ROI: RETURN ON INTERACTIVE

Leverage the power of interactivity and transform our guests' mobile devices into interactive controllers, empowering the audience to have their say and engage with the big screen in a big way. TimePlay lets your brand hyper-engage the audience with an immersive, social experience they will remember.

Continue the conversation with our guests by delivering targeted offers and rewards directly to players mobile devices! TimePlay also allows brands to gain valuable insights about consumer demographics and behaviour by capturing data against key objectives.

CINEPLEX TIMEPLAY DELIVERS

80% AVERAGE ADVERTISING AWARENESS

83% AVERAGE CORRECT BRAND ASSOCIATION

52% AVERAGE AD LIKEABILITY

Source: Timeplay Impact Study, 2014-2016 & 2019 Client sponsored games only, Cineplex Insights via Vision Critical

TimePlay Content: 60 SECONDS

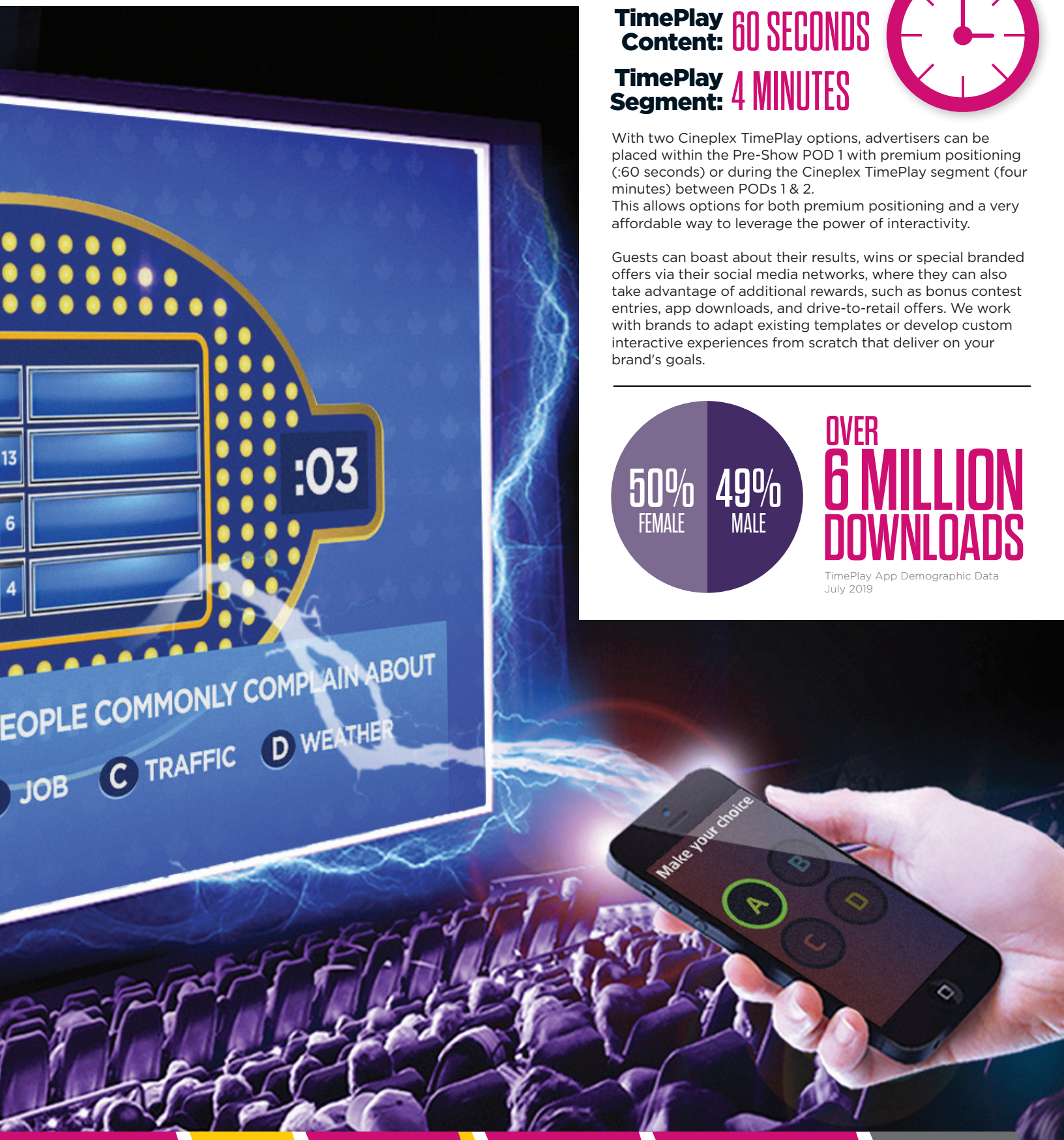
TimePlay Segment: 4 MINUTES

With two Cineplex TimePlay options, advertisers can be placed within the Pre-Show POD 1 with premium positioning (:60 seconds) or during the Cineplex TimePlay segment (four minutes) between PODs 1 & 2.
This allows options for both premium positioning and a very affordable way to leverage the power of interactivity.

Guests can boast about their results, wins or special branded offers via their social media networks, where they can also take advantage of additional rewards, such as bonus contest entries, app downloads, and drive-to-retail offers. We work with brands to adapt existing templates or develop custom interactive experiences from scratch that deliver on your brand's goals.

OVER
6 MILLION DOWNLOADS

TimePlay App Demographic Data
July 2019



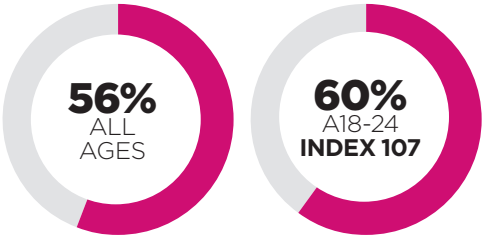
PRE-SHOW POD 2 | TIMEPLAY | PRE-SHOW POD 1 | SHOW-TIME | COMING SOON TRAILERS | FILM START

TIMEPLAY

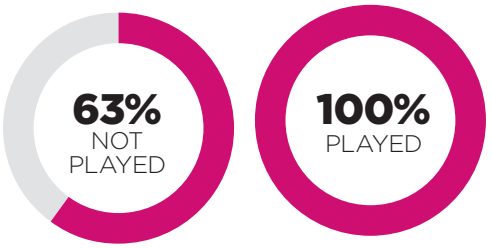
Cineplex TimePlay Effectiveness

PLAYED THE CLIENT-SPONSORED TIMEPLAY GAME

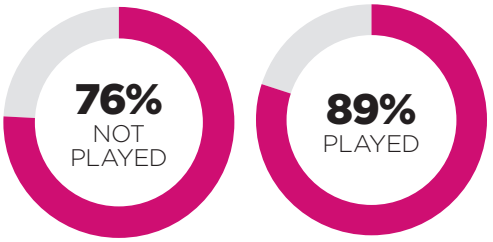
Higher play rate among younger audience.



GAME AWARENESS



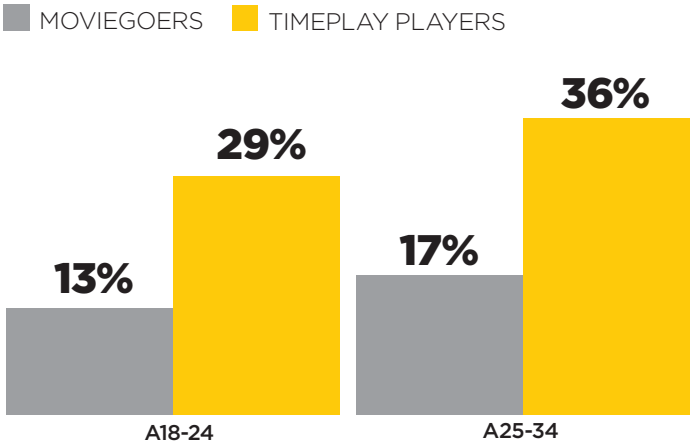
BRAND ASSOCIATION



Source: Timeplay Impact Study, 2014-2016 & 2019 Client sponsored games only, Cineplex Insights via Vision Critical

Cineplex TimePlay Player Demographic Profile

TIMEPLAY APP DOWNLOAD PROFILE



Source: TimePlay App Demographic Data July 2019,
Moviegoer (past month) Stats Based on Vividata Fall 2019, Total Canada

TIMEPLAY MEDIA SOLUTIONS:

- **Interactive Video** – leverage existing video assets
- **Customizable templates** – reduced lead time and production costs
- **Custom Interactive Experiences**
- **AdSync** – trigger a real-time offer to mobile devices while your Pre-Show ad is on screen!
- **Data and Reporting** – audience and gameplay data dashboards

GREAT NIGHTS HAPPEN HERE

From handcrafted cocktails in our licensed VIP lounge to apps, dinner and dessert served right to your comfortable seats, VIP is the ultimate place to get together.

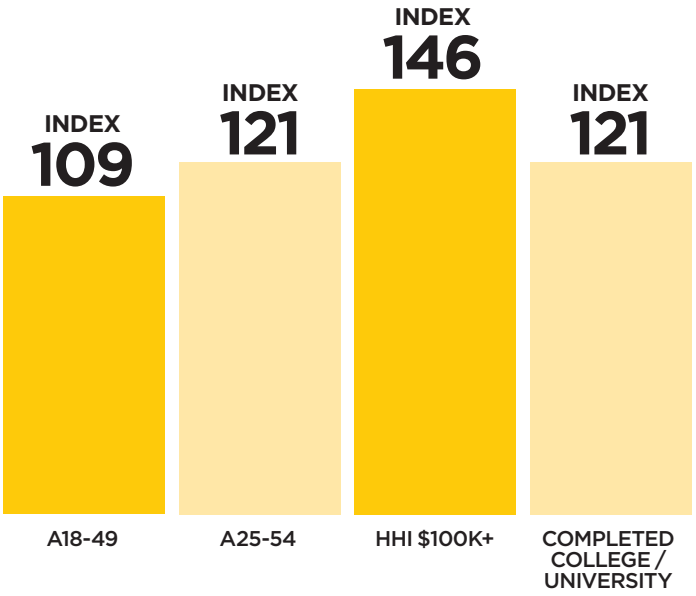
FEATURING:

- Fully Licensed age gated environment
- Luxurious reserved seating
- In seat food and drink service and full restaurant style menu

MEDIA OPTIONS:

- Pre-Show (national and regional targeting)
- Show-Time (national)
- Digital Posters (available only with Show-Time campaign)

SCENE visitors to VIP indexed to total SCENE visits



Source: Index based on VIP SCENE visits vs Total SCENE visits, 2019

PREMIUM EXPERIENCE. PREMIUM AUDIENCE.

Target lovers of luxury across the country in our 22 Cineplex VIP Cinemas. Our upscale lounges provide the perfect setting for experiential campaigns like wine tastings, to more traditional advertising on our VIP-exclusive digital posters. With only Pre-Show and limited Show-Time media available on screen, your message will truly stand out and reach a highly targeted, affluent adult audience.