

PRESS RELEASE

Hamburg, March 30, 2022

Emotion Tracking: Study proves the emotional effect of cinema spots

Weischer.Cinema used a study to investigate which emotions are triggered by cinema commercials. The results show: in all relevant fields of emotional measurement, cinema commercials achieve better results than TV and online advertising.

Cinema commercials trigger a range of positive feelings. Thus, the advertising on the cinema screen speaks to the audience in much more intense emotional terms than TV or online video advertising. This is the conclusion of a study conducted by september Strategie & Forschung on behalf of Weischer.Cinema. To reveal the emotions that cinema commercials prompt in cinemagoers, forty adult test persons were asked to attend regular cinema screenings at the Cinedom in Cologne where they were equipped with unobtrusive fitness tracker-style measuring devices. These recorded physiological reactions such as heartbeat, pulse, electrical resistance of the skin as well as the facial expressions of the viewers. In total, the devices collected twenty different data streams from each person. The results were then supplemented by in-depth psychological interviews and compared with generic reference values for TV and online advertising from the september database.

Four fields were defined in advance as emotions relevant to advertising: relevance, reflections, attraction and sympathy. In each of the areas, the results prove the leading position of the medium of cinema.

1. **Relevance:** the feel-good atmosphere in the cinema, shielded from outside influences, helps to create a high emotional relevance for advertising content among the audience.
2. **Reflections:** the mental engagement with the scenes on the cinema screen is exceptionally high, which is why cinema commercials are viewed more consciously.
3. **Attraction:** the audience is attracted to what is shown and develops a feeling of “wanting to have” to have it. This in turn offers the best conditions for brands to showcase themselves and communicate effectively.
4. **Sympathy:** sympathy describes a general liking or liking of what is shown. This also allows us to draw conclusions about how annoying advertising is deemed when using media. In the case of the cinema, it shows that the commercials on the cinema screen are accepted as part of the cinema experience.



"Emotional performance is the basic prerequisite for communicative success. It works as a preparation for action and is therefore always at least one step ahead of a purchase decision," explains Oliver Adrian, Managing Director/CSO of Weischer.Cinema. "Cinema commercials achieve outstanding results. They appeal to the audience much more intensively in emotional terms than TV or online video advertising. This is what we have always suspected. But now it's scientifically proven."

The study on the emotional intensity of cinema commercials complements a 2018 study in which Weischer.Cinema used eye-tracking glasses to investigate what cinemagoers were really looking at during the pre-show entertainment. These results also proved the advantages of cinema spots. In the cinema, 95% of all advertising seconds were attentively viewed. On the other hand, the corresponding figure was only 55% on TV and only 25% for online videos.

About Weischer.Cinema

Weischer.Cinema is the market leader in cinema advertising in the entire German-speaking world. This owner-managed company has more than 60 years of cinema expertise and ensures comprehensive, customer-oriented development of the cinema as a moving image medium. Weischer.Cinema is a subsidiary of Weischer, one of the leading advertising marketers for cinema, outdoor and online advertising in Germany, with locations in Hamburg, Frankfurt, Cologne, Munich, Zurich and Vienna.

Further information at www.weischer.net

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