

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.

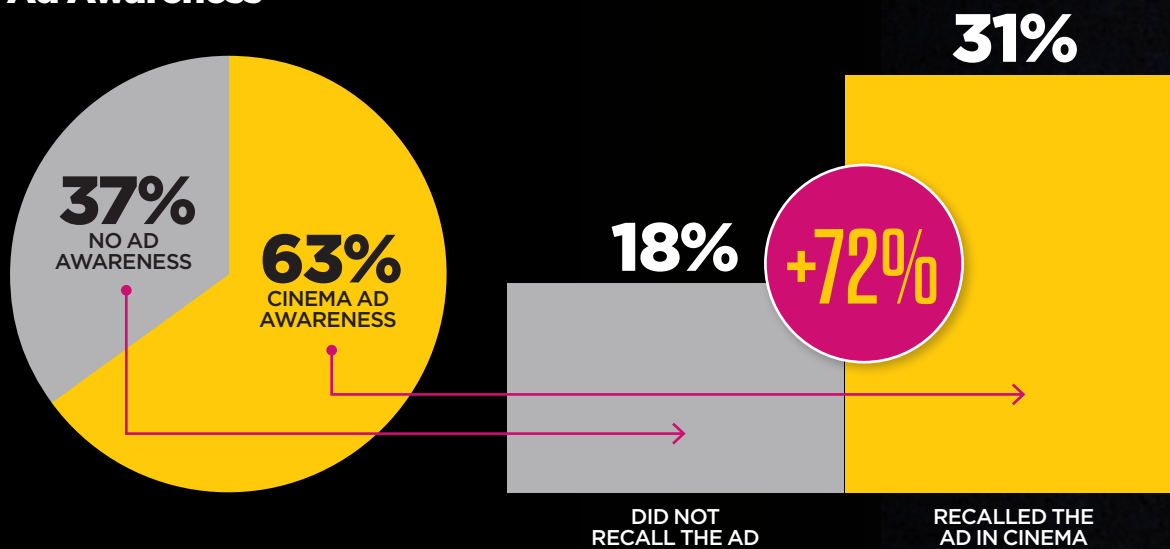
With a Show-Time ad, your message appears just prior to (or part of), the big, bold movie trailers our guests look forward to and enjoy.

There are zero distractions (no second screens competing for consumers' attention here), just our guests watching your commercial the way it was meant to be seen.

The results? Larger than life Viewability, Impact & Engagement.

Cinema Show-Time Ad Awareness

PURCHASE INTENT (ACROSS ALL CATEGORIES)



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



Canadian Cinema Show-Time Equals Ad Effectiveness

63%

ADVERTISING
AWARENESS

85%

CORRECT BRAND
ASSOCIATION

37%

LIKEABILITY

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

PRE-SHOW

SHOW-TIME

COMING SOON TRAILERS
(+ IN-TRAILER SHOW-TIME ADS)

GOLD SPOT
PREMIUM SHOW-TIME PLACEMENT

FILM START