

WE'RE THE ADVENTURISTS

Introducing 16-24 year old cinemagoers



They are embarking on an adventure. It might only seem like yesterday that they were playing football with their mates and 'forgetting' their homework, but now it's time to work out who they want to be, what they want to do, and who they want to do it with.

They want to get the most out of life and are very open-minded when it comes to new opportunities. Sure it can be a little daunting at times, but for the most part, it's a wild ride.

Amidst all the pressures of growing up, the cinema is a beacon of continuity. It's a welcome opportunity to step outside their fragmented, always-on lives and enjoy an audio visual experience to the max.

"GOOD ATMOSPHERE - IT'S DARK AND YOU'RE FOCUSED ON THE FILM. AT HOME YOU GET DISTRACTED"

Location is everything. Sure they can watch a film on their tablet, but they know the only way to truly experience it is on the biggest screen, with the best sound and no distractions. It's a chance to switch off and spend time with friends, whilst accumulating social currency and keeping up to date with the latest releases.

"IT'S LIKE QUEUING UP FOR THE LATEST GAME - YOU WANT TO SEE IT BEFORE EVERYONE ELSE"

A trip to the cinema provides both social and cultural capital. It stays with them and has enduring talkability, especially on social media. However, this extends way beyond discussing the latest films. They're also highly likely to follow and interact with brands online.

They are content junkies and once they're at the cinema, they want to engage with anything and everything. Elsewhere, they might fast forward through advertising, but in the cinema it's part of the whole experience. Something to be interacted with, talked about and shared.

The world outside might be changing, but for this audience, it's great to know that some things never change...

SUMMARY

WELCOME OPPORTUNITY TO UNWIND
UNPARALLELED VIEWING
CONVERSATION FUEL
PASSION POINT

FAST FACTS

Reach

- 91% are cinemagoers
- +8% since 2009
- 45.4m admissions per year
- 26% of all UK cinema admissions

Frequency

- 8 visits per year

Demographics

- London / South East: 37%
- Male 51% / Female 49%

Lifestage

- Fledglings: 52%
- Flown the nest: 19%
- Nest builders: 13%

Attend with

- Friends: 56%

Average group size

- 3.5

Gadgets & technology

- Own a smartphone: 94% vs. 77% non-cinemagoers
- Heavy internet user: 93% vs. 67% non-cinemagoers
- Regularly access social networks: 84% vs. 39% non-cinemagoers

KEY CINEMA BEHAVIOUR

Key footfall periods

- Opening week
- Opening week generally
- Wed / Fri / Sat

Pre-visit

- Trailer views and specialist review websites
- Cinema app / website for film times
- Personal recommendation

Foyer

- Average foyer-time: 16 mins
- Foyer posters / standees
- TV Screens / ticket backs

Activation ideas

- Social media
- Music / apps / games
- Offers or promotions

Post cinema activities

- Go out for food / drink
- Go high street shopping
- Browse online

