

Demanded by agencies and clients for years: HSG study measures contact quality through FLOW and demonstrates a markedly better advertising impact in the cinema

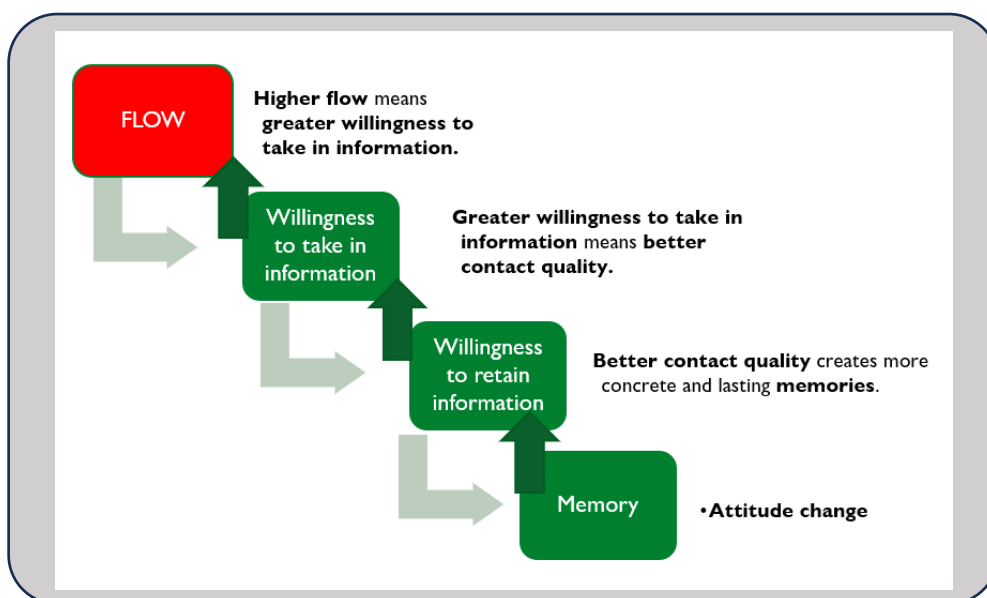
FLOW measured in communication for the first time.

FLOW has so far been considered in fields such as gaming, sports, music and technology acceptance. In the field of advertising and its impact, scientific research into FLOW – with a study by the University of St. Gallen (HSG) – is a world first.

FLOW is a concentrated moment of happiness and continues to have an effect all along the line.

You know it from enthusiastic work phases or successful personal engagements: nothing is as inspiring as immersing yourself fully in the moment. In the words of the study director:

"Flow characterises a state that is essential for peak performance - the optimal state between over- and understimulation. You're focused and happy."



Cinema adds a unique emphasis in terms of advertising impact.

The cinema audience already experiences the ideal balance between tension and relaxation during the pre-programme and is thus highly receptive.

Advertising perception in a media comparison: Cinema is the favourite.

Cinema shows significantly better values than TV or YouTube for measurement points such as:

The cinema setting creates timelessness and clarity

When I'm at the cinema,

... I don't notice how time flies (90%)

... my mind is completely clear (88%)

... I have no problems concentrating (88%)

Cinema is clearly the main occupation

When I'm at the cinema,

... the right thoughts arise by themselves (79%)

... I feel as though I have everything under control (76%)

Cinema advertising attracts explicit attention

In the cinema, most people look closely, as the study confirms:

"Around half of viewers consciously focus their attention on advertising in the cinema."

Attitudes towards advertising in the cinema are much more positive

25% of all respondents even explicitly find:

"Advertising in the cinema is an enjoyable part of media consumption."

Cinema strengthens brands from young to timeless.

In the cinema, **Philoro Edelmetalle** [as an example of a still-young brand], the advertised product and the ad shown are best remembered by a clear margin.

The **IWC** cinema ad [as an example of a highly established brand] achieves peak values in terms of awareness ... After watching the ad on the big cinema screen, the product is perceived as more attractive and rated better.

Concluding words by the researchers:

"It's not only the quantity of contact that counts, but also the quality of contact!"

"The study showed that cinema scores above average in terms of flow."

Prof. Dr. Sven Reinecke, Executive Director of the Institute of Marketing and Customer Insight and Associate Professor at the University of St. Gallen (HSG)

*"Higher flow means: higher advertising recall > higher brand recall
> More positive brand connotation > higher advertising effectiveness"*

"The reception conditions for advertising are particularly favourable in the cinema."

Conclusion by Dr. phil Sven Kannler, head of the study

For deeper insights:

The booklet "Werbewirkung - Kontaktqualität - Innovation FLOW" [Advertising impact - Contact quality - Innovation FLOW] (produced as part of the doctoral thesis 'Wirkung von Bewegtbildwerbung - Ein medienübergreifender Vergleich der Kontaktqualität durch Flow', [Impact of moving-image advertising - A cross-media comparison of contact quality through flow]) can be downloaded here:

