

ATTENTION THAT LASTS. IMPACT THAT MATTERS.

NEW CANADIAN ATTENTION & BRAND IMPACT RESEARCH

New research from Amplified shows how cinema earns more attention and sustains it longer — and how that advantage translates into stronger immediate brand response and longer-term memory.



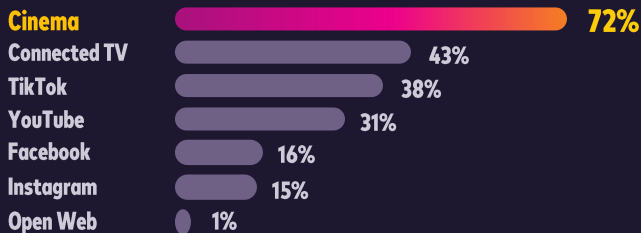
01 — EARN MORE ATTENTION

CINEMA IS THE ATTENTION OUTLIER.

Cinema generated substantially higher active attention than every other media environment measured.

72% ACTIVE ATTENTION IN CINEMA

AVERAGE ACTIVE ATTENTION PER VIEW

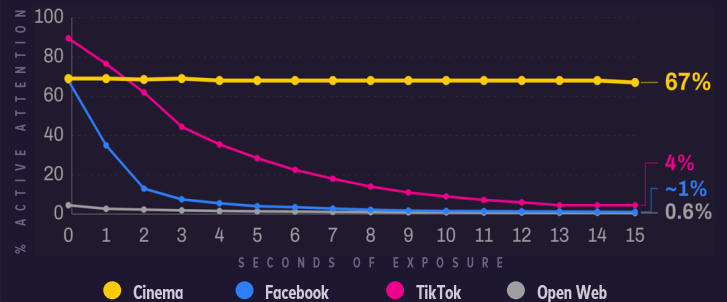


02 — HOLD ATTENTION LONGER

CINEMA KEEPS AUDIENCES WATCHING.

DIGITAL ATTENTION FALLS AWAY QUICKLY.

Cinema maintains active attention over time, while Facebook, TikTok and open web lost most active viewers within the first few seconds.



03 — STRENGTHEN RESPONSE + MEMORY

CINEMA'S ATTENTION ADVANTAGE SHOWS UP IN BOTH IMMEDIATE RESPONSE & LONGER-TERM MEMORY.

Across the like-for-like study comparison, cinema delivered the strongest result for both immediate brand choice and longer-term brand memory.

+43% IMMEDIATE BRAND CHOICE
vs. unexposed baseline

+14% LONGER-TERM BRAND MEMORY
vs. unexposed baseline



04 — EXTEND IMPACT

START WITH CINEMA. MAKE THE NEXT DIGITAL IMPRESSION WORK HARDER.

When web exposure followed cinema, both immediate brand choice and longer-term brand memory were stronger than web exposure alone.

CINEMA BUILDS THE FOUNDATION.



HIGH-ATTENTION EXPOSURE



DIGITAL RETARGETING

POST-CINEMA DIGITAL EXPOSURE



RETARGETING EXTENDS THE IMPACT.

+6%
IMMEDIATE BRAND CHOICE

+5%
LONGER-TERM BRAND MEMORY

STRONGER OUTCOMES

Cinema retargeting vs. web only

Retarget cinema-exposed audiences across digital channels using first-party Cineplex data.

POWERED BY SPOTLIGHT

PLAN FOR MORE THAN EXPOSURE. PLAN TO BE REMEMBERED.

