



# BIG SCREEN. BIGGER IMPACT.

Imagine your brand up on the big screen as guests settle in to enjoy their movie. The Pre-Show greets moviegoers with a combination of well-placed advertisements and exclusive content that ranges from interviews with the biggest movie stars to

behind-the-scenes footage from the years biggest upcoming releases.

Pre-Show is the most efficient and cost-effective platform to get your message seen on the big screen, placing your ad in the build up to the ticketed show-time!



## THE PRE-SHOW IS PERFECT FOR YOUR LOCAL MARKET!

- The Pre-Show puts your message amongst the biggest titles from Hollywood at an affordable cost of entry!
- This big-screen opportunity is designed to drive local market sales for clients. Select your province, city, market(s), theatre(s), movie(s) or genre(s) to reach your target.
- Speed to Screen: Short lead-times for booking and creative allows for flexibility and scale on the fly
- In-house creative team available to help you stand out.
- Measurable: Audience numbers based on actual ticket sales and measured auditorium traffic by show-time.



### Canadian Cinema Pre-Show Equals Ad Effectiveness

59%

ADVERTISING  
AWARENESS

84%

CORRECT BRAND  
ASSOCIATION

41%

LIKEABILITY

Sources: Cinema Advertising Pre-Show Impact Study 2017-2020, Cineplex Insight via Vision Critical & Strategic Marketing Counsel

