

## CINEPLEX TIMEPLAY

# Do You Want To Play A Game?

As Cineplex TimePlay grows, new games and ways to utilize our guests' smartphones keep the experience fresh and new. Advertisers' offers are delivered directly to the MyStuff folders on players' phones based on participation and performance — a real-time measurement!

With two Cineplex TimePlay options, advertisers can be placed within the Pre-Show's Cineplex TimePlay Content (:75 seconds) or during the Cineplex TimePlay segment (4 minutes) between Pods 1 & 2, allowing for both a premium position and a very affordable way to get your game on!

Guests can boast about their results, wins or advertising offers via their social media networks, where they can also take advantage of additional offers, such as bonus contest entries, via likes and shares.

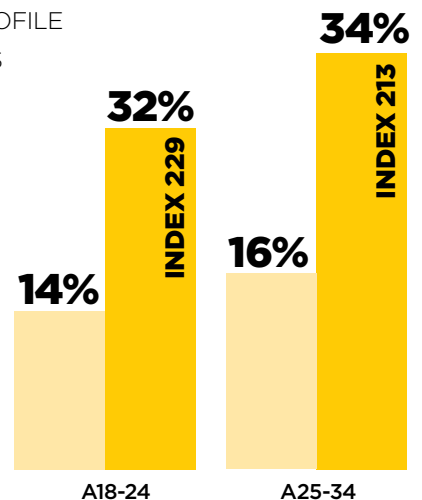
We work with clients to adapt existing games or develop new games from scratch that deliver on a brand's goals. Yes, that's right, we're bragging about the success of Cineplex TimePlay.



### Cineplex TimePlay Player Demographic Profile

TIMEPLAY APP DOWNLOAD PROFILE

MOVIEGOERS  
TIMEPLAY PLAYERS

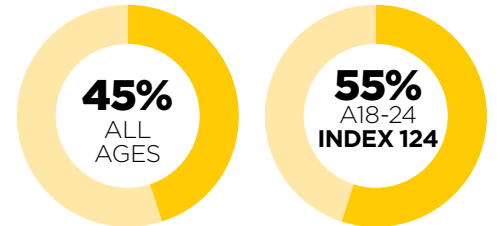


TimePlay App Download Update Stats Jan 2, 2016 - October 20, 2017  
Moviegoers in the Past Month  
Vividata U2 2017

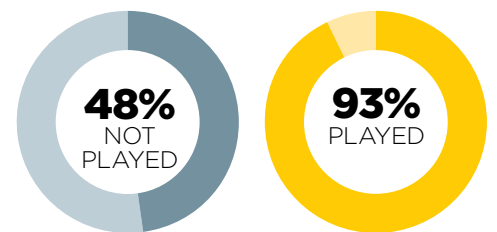


## Cineplex TimePlay Effectiveness

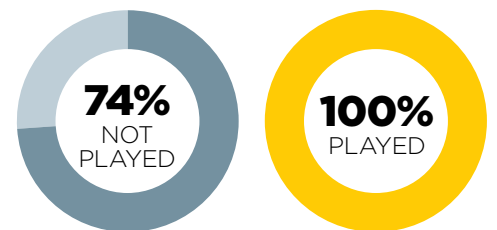
PLAYED THE CLIENT-SPONSORED TIMEPLAY GAME  
Higher play rate among younger audience.



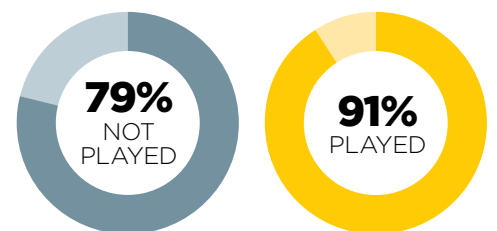
WOULD LIKE TO PLAY IN THE FUTURE



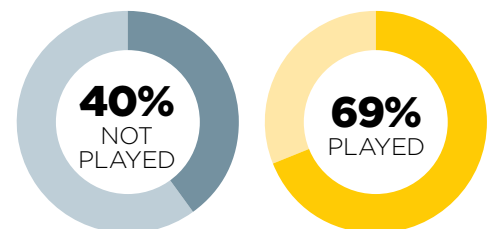
GAME AWARENESS



BRAND ASSOCIATION



RECALLED THE OFFER OR REWARD



Ad Impact: Select TimePlay Campaigns  
2012-2016, SMC/Vision Critical



# 5 million Downloads

TimePlay App Download Update Stats Oct 2016

## Cineplex TimePlay Delivers

**84%**  
AVERAGE  
Correct Brand Association

**86%**  
AVERAGE  
Advertising Awareness

**46%**  
AVERAGE  
Ad Entertainment  
AD "VERY ENTERTAINING/  
ENTERTAINING"

TimePlay Ad Impact Study 2012 & 2014 & 2016, SMC and Online Survey via Vision Critical



## Cineplex TimePlay Interactive Options

### Exclusive Title Sponsorship - The Whole Segment

3 MINUTES

OR

### Title Sponsorship - Unique Game

2 MINUTES

Guests use their devices to interact with and influence outcomes on secondary screens and engage with a brand!

- Custom intro, gameplay, leaderboards, outro, mobile interface
- Includes MyStuff call to action and link to social media
- Activation and redemption reporting
- +8 weeks of production

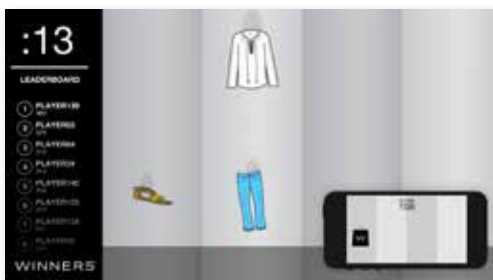


### Customized Experience

1 MINUTE

Create a truly unique and custom brand experience.

- One game with all elements is tailored to meet your brand strategy
- Includes MyStuff call to action and link to social media



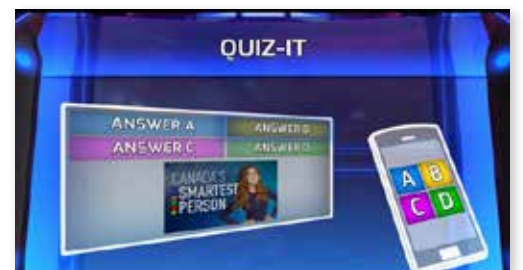
- Activation and redemption reporting
- 6 - 8 weeks of production

### Integrated Experience - Sponsored Template

1 MINUTE

Sponsor existing Power Play modules with your brand presence.

- Includes sponsor intro, brand colours throughout and branded outro/ call to action



- Includes MyStuff call to action and link to social media
- Activation and redemption reporting
- 4 - 6 weeks of production



## Interactive Storytelling

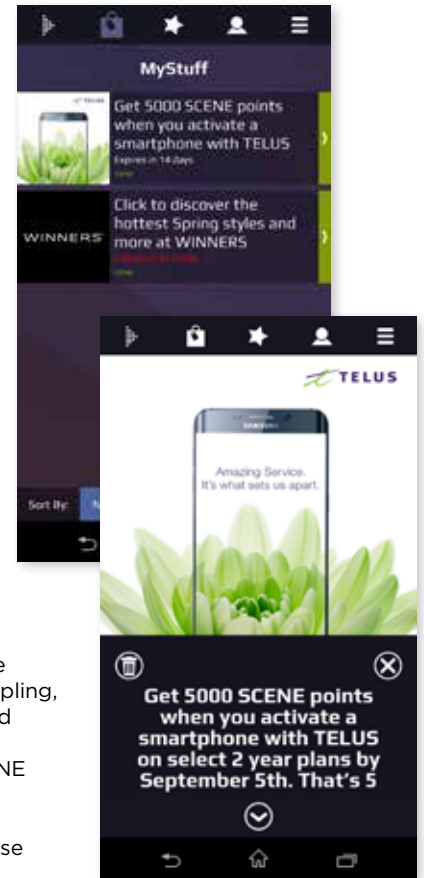
Cineplex TimePlay empowers consumers through two-way communication.

- Interactivity through polling questions or gamification creates a stronger connection that engages guests and invites them to be part of the branded story
- Uses the brand ad as a jumping-off point
- Based on the majority of players' results, the end experience can be a branched video to linear media

## MyStuff Offers

MyStuff delivers immediate offers, information and rewards through a one-click action. It provides a unique channel that will increase brand awareness and loyalty beyond the cinema experience.

- New Feature: Cineplex TimePlay will send notifications to players when they receive a MyStuff offer and when the offer is about to expire
- Activation and redemption reporting
- Reward offers can include couponing, contests, sampling, opt-in for additional brand offers, calendar invites, informational offers, SCENE points or concessions
- Two weeks of production
- Drives the path to purchase and ROI



## Additional Call to Action

At the height of the experience and engagement, provide a simple on-device mechanism to drive purchase or activation.

Call to action button drives the guest to the App Store or URL. Some examples:

- app or game download
- calendar invite
- brand website
- video