

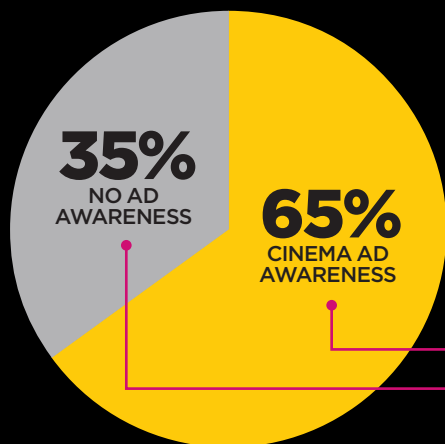
IT DOESN'T GET BIGGER THAN THIS

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.

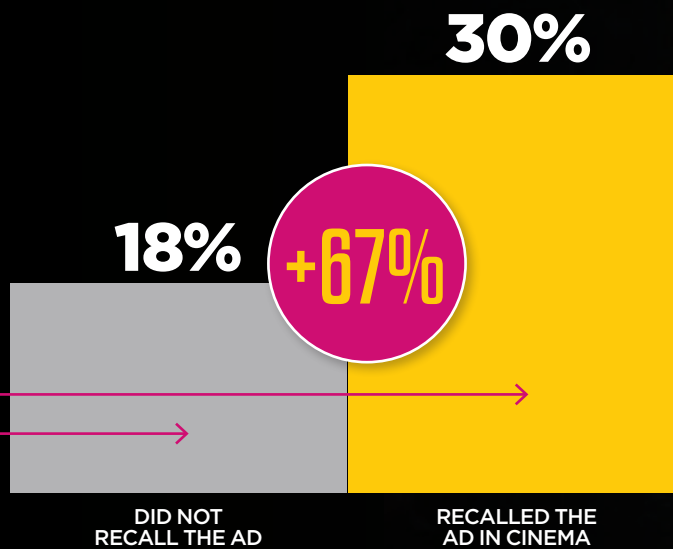
With a Show-Time ad, your message appears just prior to the big, bold movie trailers our guests look forward to and enjoy. There are zero distractions (no other screens competing for consumers' attention here), just our guests watching your commercial the way it was meant to be seen.

The results? Well, they speak for themselves.


Cinema Show-Time Ad Awareness



PURCHASE INTENT (ACROSS ALL CATEGORIES)



Sources: Cinema Advertising Show-Time Impact Study 2017-2019, Cineplex Insight via Vision Critical & Strategic Marketing Counsel



amazon echo

Canadian Cinema Show-Time Equals Ad Effectiveness

65%

ADVERTISING
AWARENESS

84%

CORRECT BRAND
ASSOCIATION

37%

LIKEABILITY

Cinema Advertising Impact Study 2017-2019 Strategic Marketing Council (SMC),
and Cineplex Insight via Vision Critical

PRE-SHOW POD 2

TIMEPLAY

PRE-SHOW POD 1

SHOW-TIME

COMING SOON TRAILERS

FILM START