

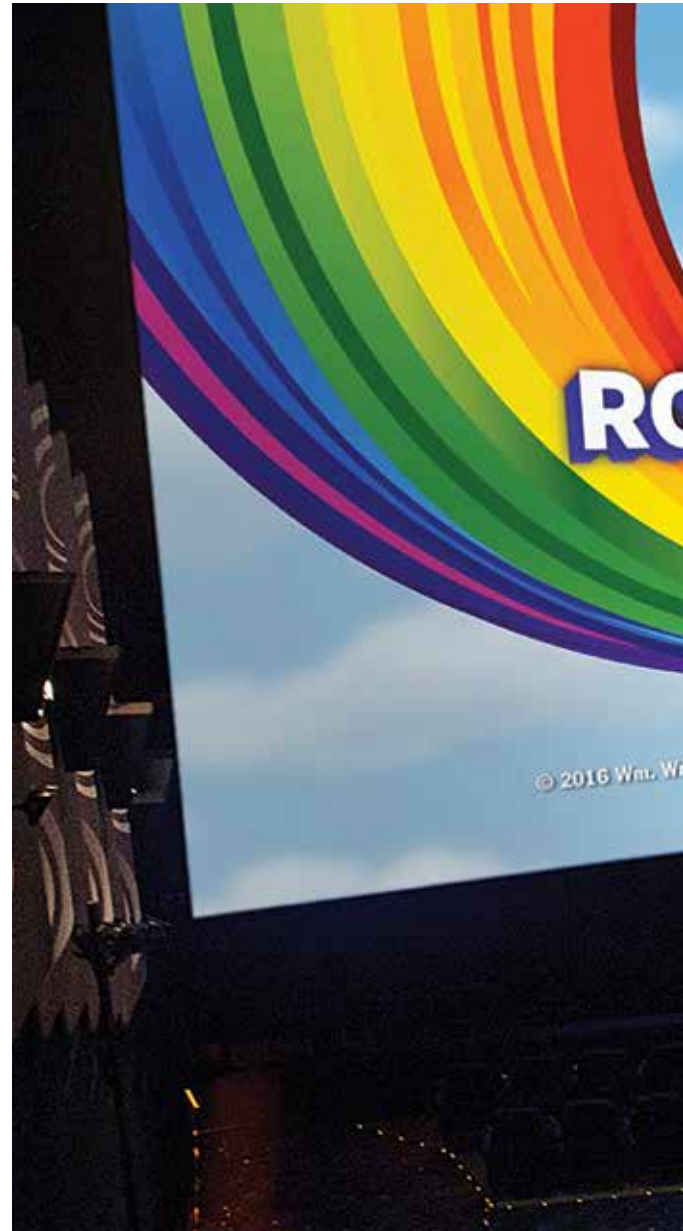
**PRE-SHOW**

# Your Ad On The Big Screen

Imagine your brand up on the big screen as guests settle in to enjoy their movie night.

A combination of well-placed ads and exclusive content that ranges from behind-the-scenes interviews with movie stars to one-on-one chats with Canadian musicians to trivia and home entertainment news, the Pre-Show provides an efficient and effective way to be on the big screen.

Pod 1 delivers your ad mingled amongst entertaining content within 75 seconds of the start of Cineplex TimePlay. In theatres without Cineplex TimePlay, Pod 1 immediately precedes Show-Time. Pod 2, the most efficient method of getting on the big screen, delivers your message between 21 and 15 minutes to the start of Cineplex TimePlay.



## Canadian Cinema Pre-Show Equals Ad Effectiveness

**58%**  
Advertising  
Awareness

**86%**  
Correct Brand  
Association

**39%** Likeability

Cinema Advertising Impact Study 2017-2018 +2016 Strategic Marketing Counsel (SMC)





# The Pre-Show Is Perfect For Your Local Market!

- The Pre-Show provides a custom entertainment environment that puts your message amongst the biggest titles from Hollywood.
- Low Cost! This big-screen opportunity is designed to drive local market sales for clients.
- Select your theatre(s), movie(s) or genre(s) to reach your target.
- Short lead-times for booking and creative.
- In-house creative team (if required) to help you look good.
- Strongest ad receptivity\* and the lowest ad avoidance\*\* vs. radio, OOH and newspaper = better ROI.
- Actual audience numbers based on ticket sales.

**Your customers arrive early to get the best seats for Hollywood's blockbusters.**

**It's the perfect time to get on the big screen!**

POD 1

**61 million**  
guests per year

POD 2

**30 million**  
guests per year\*\*\*

SOURCE: \* AdReaction Gen X, Y, Z, Kantar, Millward, Brown, Canada  
\*\*2017 Radio Advertising Bureau, UK; Clark Chapman Research;  
% of ads by medium which are "hard avoided" by medium,  
\*\*\*Based on non-Cineplex TimePlay Theatres Ticket Sales 2017.



## Target Lovers Of Luxury With VIP

Our Cineplex VIP Cinemas offer guests an intimate and sophisticated night out with luxurious reserved seats, great food and exceptional service.

With only the Pre-Show and limited Show-Time ads available in these exclusive theatres your message truly stands out and reaches a highly targeted, affluent adult audience.

From experiential campaigns like wine tastings and special nights to more traditional advertising, the VIP experience not only caters to our guests, but our valued advertising partners as well.

# Create Custom Content

Move beyond a simple ad with custom content! Cineplex Media is happy to work with you to create content that integrates your product into the entertainment experience. Whether it's a specially scripted segment in the Pre-Show, a skinned Cineplex.com microsite, *Cineplex Magazine* advertorial or a trivia quiz in Cineplex TimePlay – all of which can be supported via our social channels – Cineplex's in-house production studio will see your project through from concept to final edit.



Bioré  
free your pores!

Let's chat! f | t  
\*National, National Ad Channels, & Nov 2018