

# Vietnam New Media Landscape



## CINEMA ADVERTISING



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



# ABOUT WE MEDIA

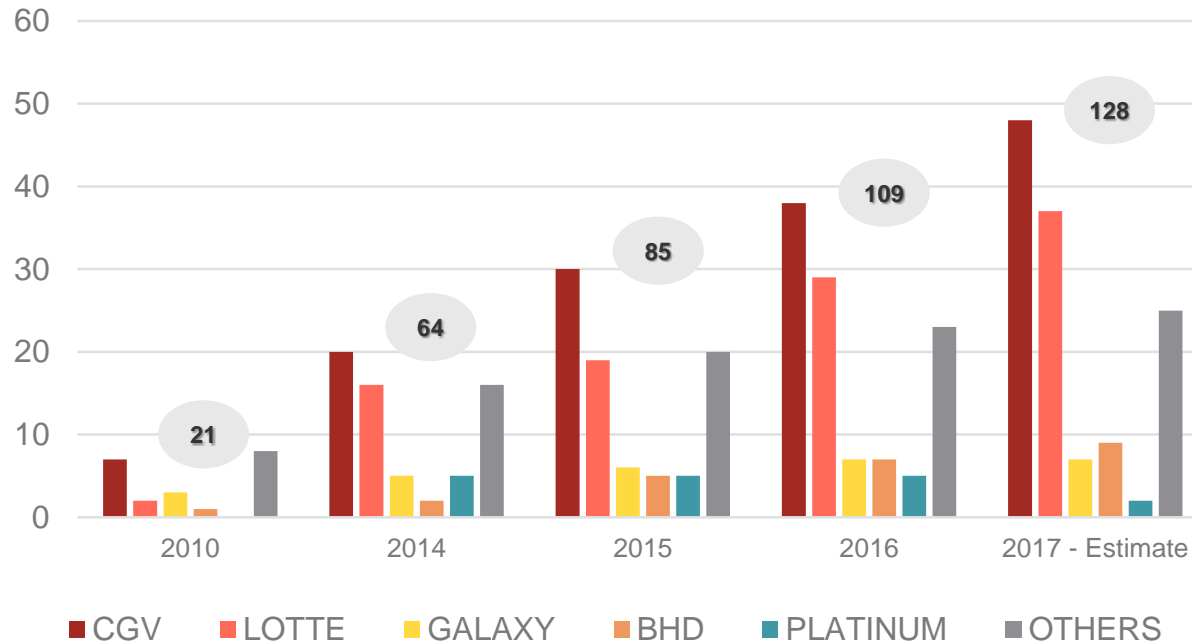


# CINEMA IS

- 1 GROWING
- 2 IMPRESSIVE AND INTERACTIVE
- 3 EFFECTIVE

# CINEMA IS GROWING

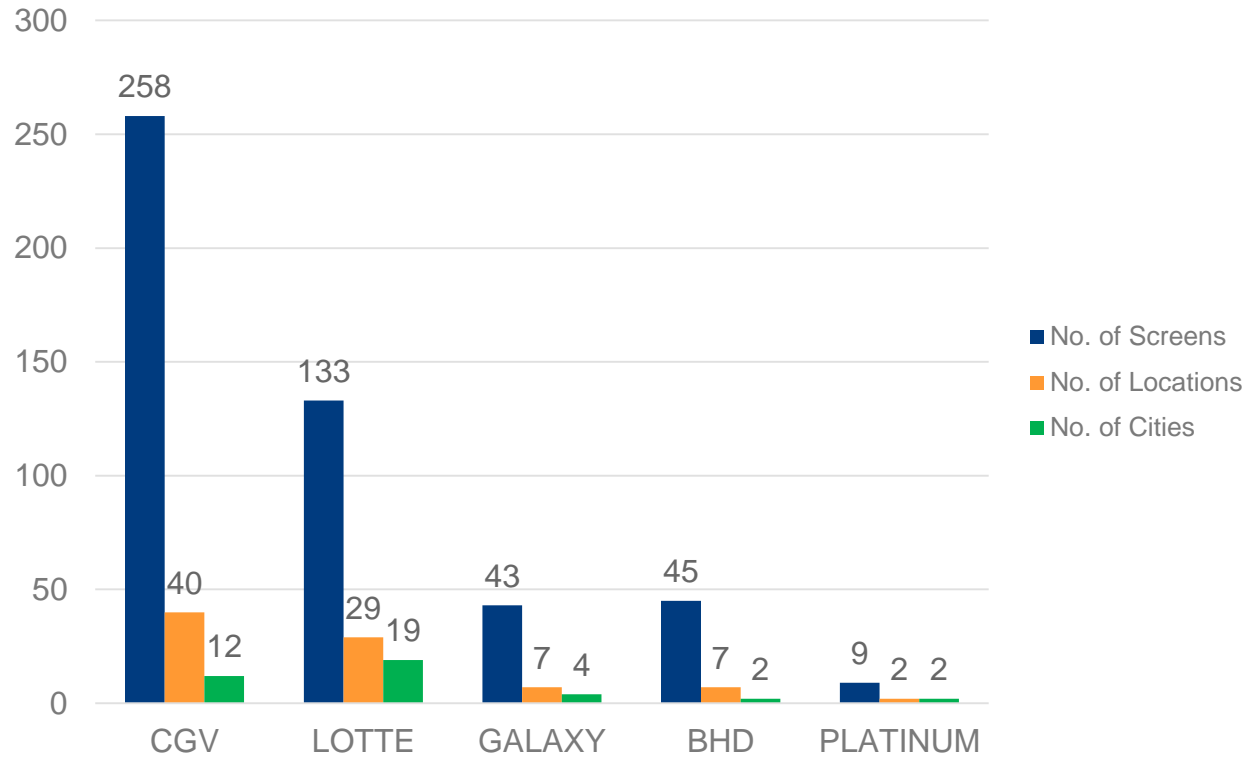
Cinema Industry Growth Rate (by Locations)



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,...

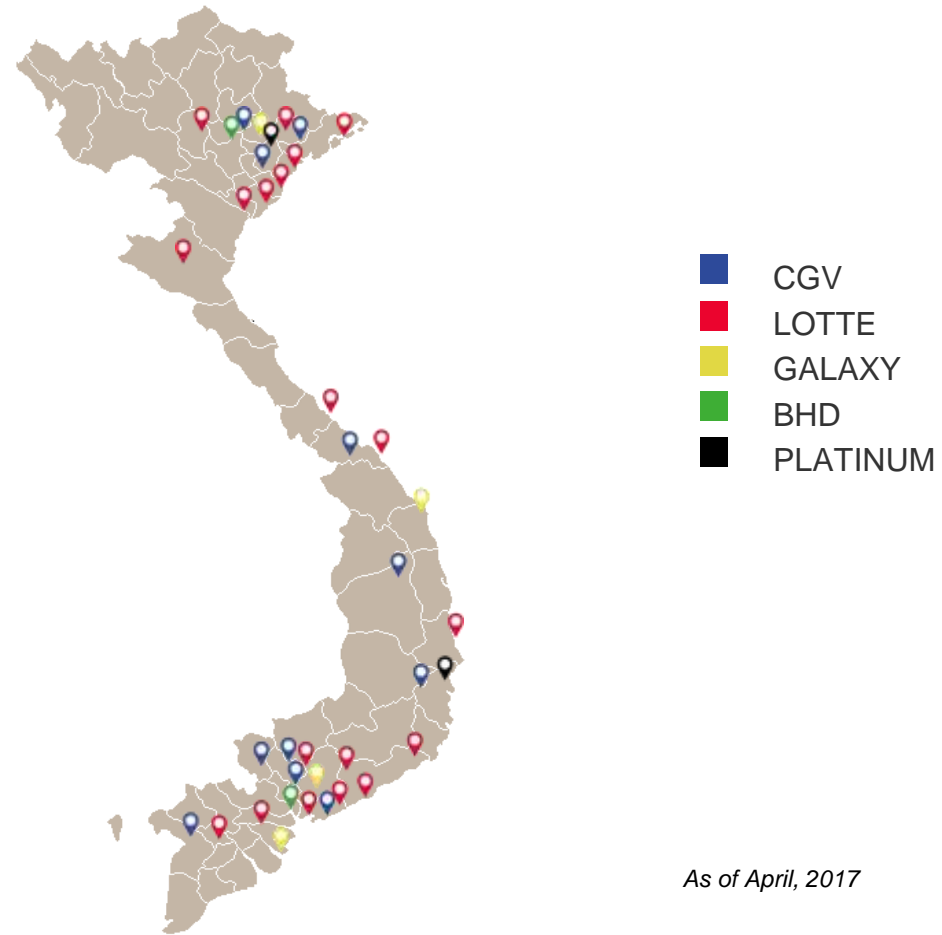
# CINEMA IS GROWING

Cinema Industry 2017 (by Locations and Screens)



As of April, 2017

# CINEMA IS GROWING



*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

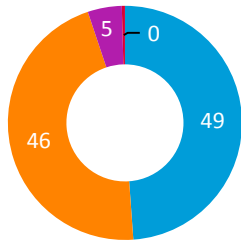


# CINEMA IS EFFECTIVE

## Cinema-goer Profile (N=840)

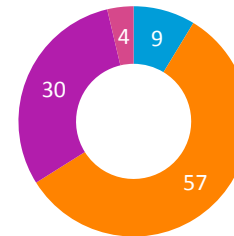
### HOUSEHOLD INCOME (%)

- 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 (%)

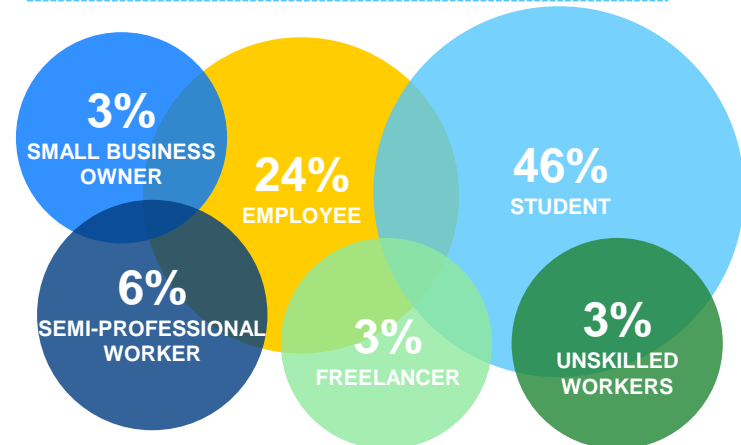
- Under 18
- 18 - 22
- 23 - 30
- Over 30



### GENDER (%)

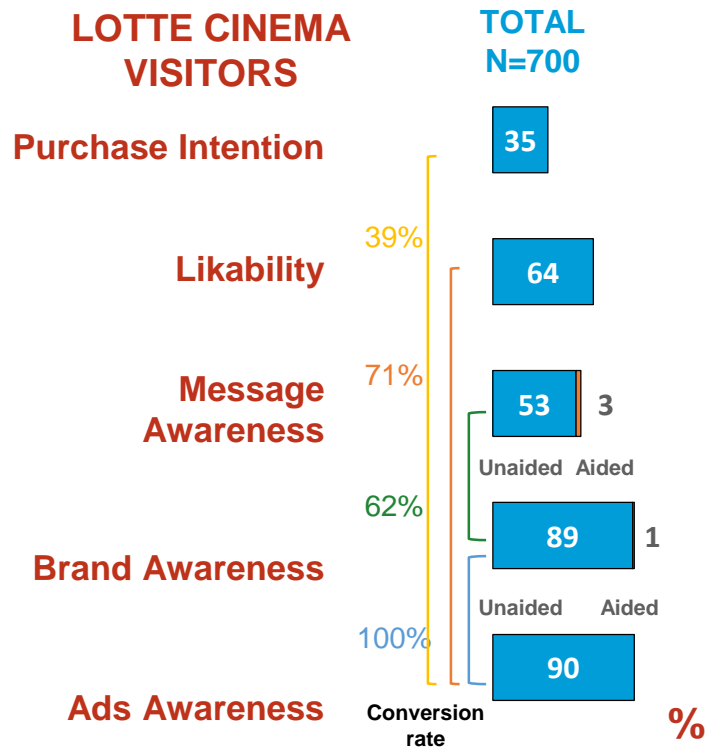


### OCCUPATION (%)



Evaluating The Effectiveness Of Advertisement, Nielsen (2016)

# CINEMA IS EFFECTIVE



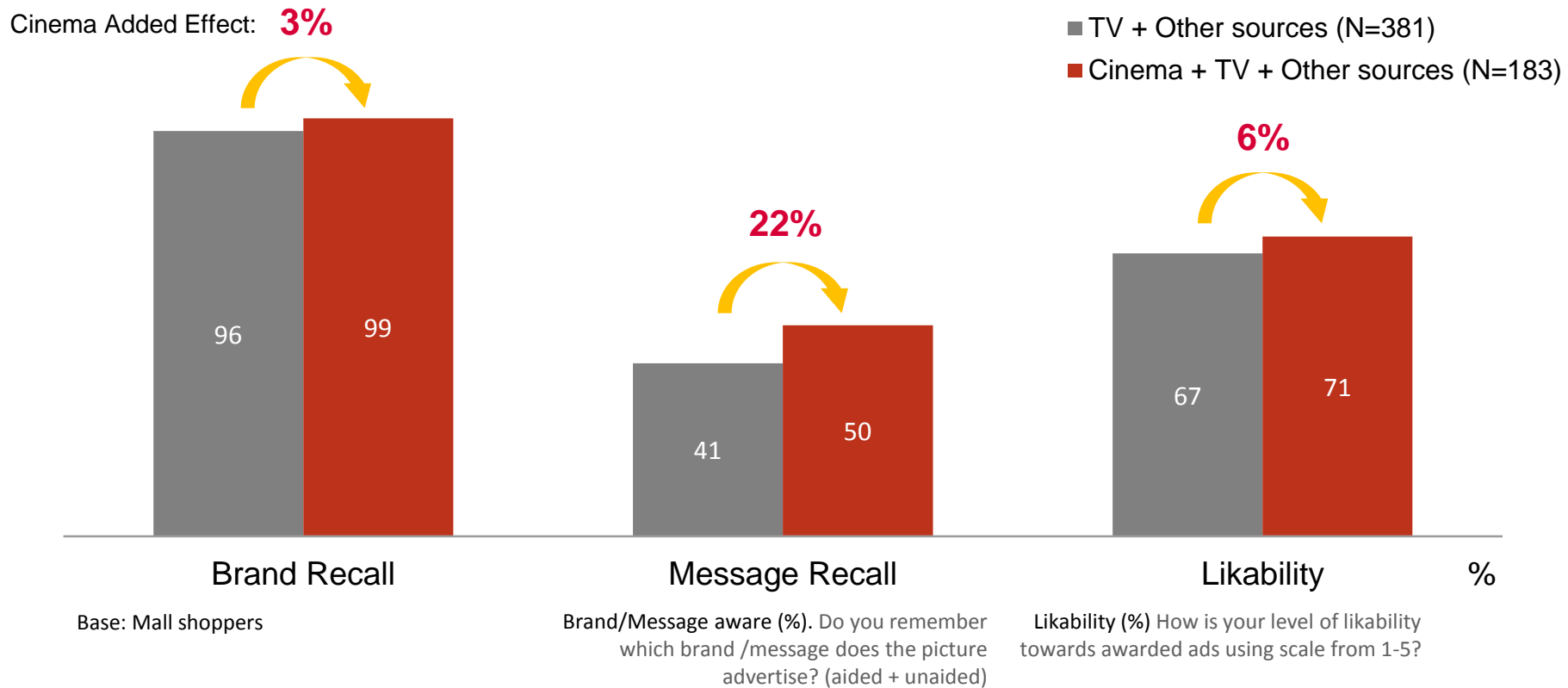
- 90% of cinema-goers are aware of the ad
- 100% of audience who remember watching the ad are aware of the brand
- 62% of audience who are aware of the brand understand the ad message
- 71% of audience who remember watching the ad like it
- 39% of audience who remember watching the ad have intention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



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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