



Media Effectiveness in Hindi Film Marketing

Key Findings from a research undertaken by Ormax Media Pvt. Ltd.

Background

Existing media metrics such as ratings, impressions, readership, views, likes, click rates etc. are often used as measures to evaluate a film's media plan. However, these metrics do not measure the impact of the plan in influencing footfalls in theatres, and hence, the box office collections for the film. A research project was undertaken by Ormax Media to concretely establish the box office impact of various media used by film producers in their marketing mix. This whitepapers summarises key findings from this research.

Research Design

The research was conducted over a period of 27 weeks from August 2017 to February 2018. The total sample size covered was 25,0587. The research was conducted via Ormax Media's film tracking tool Ormax Cinematix, which covers 56 cities in India. Six film campaigns were tracked using this research, i.e., Judwaa 2, Secret Superstar, Golmaal Again, Ittefaq, Tiger Zinda Hai and Pad Man.

The research tracked the performance of nine media:

- **Digital media:** Facebook, YouTube, Instagram & Twitter
- **Traditional media:** Television, Print, In-theatre, Radio & OOH

Research Approach

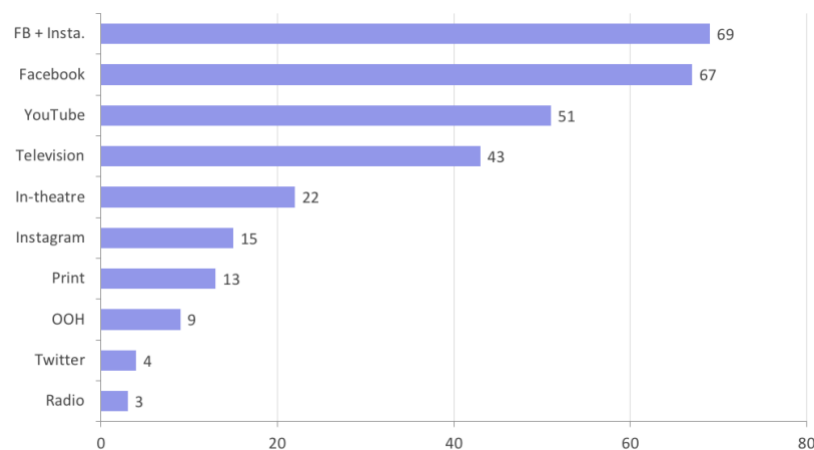
The research measures the impact of each of the nine media listed above on two aspects of a film's campaign performance:

- **Buzz:** The talk value around the film, captured via unaided recall of the film, i.e., % audiences who named the film when asked to name all the upcoming Hindi films that they can remember.
- **Appeal:** Persuasiveness of the campaign, captured via the intention to watch the film, i.e., % audiences (aware of the film) who said that they will definitely watch the film in a theatre when it releases.

Buzz Power & Appeal Power

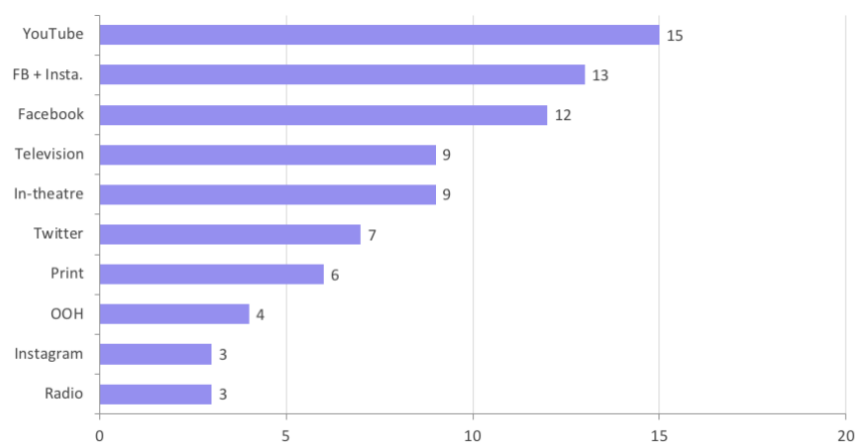
Buzz Power and Appeal Power are metrics (in %) that capture the ability of a media to increase the Buzz or Appeal of the film (see definitions above). Since audiences react to a multimedia campaign and not to any one media in isolation, Buzz Power and Appeal Power cannot be calculated using direct questioning in research. Hence, a media isolation approach was used to calculate Buzz Power and Appeal Power. Buzz (or Appeal) was compared in two sets of audiences - Those were aware of the film via that medium (e.g. YouTube) and those not aware of the film via that medium. The incremental growth in Buzz (or Appeal) from the non-aware set to the aware set is the Buzz Power of that medium.

The chart below captures the **Buzz Power** of various media in the release week, averaged across the six films studied:



As can be seen in the chart above, digital media Facebook and YouTube are the most effective media in driving Buzz Power, at 67% and 51% respectively. Television ranks no. 3 at 43%. After a wide gap, In-theatre and Instagram take the next two positions at 22% and 15%. Twitter (4%) and Radio (3%) are the least effective media in driving Buzz for Hindi films in their release week. The Facebook + Instagram combination has an unduplicated Buzz Power of 69%.

The chart below captures the **Appeal Power** of various media in the release week, averaged across the six films studied:



Note that Buzz Power and Appeal Power cannot be compared to each other as they are different parameters. However, media-wise ranks (and not absolute Buzz Power and Appeal Power scores) can be compared

As can be seen in the chart above, YouTube (15%) and Facebook (12%) are the top 2 media on Appeal Power. Television and In-theatre follow at 9% each, followed by other media.

From the two charts above, it can be collectively concluded that Facebook and YouTube are the top 2 media in driving Buzz & Appeal, and hence the box office opening of Hindi films. While YouTube achieves it through trailers and song videos, Facebook achieves it through more organic methods like link shares and conversations, apart from initiatives like Facebook Live.

Impact of Box Office Opening

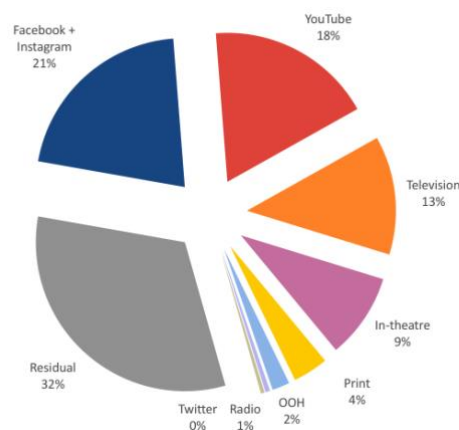
How does high (or low) Buzz Power and/ or Appeal Power of a particular media impact the box office opening of a film? To answer this question, the FBO (First-Day Box Office) model of Ormax Cinematix was used. Ormax Cinematix forecasts the first-day box office of new films, using a statistical model using non-linear regression that takes various inputs, e.g. Buzz & Appeal scores, release scale, ticket price, release date, etc.

For each of the six films, the impact of each media on its opening box office was calculated by using an approach whereby that media is “excluded”, i.e., If the film did not use a particular media at all (e.g. Television) what would its Buzz & Appeal and hence the first-day box office be.

The analysis was done for all nine media by extracting the Buzz & Appeal scores among those not aware of the film through that media (see Buzz Power & Appeal Power section above for the approach). If the film’s actual first-day was X and the first-day without a particular media was projected as Y, the contribution of that media to the opening is X-Y. This contribution was calculated for all nine media.

The balance (actual first-day minus the sum of contributions of all nine media) is called the ‘Residual’ here. This is the box office the film would have done anyway if it had no media presence, purely by the virtue of getting screen space, spontaneous walk-ins and word-of-mouth that spreads naturally on the day.

The chart below captures the % contribution of each media to the first-day box office, averaged across the six films studied.



The Facebook + Instagram combination leads with 21% contribution, followed by YouTube at 18%. Television and In-theatre follow next with 13% and 9% contribution respectively. As seen in Buzz Power & Appeal Power, digital media lead in their box office impact.