

It Doesn't Get Bigger Than This

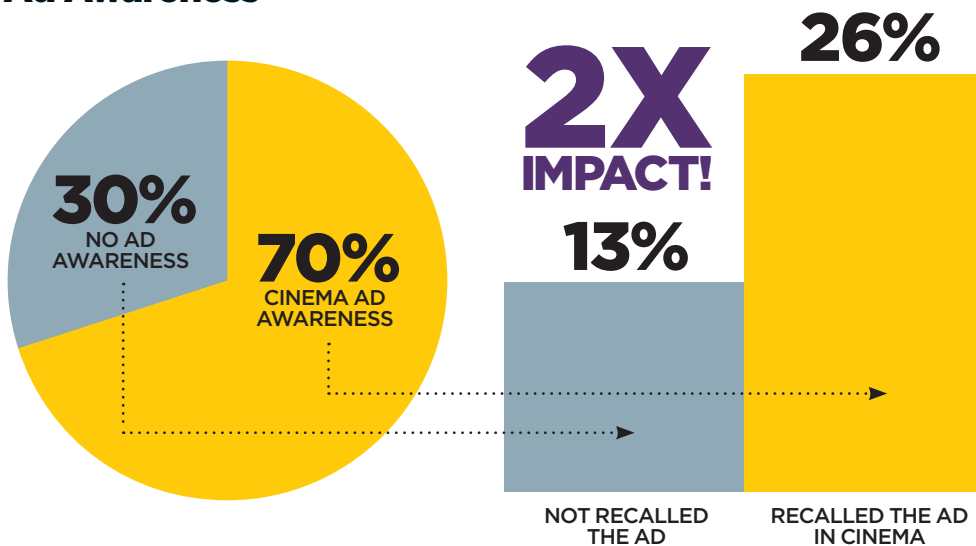
Blockbuster movies, huge screens and surround sound that rocks your seats. There is no better, bigger or more effective place to talk to your consumers than in our cinemas.

With a Show-Time ad, your message appears 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.

The results? Well, they speak for themselves.

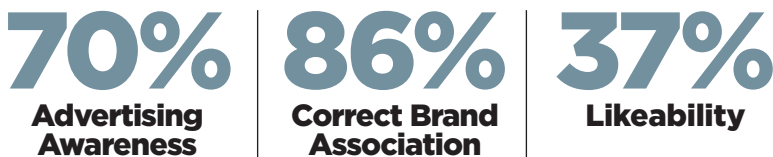
Cinema Show-Time Ad Awareness

PURCHASE INTENT
(ACROSS ALL CATEGORIES)



Cinema Advertising Show-Time Impact Study 2018, Cineplex Insight via Vision Critical & Strategic Marketing Counsel

Canadian Cinema Show-Time Equals Ad Effectiveness



Cinema Advertising Show-Time Impact Study 2017 (Amongst 6 Campaigns Across 5 Categories) Cineplex Insights via Vision Critical.

