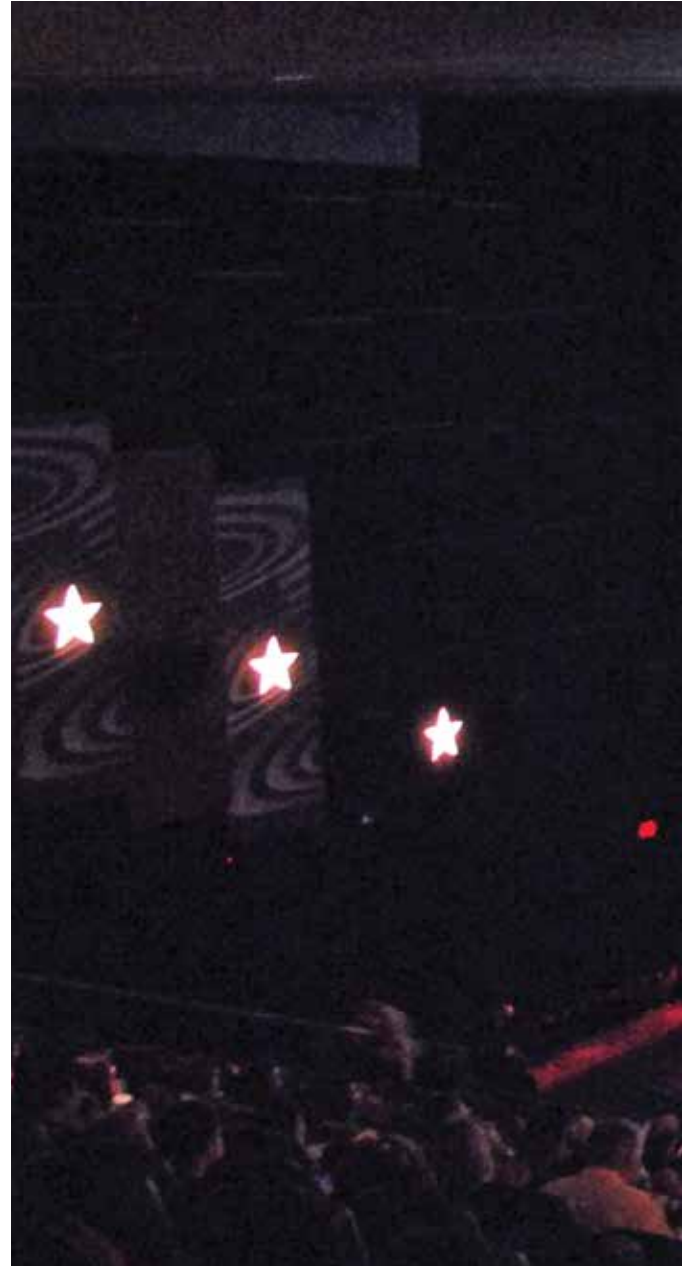


## SHOW-TIME

# It Doesn't Get Bigger Than This

Blockbuster movies, huge screens and sound that rocks your seats. There is no better, bigger or more effective place to talk to your consumers than in our cinemas. Your Show-Time ad is placed just prior to the big, bold movie trailers our guests look forward to and enjoy. There are zero distractions (no other screens competing for consumers' attention here), just our guests watching your commercial the way it was meant to be seen, driving recall and awareness.

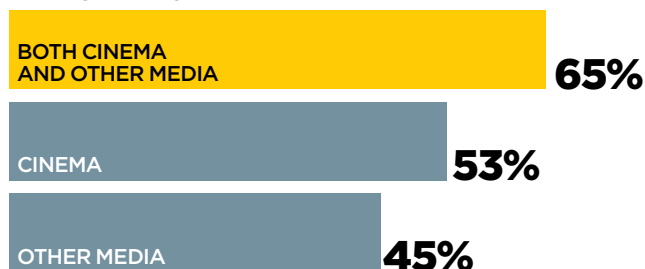
Don't miss out on the impressive lineup of great 2018 movies. Our guests will be there, will you?



## The Cinema Multiplier Effect

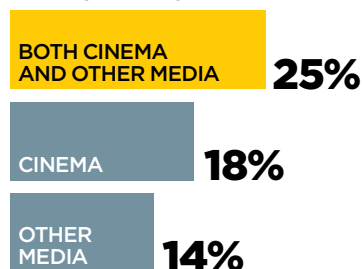
### MESSAGE RECALL

#### AD RECALL FROM:

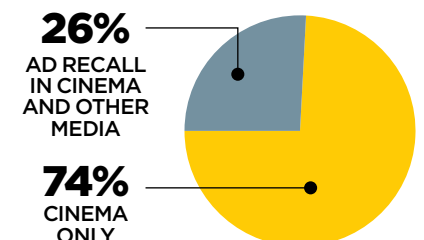


### PURCHASE INTENT

#### AD RECALL FROM:



### CINEMA AWARENESS BREAKDOWN



Cinema Advertising Show-Time Impact Study 2017 (Amongst 8 Campaigns Across 6 Categories), Online Survey via Vision Critical



## Canadian Cinema Show-Time Equals Ad Effectiveness

**73%**  
Advertising  
Awareness

**85%**  
Correct Brand  
Association

**38%** Likeability

Cinema Advertising Show-Time Impact Study 2010-2013+2015  
Strategic Marketing Counsel (SMC) and Online Survey via Vision Critical

