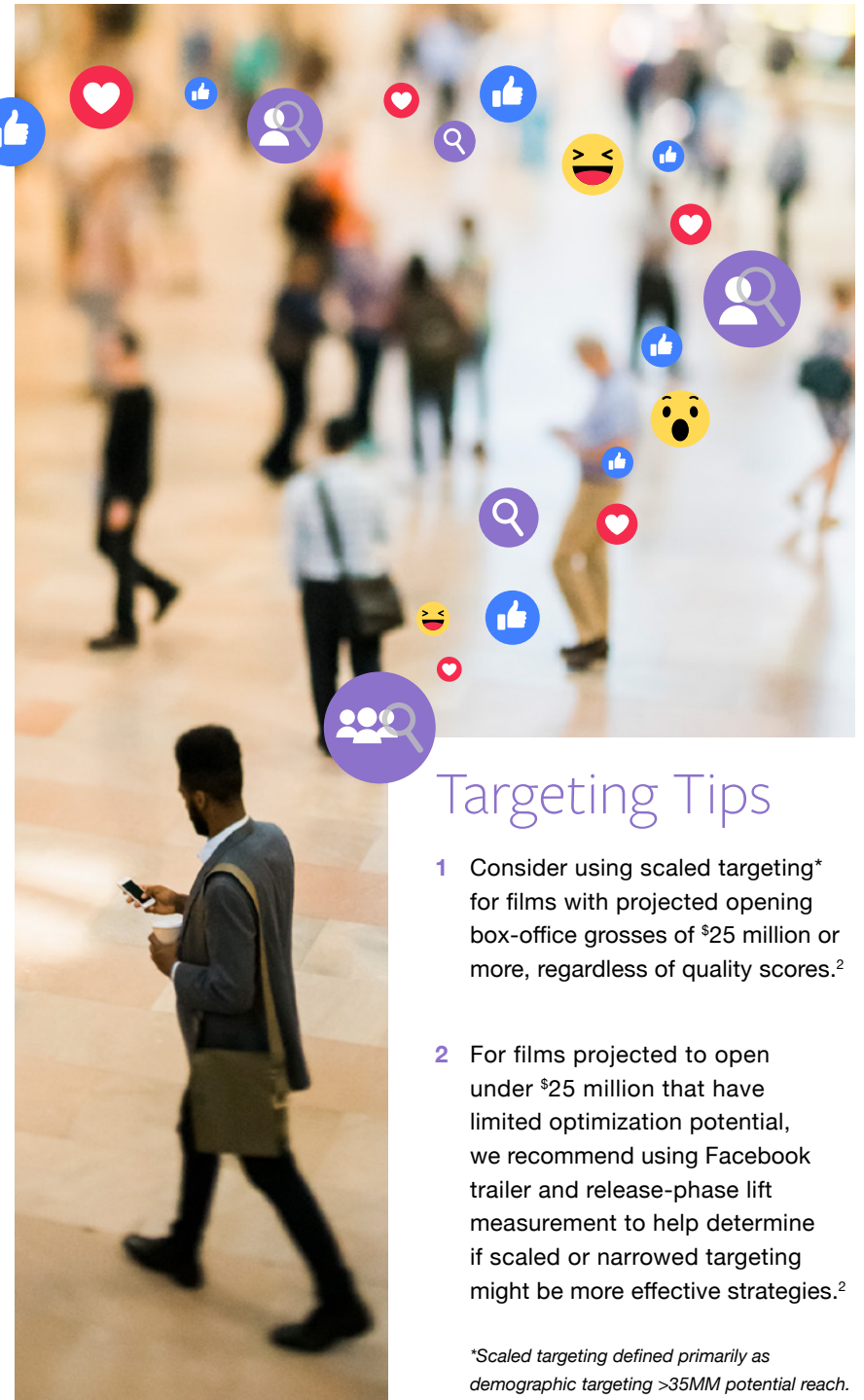
While lift and awareness could potentially be higher among smaller audiences (e.g., fans of talent, fans of the same genre, etc.), limited reach and increased premiums for these harder-to-find groups can sometimes lead to a higher cost-per-person, and a lower volume of people influenced.

- **Scaled audience targeting strategies**, combined with mobile-optimized creative, were found to influence more people and generally deliver 2x more lift in “definite” intent, at 2x greater cost efficiency, vs. niche targeting without optimized creative.²
- **“Movie Interest” targeting** is generally an optimal strategy for helping to drive awareness for films. In our research, this targeting strategy was also effective for helping to drive general lift in intent and efficiency for some films with high-grossing opening weekends, regardless of critic reviews or creative quality scores.¹

2.0x
lift in definite
intent & cost
efficiency

In some cases, narrowed targeting can still be a useful media plan element.

- When comparing scaled “Movie Interest” and niche “Moviegoer” targeting, we found niche targeting sometimes resulted in generally more intent lift and lift-cost efficiency in ads for films with projected opening grosses under \$25 million, **and** one or more of the following traits: a limited release, lower creative quality scores, or low critical scores.³
- Initial indicators showed the most expensive cost-per-incremental lift was among film ads we looked at that had very high or low baseline awareness, and limited flexibility for mobile-optimized creative.³



Targeting Tips

- 1 Consider using scaled targeting* for films with projected opening box-office grosses of \$25 million or more, regardless of quality scores.²
- 2 For films projected to open under \$25 million that have limited optimization potential, we recommend using Facebook trailer and release-phase lift measurement to help determine if scaled or narrowed targeting might be more effective strategies.²

**Scaled targeting defined primarily as demographic targeting >35MM potential reach.*



Boost Awareness and Intent for Your Movie With Facebook Insights

3

Increase ad frequency

Finally, consider increasing the frequency on mobile-optimized, scaled-targeted ads to help boost “definite” intent scores from your campaigns.

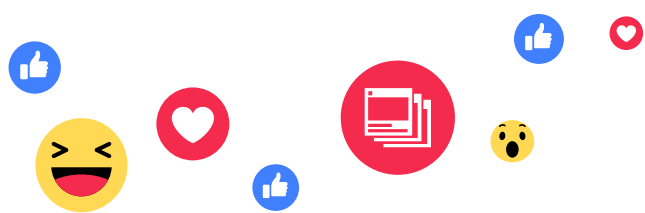
We've found that movie campaigns that combine increased frequency with mobile optimization and scaled targeting tend to enjoy a 3.5x increase in cost efficiency and up to a 3x lift in definite intent.¹ **This tactic has the potential to work well for films of any budget or genre.**

In the research, 75% of film marketing campaigns that combined mobile optimization, scaled targeting and increased frequency generally saw higher lift in “definite” intent scores — a 3x increase over campaigns that didn't.¹

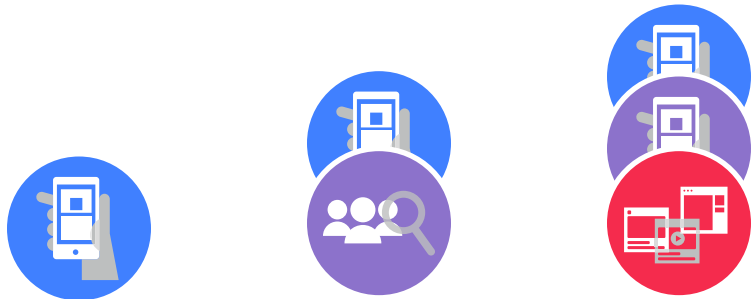
NOTE: Increasing frequency alone may not be sufficient to grow lift or efficiency. This practice tends to work best when combined with mobile optimization and scaled targeting.

3.5x
lift in cost
efficiency

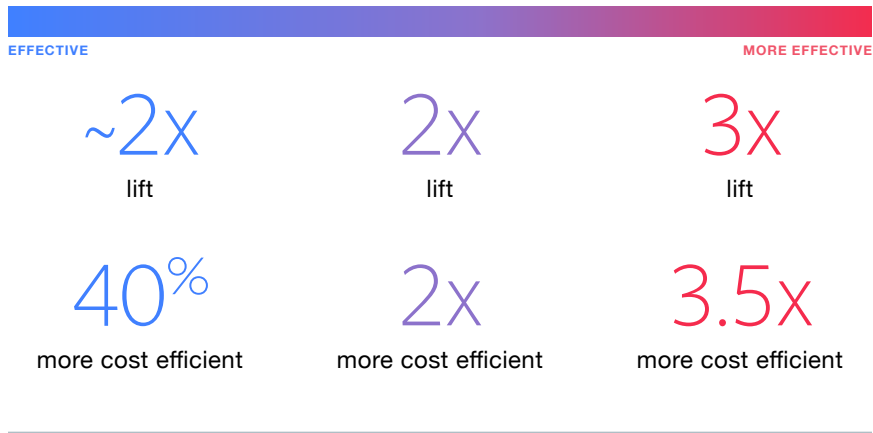
3.0x
lift in definite
intent



Combine all 3 to increase lift and cost efficiency



Mobile optimized + Scaled targeting + Higher frequency



Based on cost per incremental lift.
Calculated as total investment / number of people influenced (lift x reach).





Testimonials

- “At Universal, we treat every campaign as a chance to learn. We regularly test our creative, including ad sequencing, frequency, length, framing formats and content with FB to optimize our appeal to audiences.”

Doug Neil
Executive Vice President, Digital Marketing
Universal Pictures⁵

- “Facebook’s test and learn strategies were critical in extending our incremental reach and optimizing our mobile messaging.”

Amy Elkins
Executive Vice President, Media and Marketing Innovation
STX Entertainment⁶

- “Facebook provides us with a testing ground that allows us to very quickly understand tactically how best to identify and engage with our consumers.”

Reggie Panaligan
SVP, Research & Analytics
Paramount Pictures

