

THE MEMORY ADVANTAGE OF CINEMA

CINEMA GIVES BRANDS THE TIME TO BE REMEMBERED.

Sustained attention gives brands more opportunity to be noticed, processed and remembered.

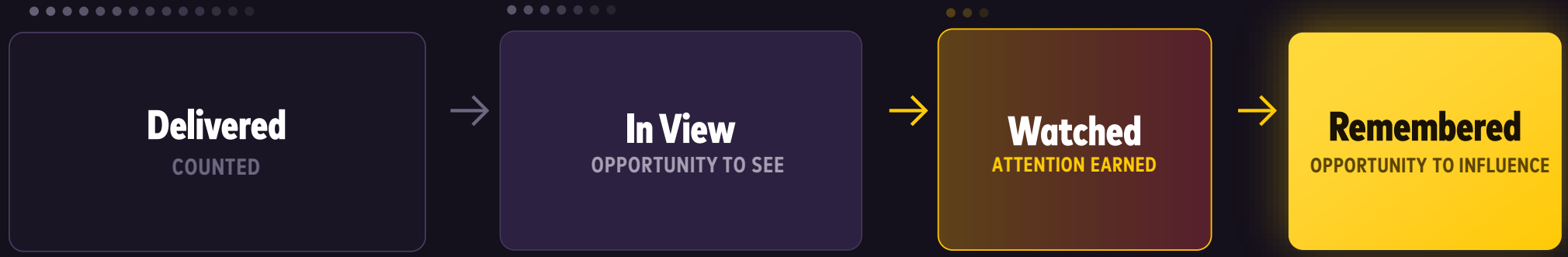
NEW CANADIAN ATTENTION & BRAND IMPACT RESEARCH

Amplified | CINEPLEX MEDIA

THE ATTENTION GAP

BEING DELIVERED ISN'T THE SAME AS BEING REMEMBERED.

An impression can be delivered and counted without earning enough attention to make an impact.



Attention is what turns exposure into IMPACT.

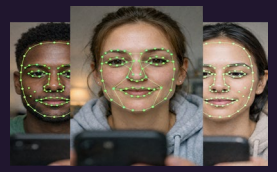
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STUDY METHODOLOGY

SAME CREATIVE. DIFFERENT MEDIA ENVIRONMENTS.

The same campaign creative was tested across different media environments to isolate the impact of where the ad appeared — then connect attention to brand outcomes.

BIOMETRIC ATTENTION MEASUREMENT



5,400
MEASURED AD VIEWS
Cinema, Facebook and Open Web

SCALED ATTENTION MEASUREMENT

360k
MODELLED AD VIEWS
Instagram, YouTube, SNAP, Tiktok and CTV

CAMPAIGN CREATIVE
Same brands. Same message.

→ Cinema | Connected TV | YouTube Pre-roll | TikTok | Facebook | Instagram | Open web

8 BRANDS · 7 MEDIA FORMATS

THE STUDY ASSESSED

ACTIVE ATTENTION
How much of the ad was actively watched?

→

IMMEDIATE BRAND CHOICE
Did exposure strengthen short-term brand response?

→

LONG-TERM BRAND MEMORY
Did exposure strengthen brand associations for future choice?

Amplified

Independent attention measurement led by Dr. Karen Nelson-Field, using biometric human-attention data to connect exposure quality with brand outcomes.

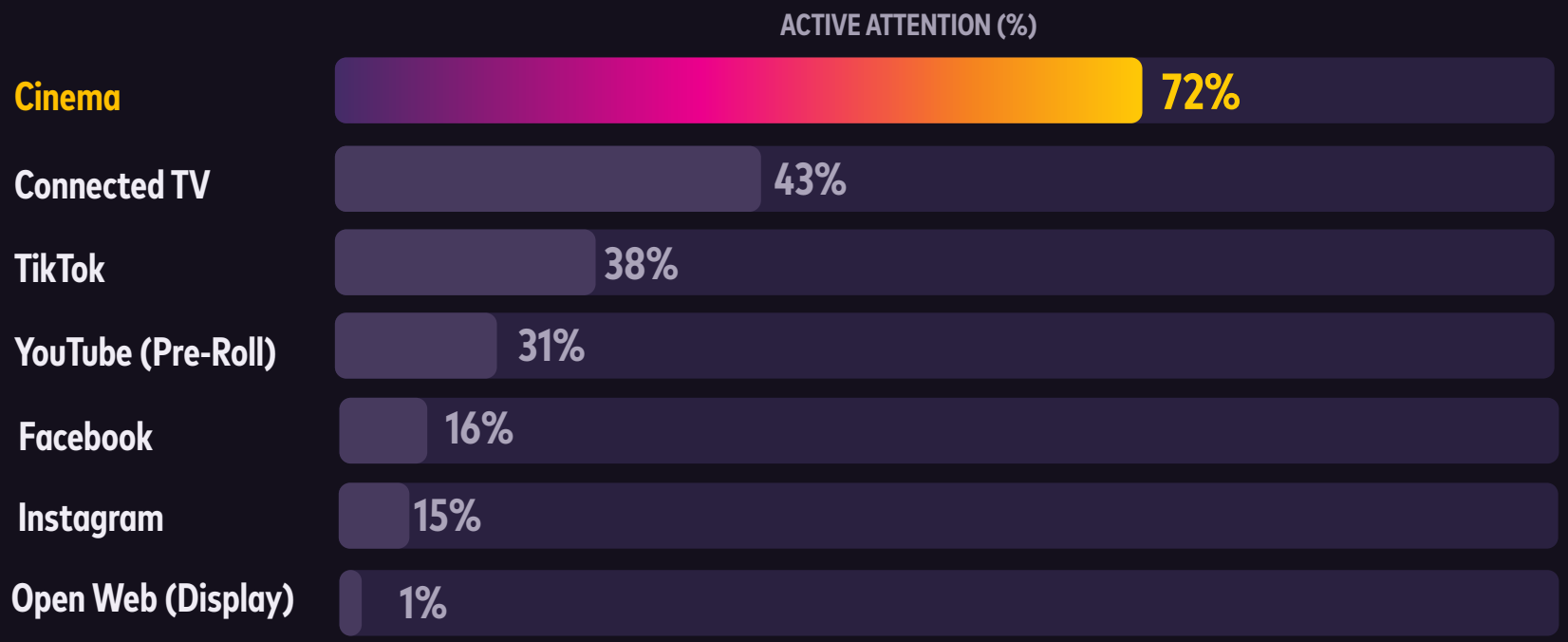
Canadian market CPMs were also incorporated for the media-efficiency analysis.

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RESULTS | THE BIG SCREEN DIFFERENCE

CINEMA IS AN ATTENTION OUTLIER.

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



CINEMA

72%

ACTIVE ATTENTION

% of ad duration actively viewed

2.5x

MORE ACTIVE ATTENTION TIME THAN **CONNECTED TV**

4x - 6x

MORE ACTIVE ATTENTION THAN MAJOR **SOCIAL VIDEO FORMATS**

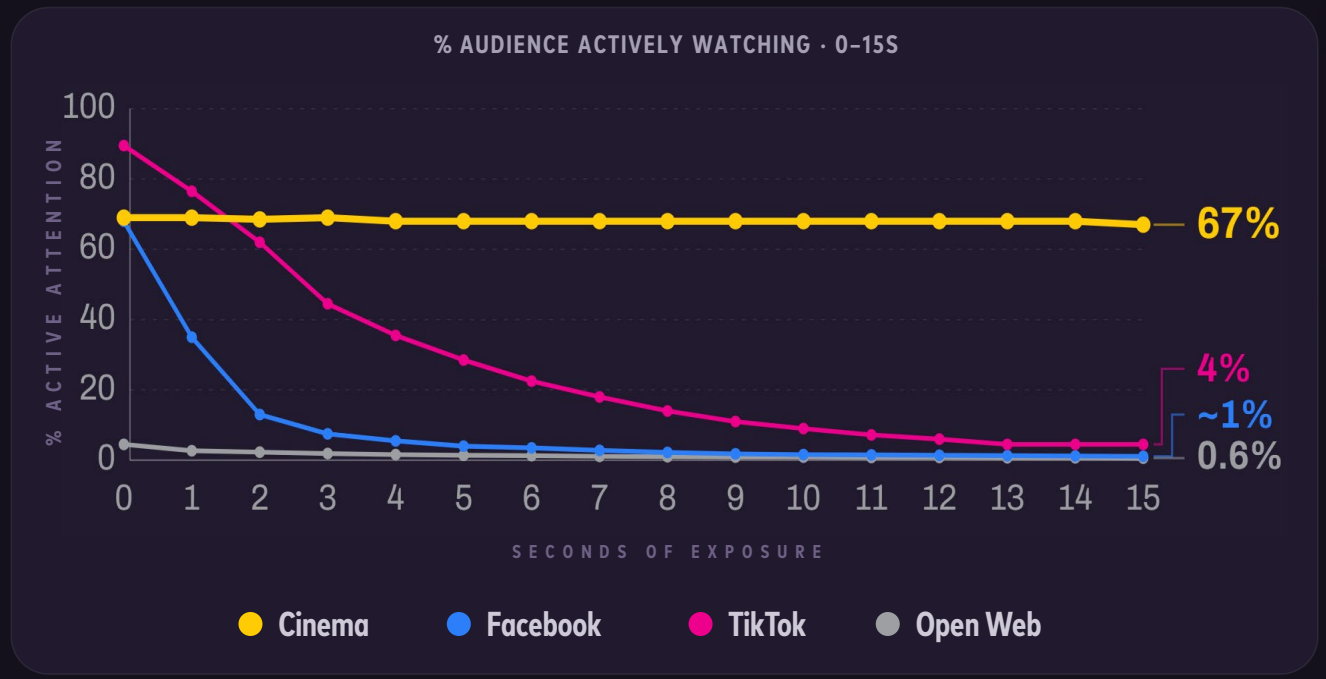
Cinema gives brands a much larger window of attention for the message to work.

Average active attention per view. Measured and modelled attention data. Cinema, Facebook and Open Web were biometric-measured; other formats were modelled by Amplified.

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CINEMA HOLDS ATTENTION LONGER.

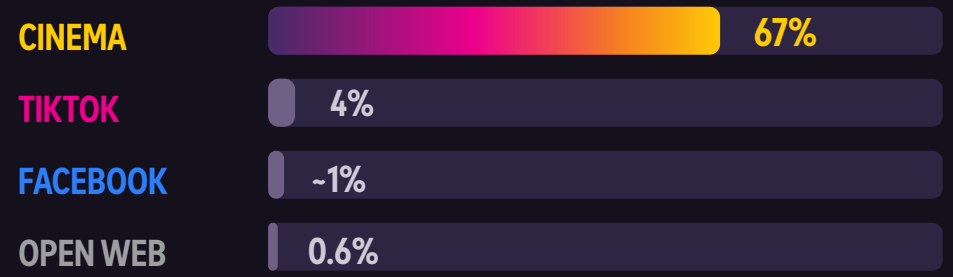
Across the same 15 seconds, attention declines quickly on scrollable digital environments.
In cinema, attention remains remarkably consistent throughout the ad.



CINEMA VS TIKTOK

16x more audience still actively watching at second 15.

ATTENTIVE AUDIENCE REMAINING AT SECOND 15



The longer attention holds, the more opportunity the brand has to be remembered.

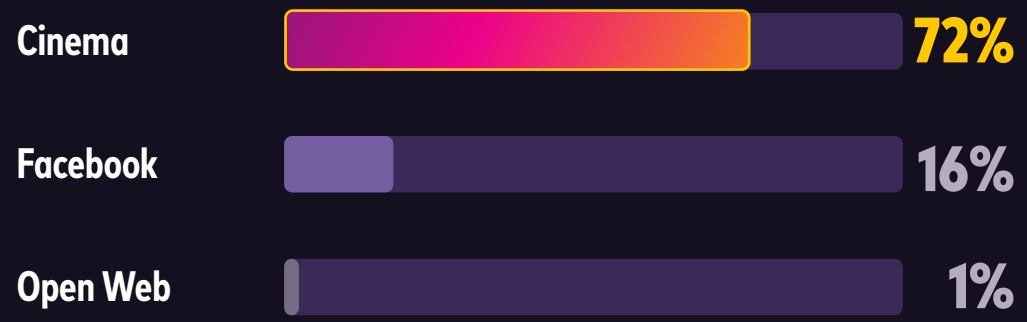
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SUSTAINED ATTENTION SUPPORTS STRONGER MEMORY.

More time with the message creates a stronger opportunity to come to mind in future buying situations.

ACTIVE ATTENTION

Average active attention per view



LONG-TERM BRAND MEMORY (Mental Availability)

How strongly the brand is associated with future buying situations

LIFT VS. UNEXPOSED BASELINE



Cinema delivered the highest active attention and the strongest long-term memory result.

Longer-term brand memory measured using Amplified's Mental Availability metric. Lift compares exposed audiences with the unexposed baseline. Like-for-like comparison.

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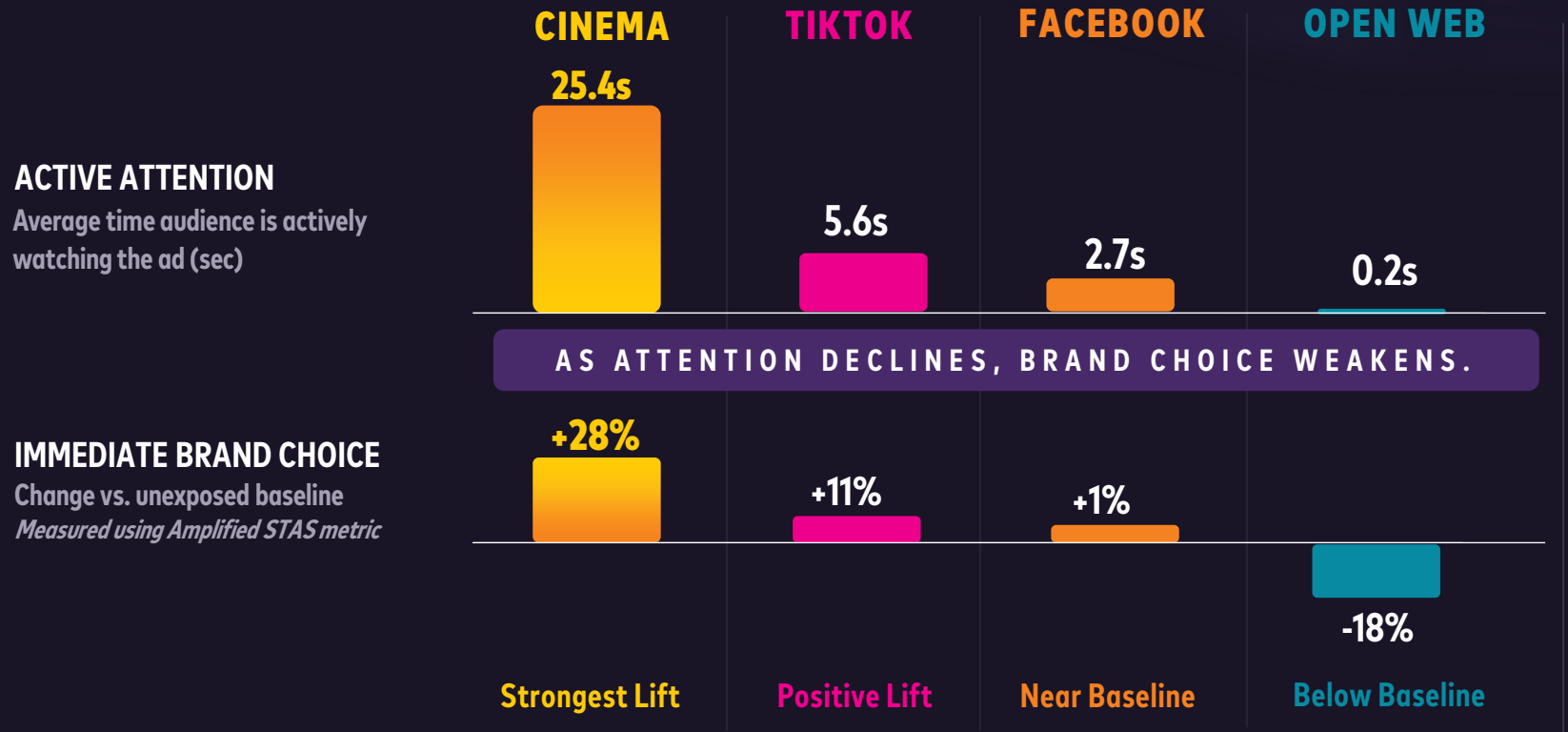
AUTO BRAND CASE EXAMPLE

SAME CREATIVE. MORE ATTENTION. STRONGER IMMEDIATE BRAND CHOICE.

For this auto brand, as active attention declined across environments, immediate brand choice weakened too.



SAME AUTO CAMPAIGN ACROSS ENVIRONMENTS



127x

MORE ACTIVE ATTENTION TIME
CINEMA VS. OPEN WEB

+56%

HIGHER IMMEDIATE BRAND CHOICE SCORE
CINEMA VS. OPEN WEB

Higher attention gives the brand a greater opportunity to drive immediate brand choice.

Auto brand case example using the same creative across all environments. Immediate brand choice measured using STAS (Short-Term Advertising Strength) vs. unexposed baseline. | Index 100 = no lift. | Environments shown: select from total environments tested.

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THE BIGGER PICTURE

CINEMA BUILDS BOTH RESPONSE & MEMORY.

Across seven brands in a like-for-like study comparison, cinema delivered the strongest results 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

Cinema builds brand preference today and strengthens brand equity for tomorrow.

Seven-brand like-for-like comparison. Brand outcomes measured against an unexposed baseline. Immediate brand choice measured using Amplified's STAS metric; longer-term brand memory measured using Mental Availability.

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EXTEND THE IMPACT: CINEMA RETARGETING

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

When audiences saw the campaign in cinema first, the web impression that followed delivered **stronger immediate brand choice and longer-term memory** than web alone.



IMMEDIATE BRAND CHOICE

+6%

STRONGER RESULT

Cinema retargeting vs. Web only

LONGER-TERM MEMORY

+5%

STRONGER RESULT

Cinema retargeting vs. Web only

CINEMA BUILDS THE FOUNDATION.

RETARGETING EXTENDS THE IMPACT.

Immediate brand choice measured using Amplified's STAS metric; longer-term brand memory measured using Mental Availability. Comparison: Retargeting index 131/106 vs. Web-only index 124/101.

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LOW ATTENTION HAS A REAL COST.

When impressions don't earn enough attention to drive an outcome, advertisers need more impressions — **and more spend** — to make up the difference.

ANNUAL COST

ESTIMATED ANNUAL COST OF DULL MEDIA

C$1.52B

Estimated additional annual spend needed to recover brand outcomes lost to dull media in Canada.

COST PER DOLLAR

ESTIMATED VALUE GAP PER DOLLAR SPENT

25¢ / $1

Fore ever $1 spent in dull media, advertisers lose approximately 25¢ in value compared with non-dull media.

THE OPPORTUNITY: Shift more of the existing media mix toward environments where **attention holds**.

Dull media = impressions that do not earn enough attention, for long enough, to drive brand outcomes.

Source: Amplified Cost of Dull model, Based on the C$6.03B tested subset of the C$21.2B Canadian ad spend (2025).

AMPLIFIED INTELLIGENCE | PROOF IN PRACTICE

Amplified
CLIENT CASE STUDY

THE PROOF: SAME BUDGET. SMARTER MIX.

In an Amplified Intelligence client test, reallocating existing spend toward higher-attention media improved productivity — without increasing budget.

REDISTRIBUTE EXISTING BUDGET

LOWER-ATTENTION MEDIA → ATTENTION-RICH MEDIA

15% OF EXISTING MEDIA BUDGET REALLOCATED

From dull media to higher-attention non-dull environments.



+45%

ACTIVE-ATTENTION SECONDS

More attention earned.

GREATER MEDIA EFFICIENCY

$987K Equivalent media value unlocked

Through a more productive media mix.

NO ADDITIONAL BUDGET

$0 Extra budget spent

Same spend, reallocated for greater impact.

SAME BUDGET. MORE ATTENTION. MORE VALUE.

Source: Amplified Intelligence client case study. Actual advertiser results; client undisclosed.

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THE CINEMA ATTENTION ADVANTAGE

CINEMA ATTENTION TURNS EXPOSURE INTO IMPACT.

Cinema gives brands more time to be noticed, processed and remembered — creating the conditions for stronger brand outcomes.



HOLD ATTENTION

Cinema gives your message more time to land.



BUILD MEMORY

More time with the message helps memory take hold.



EXTEND IMPACT

Cinema builds a foundation that helps other media work harder.

PLAN FOR MORE THAN EXPOSURE. PLAN TO BE REMEMBERED.

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