

# The Younger Demographic

Understanding the consumption pattern of the typical film-buff, the new-age, urbane youth who is defined by his choices.

## The Prime Audience

A plethora of brands today opt for cinema advertising. The medium provides them a steady pool of affluent, highly receptive and influential audience who are hard to reach via other media.

\* Universe: Survey conducted amongst general population of India's top 8 metros, Jan 2017.

\*\*Incidence numbers in the population.



**57%**  
CONSUMERS

Of the universe\* watch a movie in a theatre at least once in 6 months

**71%**

15-24 year olds watch a movie in the theatres at least once in 6 months\*\*

**61%**

Consumers belong to NCCS-A\*\*

## Durable Consumption

High penetration of FMCG, Auto and Durable categories. Heavy and medium viewers are the affluent section and own:

**70-80%**

Personal Products

**80-90%**

F & B Products

**76%**  
Smart Phone

**75%**  
Two-Wheeler

**63%**  
Car

Base: NCCS A1 viewers

## Decreasing Gender Gap

Trends show that males have a higher tendency to visit the theatres to watch a film, as opposed to women. But the gender gap is steadily decreasing.



**53%**  
Women

Incidence of watching movies among female population is 53%

Incidence numbers in the population

## Shopping Spree

Heavy and medium viewers are highly brand conscious. Advertisements play a pivotal role in brand selection.

**58%**

Like to shop from Retail Stores as they like to touch and feel the products

**42%**

Like to shop Online. Heavy movie viewers are more open to shopping online as compared to medium/light viewers

**80%**  
Are highly brand conscious

**35%**  
Like to try a new brand/product if they like the ad

Base: Among brand conscious viewers

## Mobile Usage

Heavy & medium movie viewers are also intensive users of mobile apps:

**2 hours**

65-70% consumers spend 2 hours online everyday (on an avg.)

**76%**

Own Smart Phones

**45%**

Have latest apps installed

**35%**  
Use Search

**18%**  
Watch Videos

**8-15%**  
Play Games

## Triggers To Watch Movies In A Theatre



Unlike before, the reasons to catch a movie at the theatres have changed, from star power to the need for social engagement, to spending time with family.

**61%**

Social interactions and family time

**39%**

Star cast and recommendations

## Openness To Ads In Theatres

Many youngsters find the big-screen medium much more appealing than the TV or mobile.

**50-60%**

Pay more attention to theatre ads and find them more interesting than TV ads



**50%** Do not mind ads aired in a theatre (heavy users)

## The Box Office

Catch the audience right at the outset.

**78%**

Customers buy tickets directly from the ticket counter



## The Midas Touchpoints

Tapping the customers' attention at the right points, before the movie starts.



**15 mins\***

51% customers reach the movie hall 15 minutes\* before the show time

\* On an average

### Before Movie

Viewers look at posters of upcoming releases, buy F&B, interact with their phone and walk around the mall

### Inside Multiplex

- Viewers are likely to notice:
- 40% music playing in the lobby
  - 35% posters /screens/ standees at the ticket counter
  - 30% new videos

## The Big Combo

Young cinemagoers today are also heavy internet users. Cinema can be combined with digital to help us tap the attention of the younger target group.

**73%**

of 15-34 year olds frequent the cinema theatres to watch films

**71%**

of 15-34 years olds are avid users of the internet



Key/ Age Groups: Bases in (000s)

