

CASE STUDY

PROVING NEWSPAPER WORK: THE RIGHT AUDIENCE AT THE RIGHT TIME

The Challenge

SCENE, the Scotiabank-Cineplex loyalty program, wanted to add value to the plan for its members while also attracting new members with a broader offering. The goal was to provide opportunities to use the SCENE card beyond movie theatres and move into the larger entertainment space.

The Objective

As dinner and a movie are a natural fit, SCENE decided to add a restaurant benefit to the card. It partnered with Cara Foods and added the ability to collect and redeem points at Milestones Grill and Bar restaurants to its benefits. An ad campaign was to be created to inform the public of this exciting, new offering.

The Plan

New movies are released each Friday. Newspapers are key in providing reviews and movie listings. As well as being a source of what is going on locally. Newspaper ads featuring SCENE at Milestones would be placed every Friday for a number of weeks to target the movie-going public. Further reinforcement would be used via outdoor ads near movie theatres and posters within theatres.

The Creative

Half page ads were created and feature a signature Milestone's dip along with a dominant shot of the SCENE card shown appropriately - on the dining table.

The headline was simple and to the point so there would be no confusion over what is being offered.

The ad directs the reader online for more information. Newspaper ads are one of the most effective ways of sending Canadians online – two thirds of Canadians state they have seen something in the newspaper and it has encouraged them to go online for more information.

The Results

The campaign performed exceeding well!

Newspapers Canada engaged Totum Research to track the impact of the newspaper buy.

MILESTONE 510: DINNER AND A MOVIE ALL ON YOUR SCENE CARD

Earn & Redeem SCENE® Points at milestones GRILL + BAR®

Visit **SCENE.CA** for details

SCENE **MOVIE LOVERS GET IT**
GET IT AT SCENE.CA

milestones
GRILL + BAR®

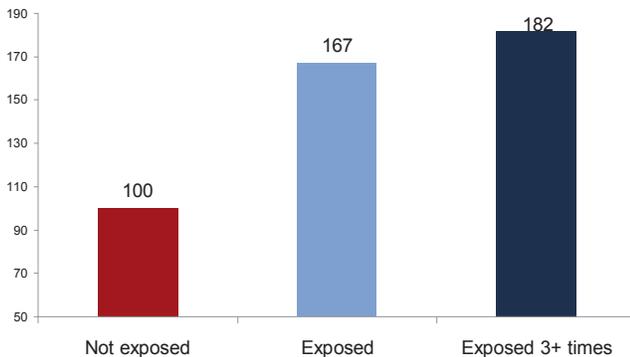
Offer available at participating Milestones Grill + Bar locations in Ontario, British Columbia & Alberta. SCENE members must present their valid SCENE membership card at time of payment in order to earn & redeem SCENE points. SCENE members can earn 10 SCENE points for every \$10.00 spent on the purchase of food and beverage (including alcohol, tax and gratuity) (maximum of 2 transactions per day). SCENE members can redeem 100 SCENE points to receive \$10.00 off their bill (including alcohol, taxes & gratuity). Some restrictions and limitations may apply. Please visit www.scene.ca/milestones for details and a list of participating locations.
SCENE is a registered trademark of SCENE U.P. Cineplex is a registered trademark of Cineplex Entertainment, used under license. Scotiabank is a registered trademark of The Bank of Nova Scotia, used under license.
Milestones is a trademark of Cara Operations Limited and/or its affiliates.

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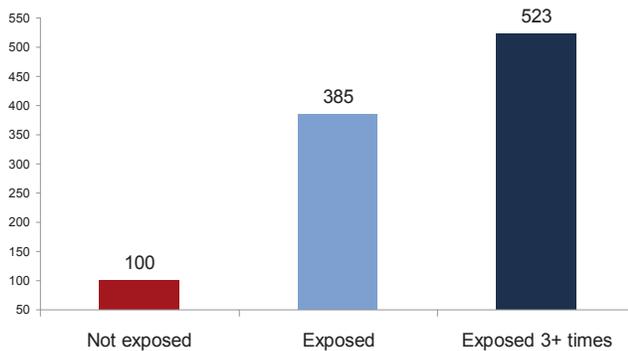
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The newspaper ads were strongly branded with a powerful visual of the SCENE card. This built overall awareness of the card – and even more so for those that saw the campaign more than 3 times!

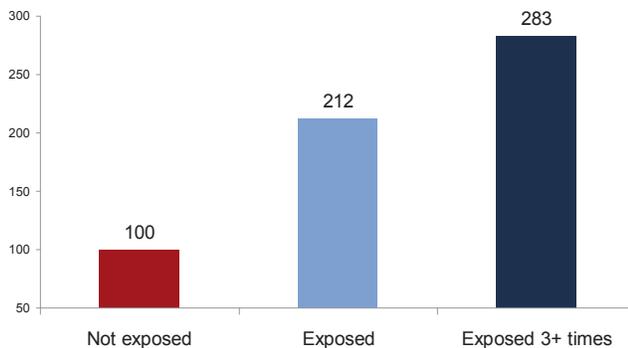
Awareness of Scene Cards



Agree strongly that Milestones offer and redeem Scene points



Very likely to apply for a Scene Card



The key message was stated very clearly and concisely in the headline. It was effectively received by those exposed! Finally the advertising will result in more applications for the SCENE card – building the brand overall.

Clearly the campaign message was beautiful fit with the medium. Newspapers delivered the appropriate audience at the right time!

For further industry information, go to www.newspaperscanada.ca

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Offer available at participating Milestones Grill + Bar locations in Ontario, British Columbia & Alberta. SCENE members must present their black SCENE membership card at time of payment in order to earn &/or redeem SCENE points. SCENE members can earn 50 SCENE points for every \$10.00 spent on the purchase of food and beverages (including alcohol), less any discounts, taxes and gratuities (maximum of 2 transactions per day). SCENE members can redeem 1250 SCENE points to receive \$10.00 off their bill (excluding alcohol, taxes & gratuity). Some restrictions and/or limitations may apply. Please visit www.scene.ca/milestones for details and a list of participating locations.

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