



# CINEMA ADVERTISING 101

An overview of the UK cinema marketplace, why cinema should be on the plan and how to buy cinema advertising with DCM

# AN INTRODUCTION TO CINEMA

**THE  
CINEMA  
MARKETPLACE**

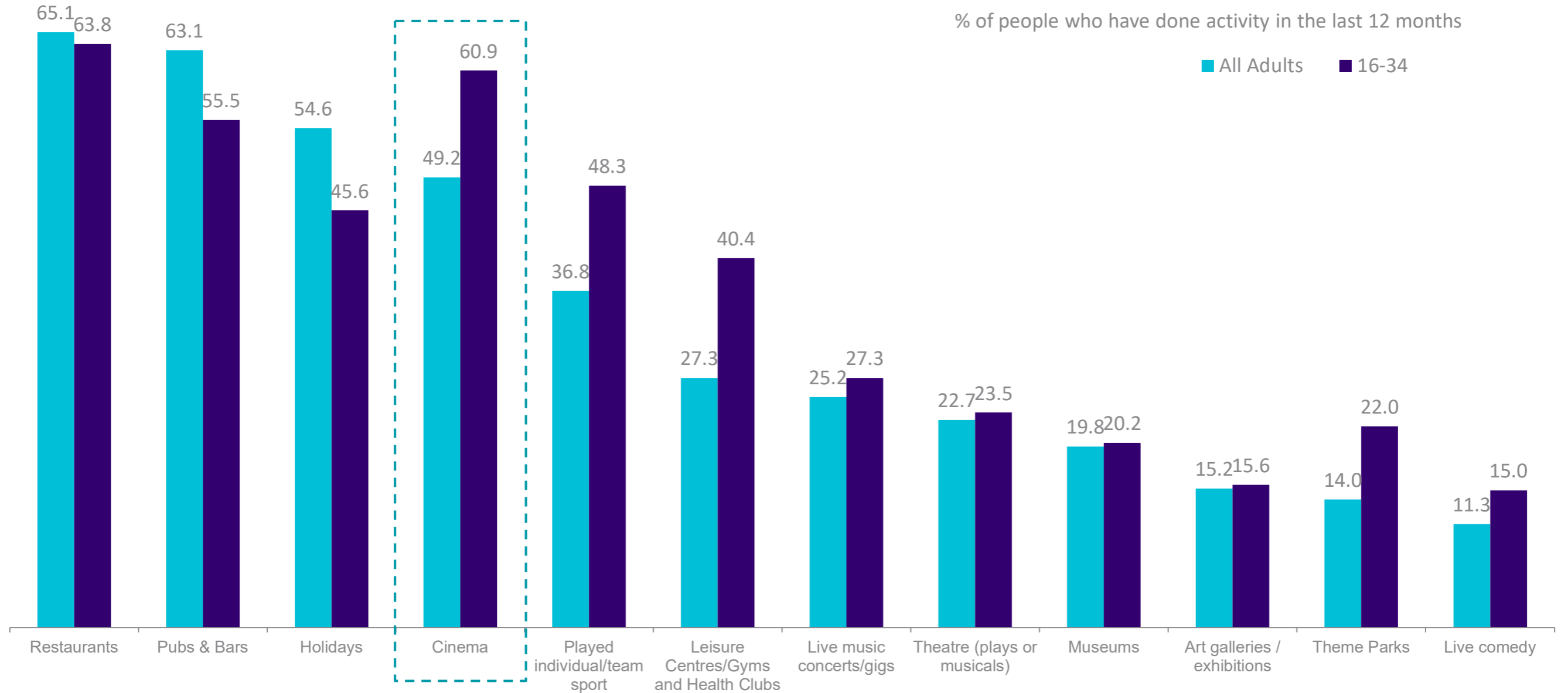
**WHY  
CINEMA?**

**HOW TO BUY  
CINEMA  
ADVERTISING**

# THE CINEMA MARKETPLACE

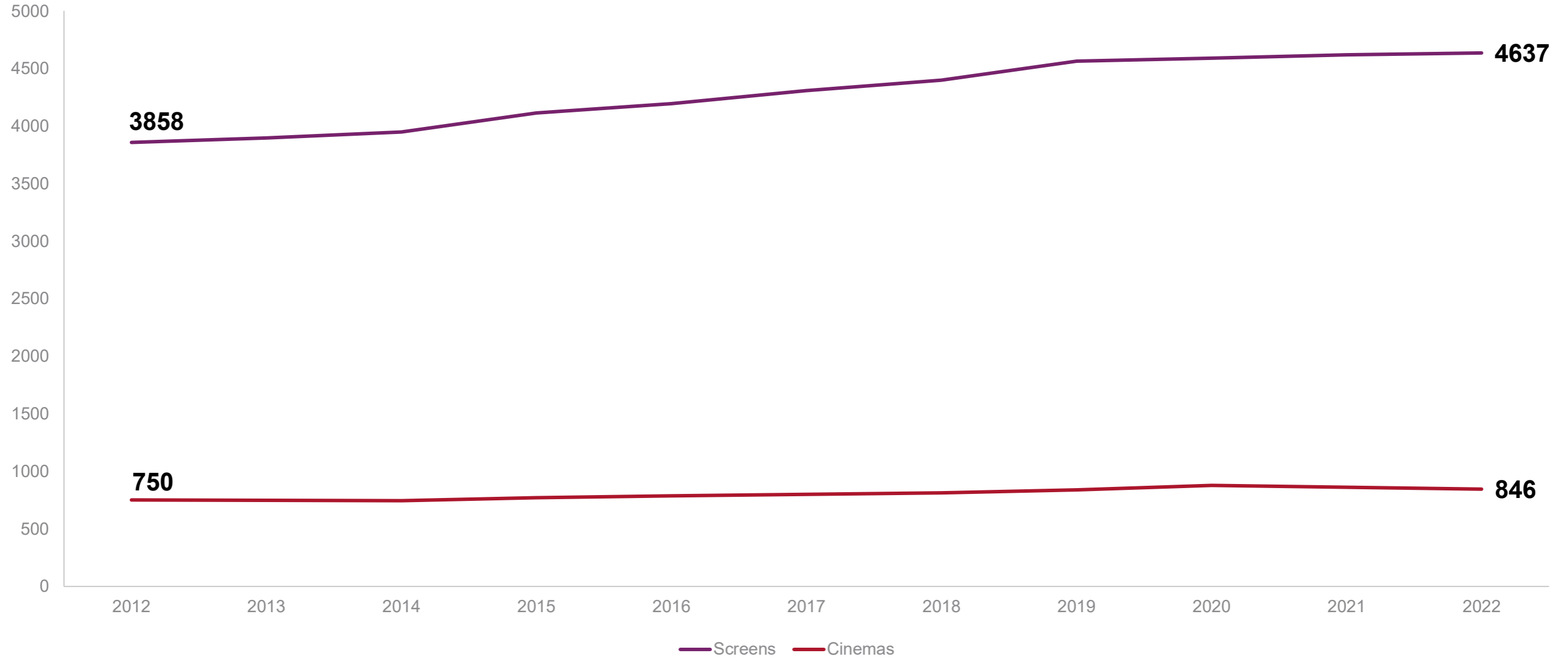


# IN THE UK CINEMAGOING REMAINS A VALUED AND POPULAR ACTIVITY



# THE UK CINEMA LANDSCAPE: 20% INCREASE IN NUMBER OF SCREENS OVER THE LAST DECADE

Cinema and sites in the UK, 2012-2022



# CINEMAS ENSURE THE GREAT EXPERIENCE EXTENDS BEYOND JUST THE FILM

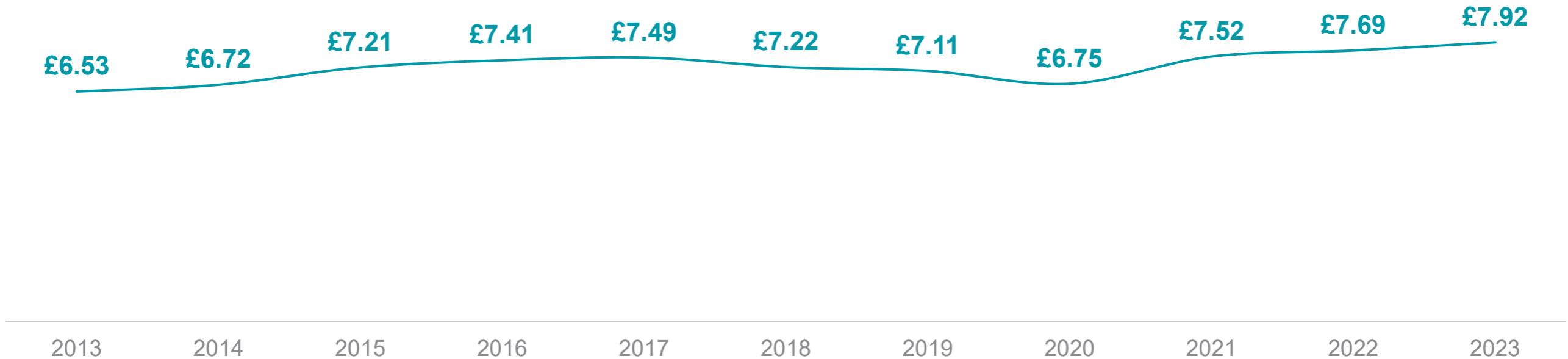
UK exhibitors lead the way in ensuring their cinemas provide a luxurious and innovative experience for audiences.



# CINEMA REMAINS AN AFFORDABLE FORM OF ESCAPISM AND SOCIAL ACTIVITY

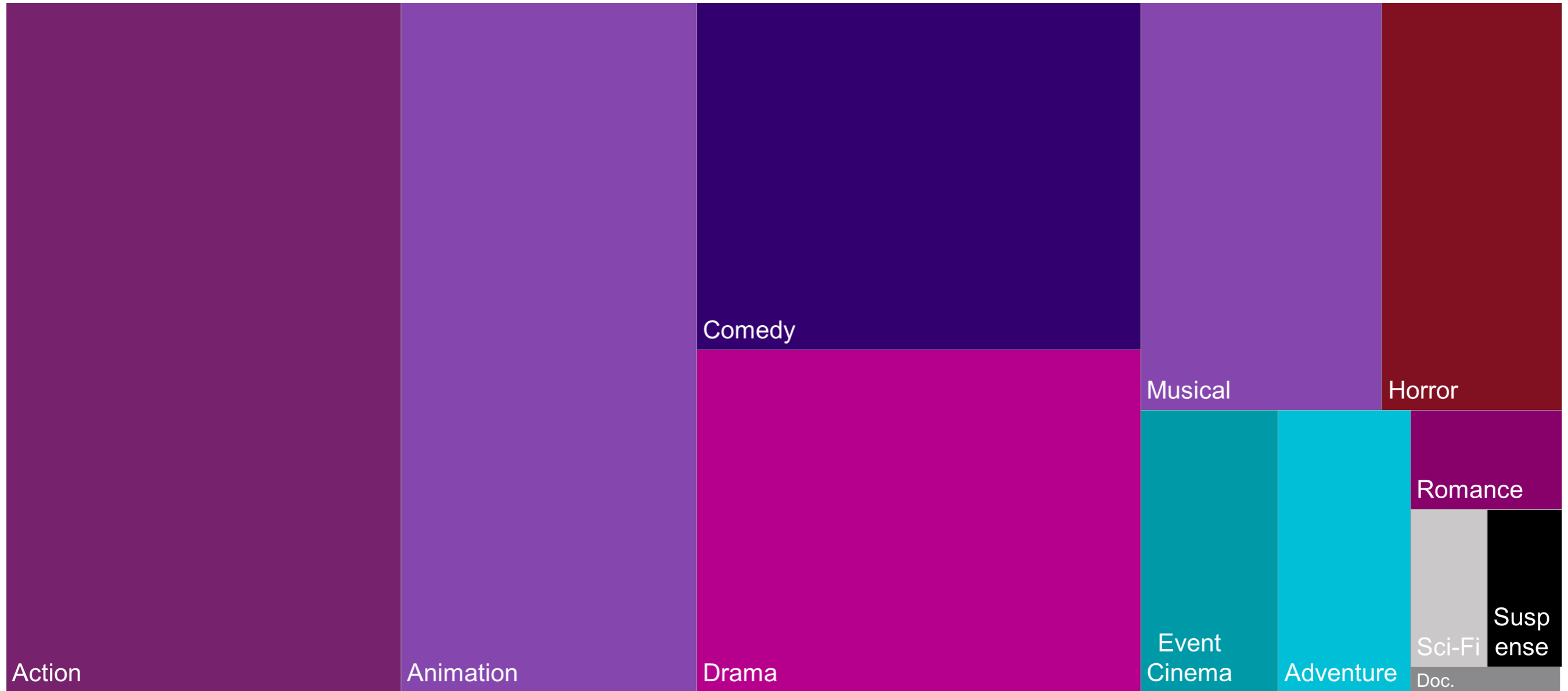
Relative to other 'out of home entertainment' options cinema remains an affordable option with the average ticket price remaining around the same level since 2017

Average ticket price



# CINEMA OFFERS SOMETHING FOR EVERYONE

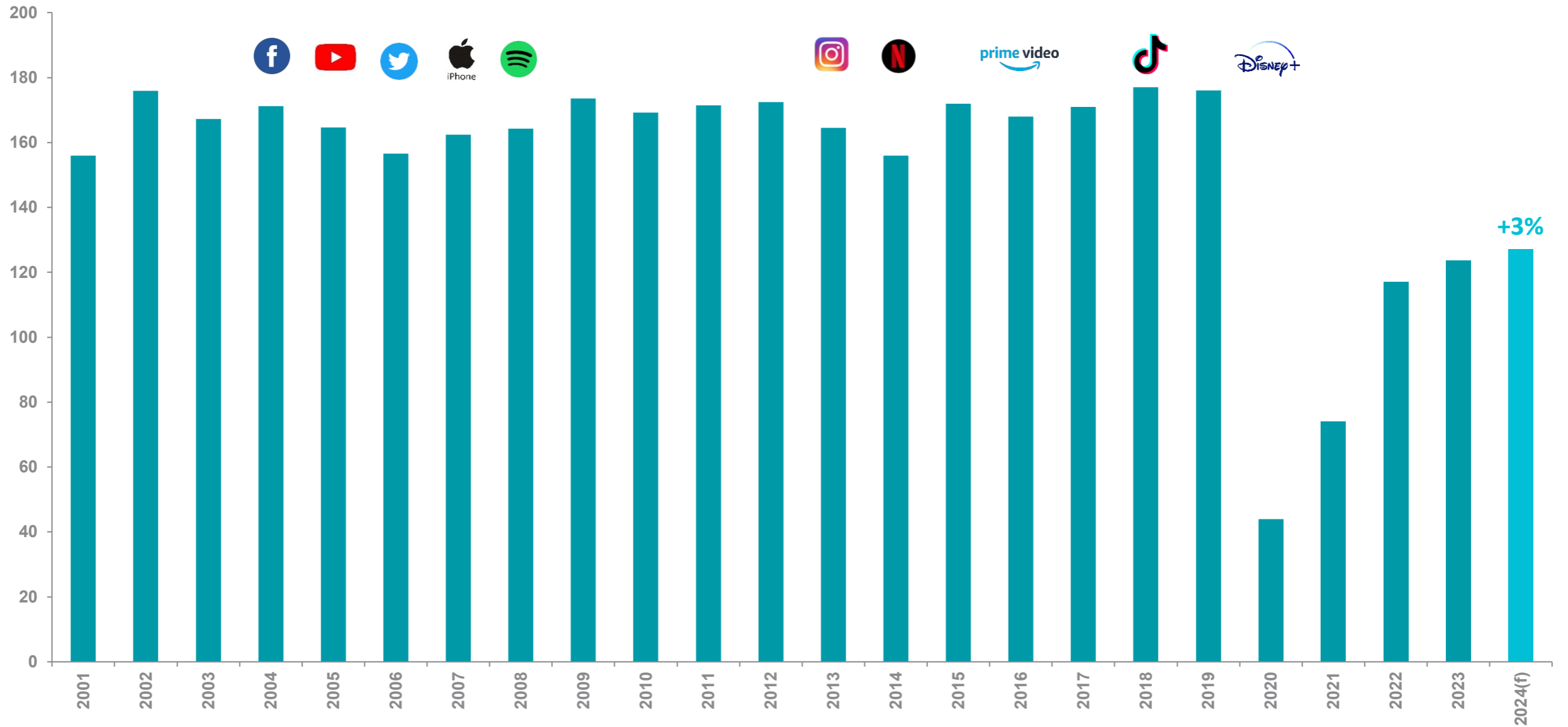
With over 1000 theatrical releases cinema offers something for everyone from the huge blockbusters to event cinema and documentaries





# THE EXPERIENCE & COMPELLING STORIES ENSURE CINEMA STANDS THE TEST OF TIME

In the UK this provides a strong foundation for recovery from the impact the Covid-19 pandemic has had on the industry



A photograph of a large crowd of people, likely in a cinema or theater, is shown from a rear perspective. The image is heavily overlaid with a semi-transparent purple gradient. In the center, the text "WHY CINEMA?" is written in a large, bold, white, sans-serif font. The text is the most prominent element, standing out against the darker background of the crowd and the purple overlay.

**WHY CINEMA?**

# CINEMA PROVIDES THE ULTIMATE AV EXPERIENCE FOR BRANDS

**Full  
(big) screen**

**Sound  
(always) on**

**Viewed by  
humans**

**Shared  
viewing**

**Brand safe  
quality  
content &  
pre-cleared  
advertising**

**Robust  
reporting**

A man and a woman are shown in profile, facing each other and smiling. The man is on the left, wearing a light blue long-sleeved shirt and light blue trousers. The woman is on the right, wearing a shimmering, sequined blue dress and a large, ornate headpiece. They are standing in a brightly lit, stylized environment with pink and blue tones. In the background, there are signs that say "BARBIE WAY" and a large pink 'X' shape. The overall atmosphere is vibrant and cinematic.

# CINEMA CREATES CULTURAL MOMENTS



# THE STRENGTHS OF CINEMA

Industry evidence shows how cinema advertising excels when it comes to cutting through, connecting and delivering positive impact for brands

Don't just take it from us: the strengths of cinema have been well documented by trusted industry bodies...

**ebiquity**

Best for triggering a positive emotional response

Best for getting your ads noticed

Best for guaranteeing a safe environment

**LUMEN**<sup>®</sup>

Best for delivering attention to advertising

**KANTAR**

Most receptive ad format for Gen Z

Biggest impact per person on Awareness, Love, Difference, Consideration

Brand impact increases when cinema included compared to AV mixes without it

**IPA**



Happiest mood of any media occasion

Most trusted media for advertising

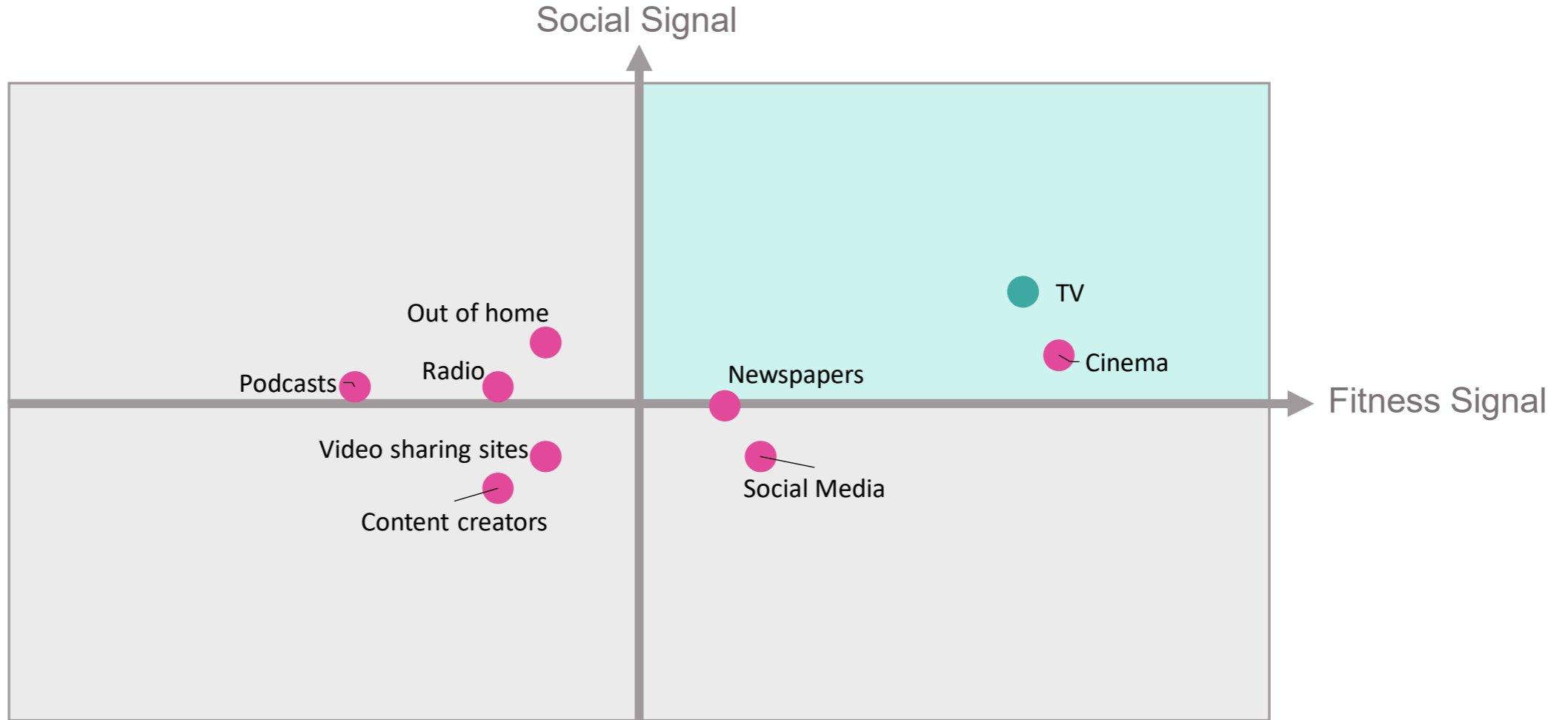
**thinkbox**

Using cinema delivers strong cost/financial signal for brands

Cinema delivers more predictable ROI returns than Online Video and Social Media

# TV AND CINEMA OFFER STRONGEST SIGNALS FOR YOUNGER AUDIENCE (16-34)

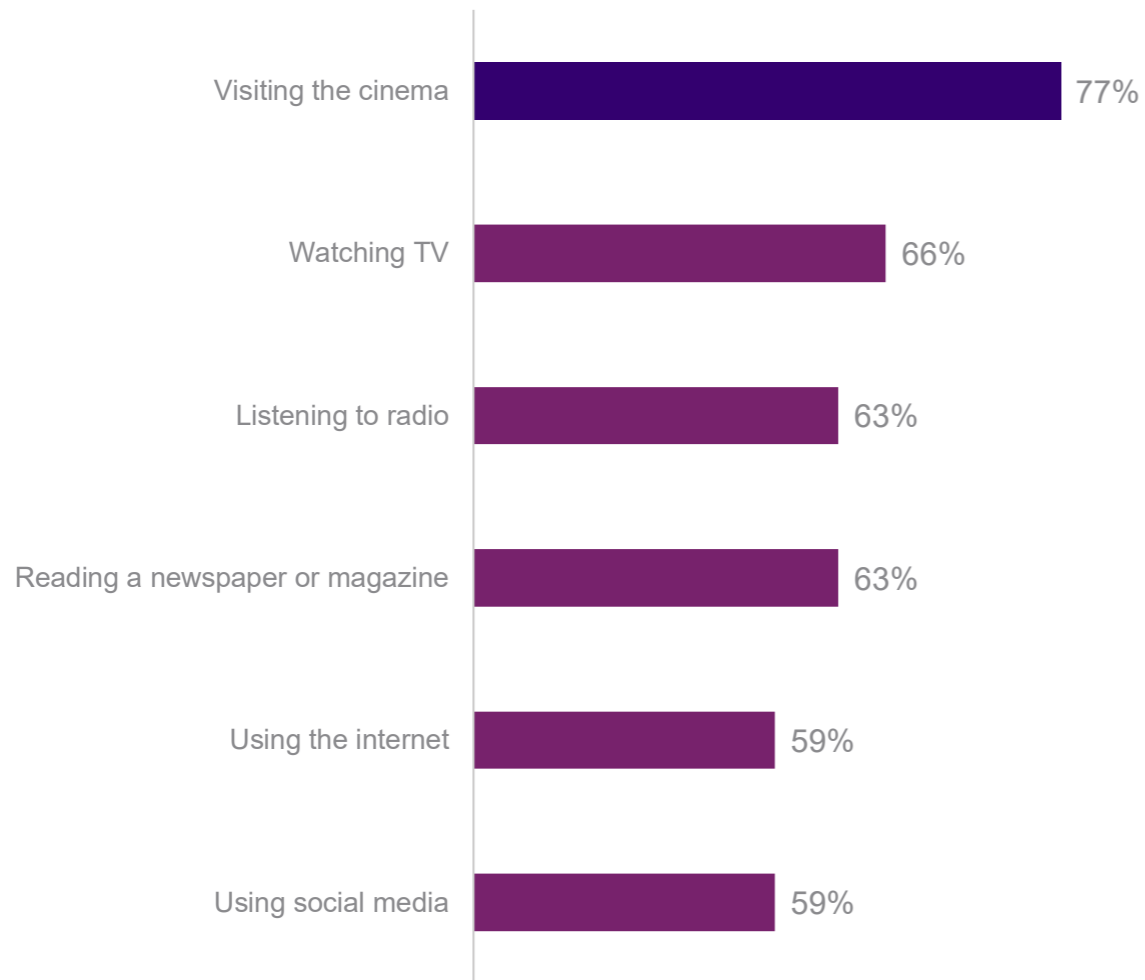
Industry evidence shows how cinema advertising excels when it comes to cutting through, connecting and delivering positive impact for brands



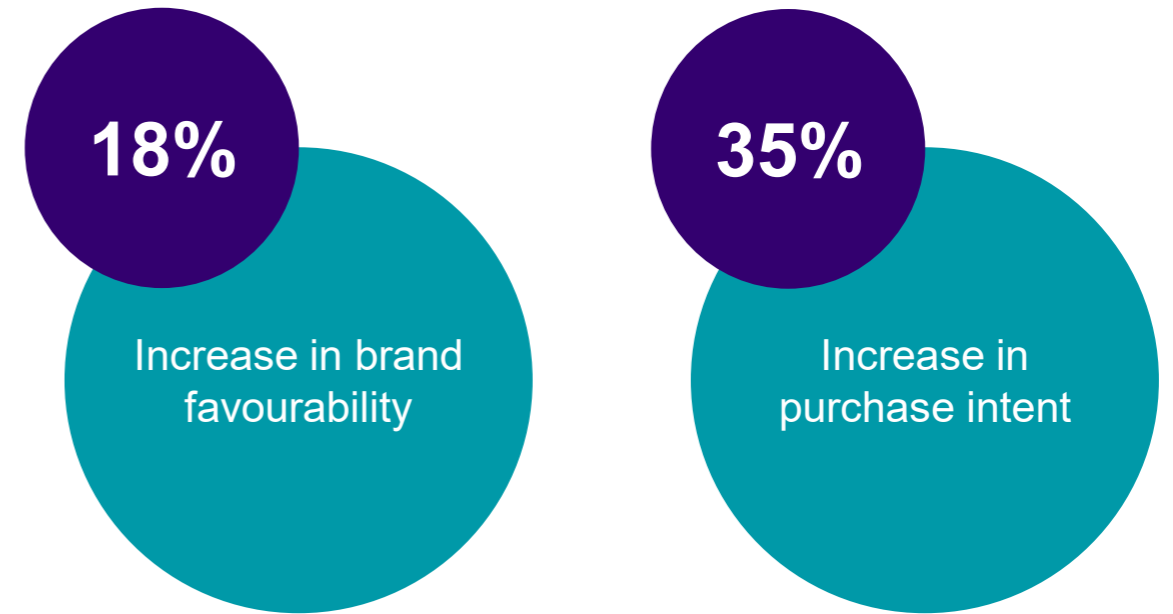
# TAP INTO THE EMOTIONAL EXPERIENCE & PLAN FOR POSITIVITY USING CINEMA

Going to the cinema is a positive experience for people and as Hearst's research has shown reaching people in a positive mindset can have a significant benefit for brands

## % of time spent in a good mood

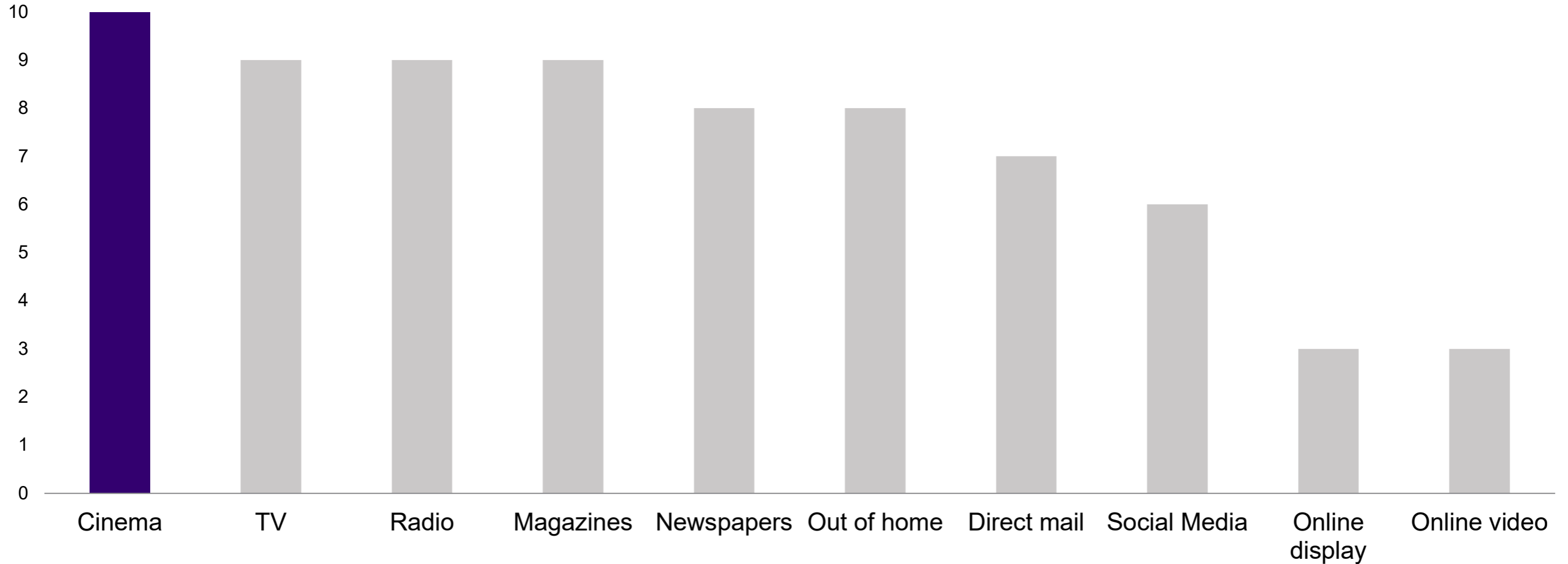


## Impact of positive mindset on response to advertising



# FOR BRANDS LOOKING TO CONNECT EMOTIONALLY, CINEMA IS KING

Ebiquity's 'Re-evaluating media' report, commissioned by Radiocentre, found that based on available industry evidence cinema scores the highest of all channels for its ability to trigger a positive emotional response for brands





**“EMOTIONAL ADVERTISING IS  
TWICE AS EFFICIENT AS  
RATIONAL, AND DELIVERS  
TWICE THE PROFIT”**

*BINET & FIELD (The Long and the Short of it, 2012)*

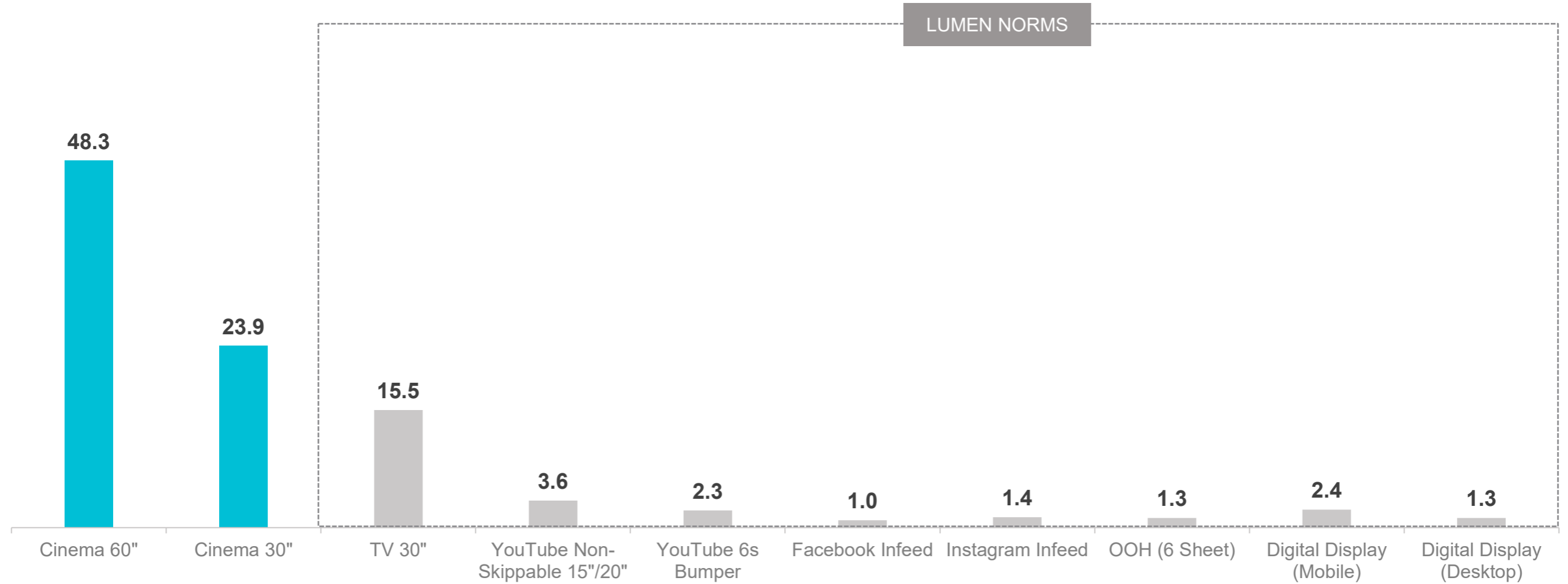
# EMOTION REQUIRES ATTENTION



# 24 SECONDS OF A 30" AND 48 SECONDS OF A 60" ARE VIEWED IN CINEMA

A far greater proportion of your ad will be watched in cinema vs. views on other channels

Average view time in seconds



# CINEMA ADS ARE THE ADVERTISING FORMAT 16-34S ARE MOST RECEPTIVE TOWARDS

Independent research from Kantar found that traditional AV ad formats are preferred by all generations but specifically cinema rates well amongst young audiences.

## Gen Z

16-19 year olds



## Gen Y

20-34 year olds



## Gen X

35-49 year olds



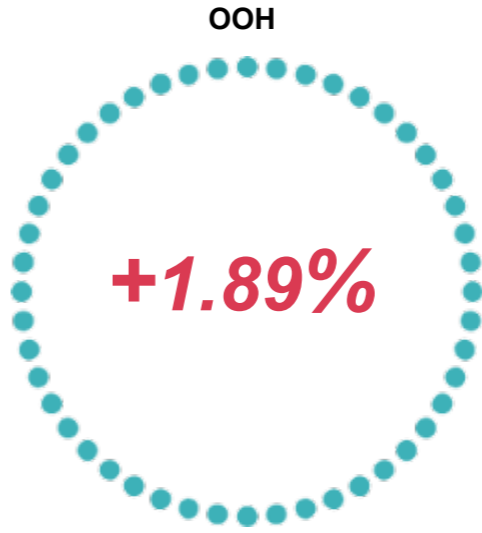
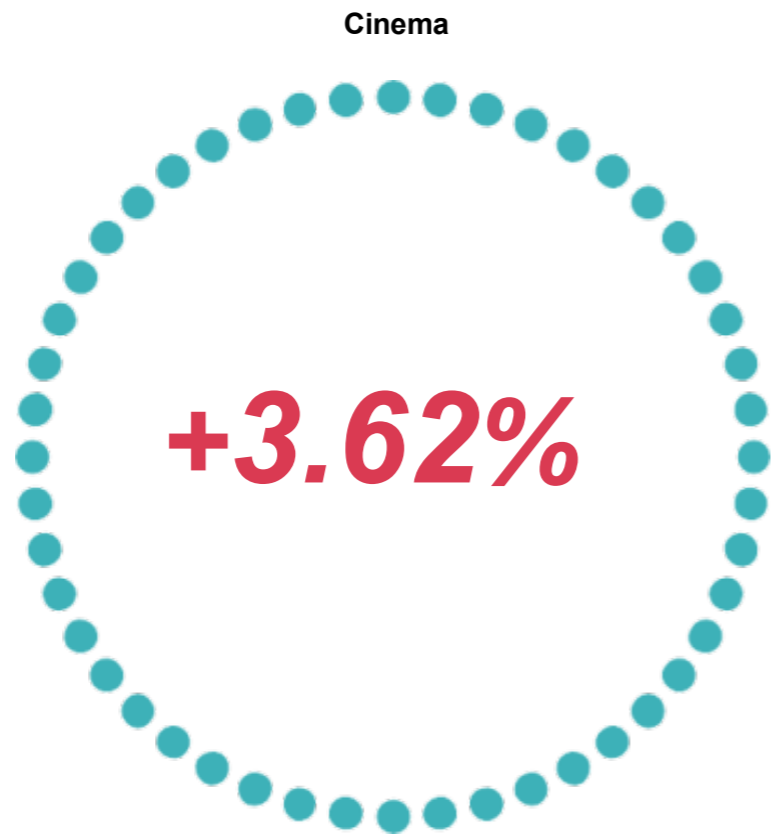
Cinema ads	<b>44%</b>	<b>34%</b>	31%
TV ads	14%	23%	33%
Video ads (laptop/PC)	<b>-24%</b>	<b>-20%</b>	<b>-33%</b>
Video ads (mobile)	<b>-26%</b>	<b>-26%</b>	<b>-33%</b>

# BIG VISUAL IMPACT MEDIA ACHIEVE AFFINITY

Magnetic's own work with Kantar demonstrates cinema's strength at contributing to brand love



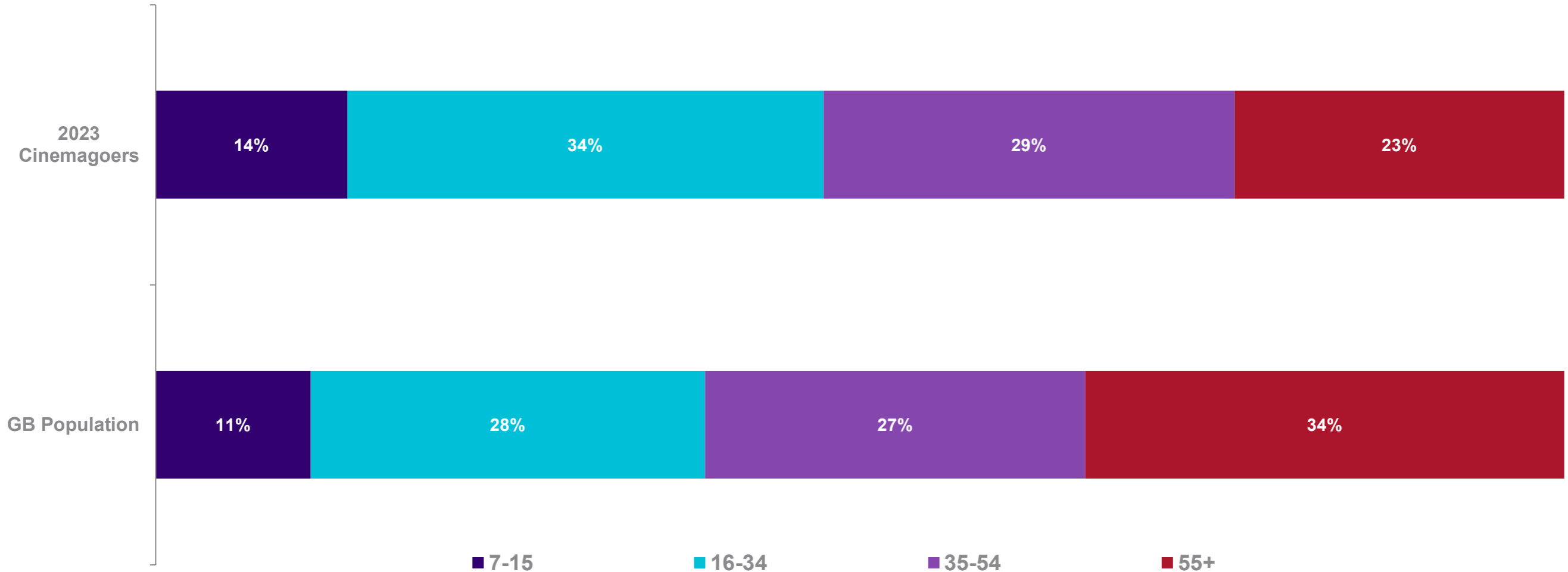
% Uplift in metric post exposure



# CINEMAGOERS PROFILE YOUNGER VS. GENERAL POPULATION

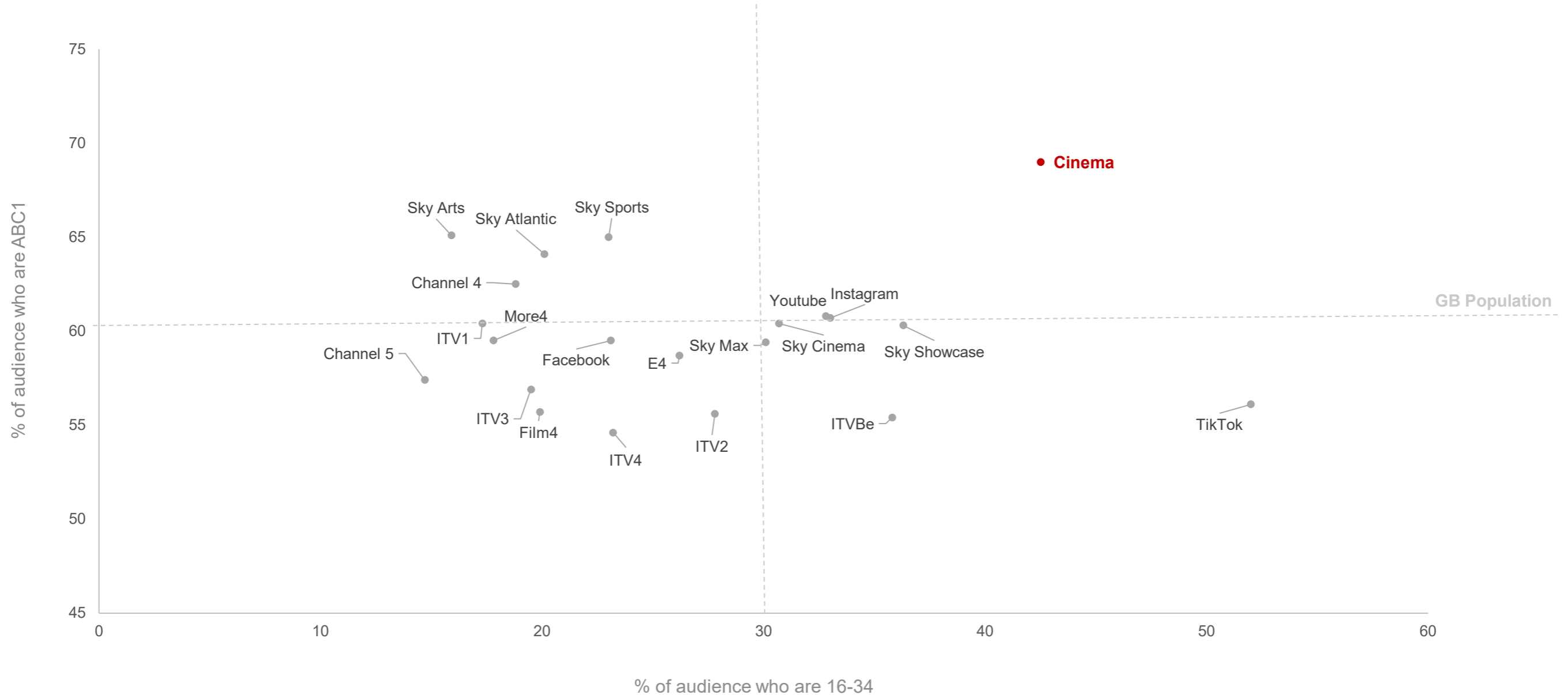
34% of those who have been to the cinema in the last 12 months are 16-34 (Index: 121 vs GB population). This youth heartland audience makes cinema a great addition to any AV schedule to drive reach amongst this key demo.

Age profile of those who have been to the cinema in last 12 months



# CINEMA PROFILES YOUNGER AND MORE UPMARKET VS. TV & ONLINE VIDEO

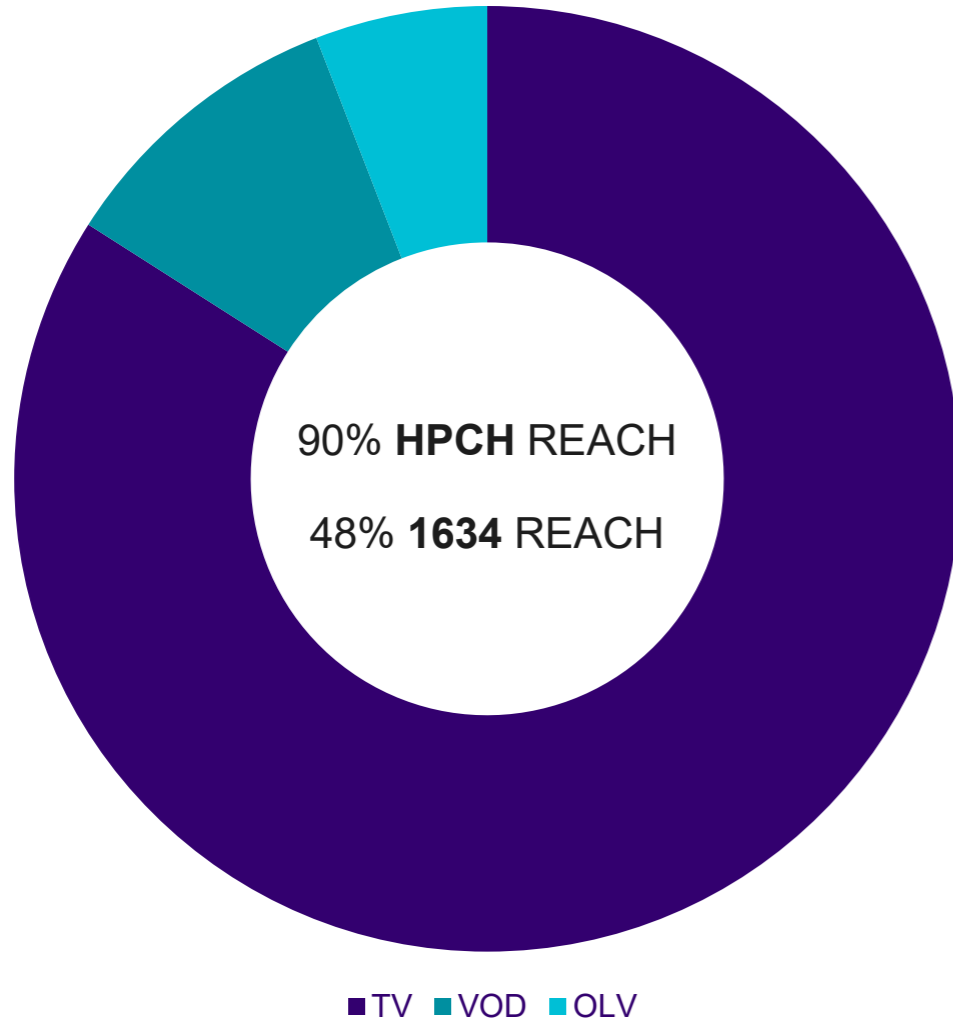
Cinema is a great complement to TV & online video campaigns providing a more affluent, younger skewing audience



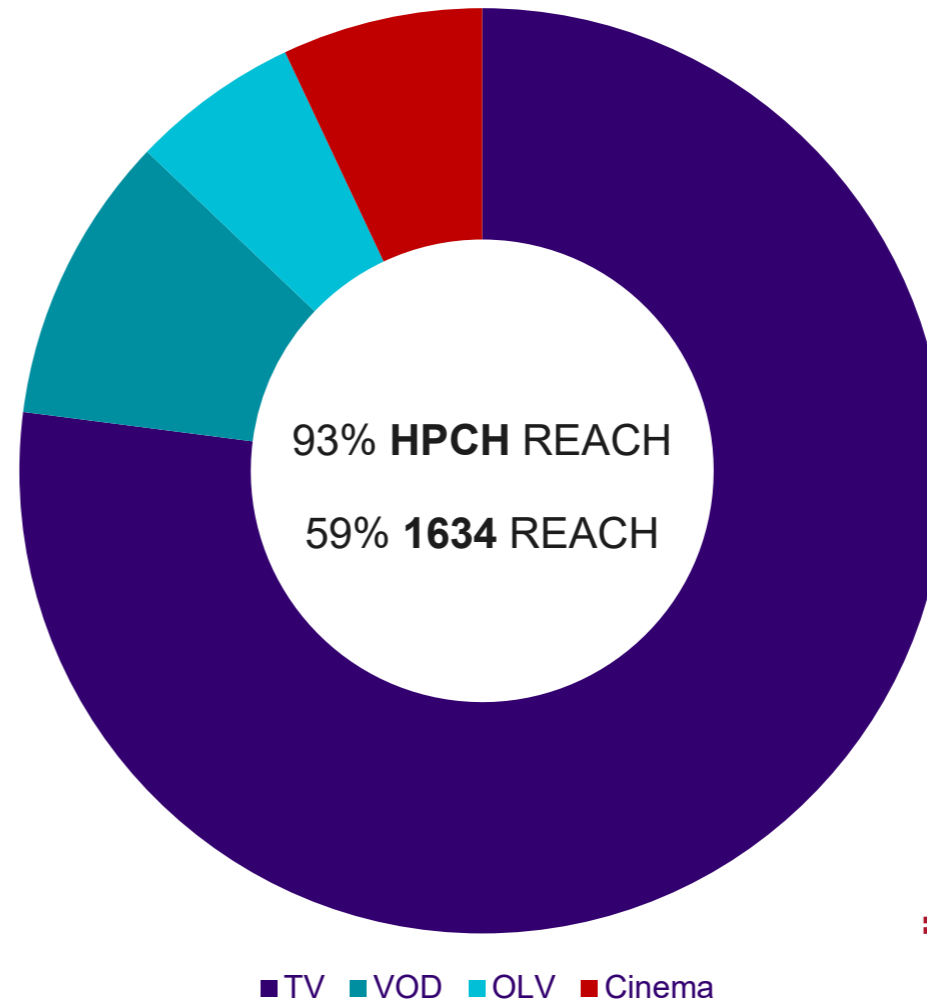
# ADDING CINEMA TO YOUR PLAN CAN MAXIMISE AV REACH

Redistributing weight from linear TV into cinema can increase total campaign weight for key audiences, particularly 16-34s

**£2.6M TOTAL AV BUDGET**



**£2.6M TOTAL AV BUDGET - WITH CINEMA**



**= HPCH UPLIFT: 3 PTS**

**= 1634 UPLIFT: 11 PTS**



# CINEMA OCCUPIES A UNIQUE ROLE IN THE WORLD OF AV

Cinema resonates with young audiences as a quality, high attention experience that is shared with others – and this makes it unique in how they perceive its role alongside other AV channels.

*Top 3 associations by platform*

## LIVE TV

Fill time	30%
<b>Background viewing</b>	<b>26%</b>
<b>Comforting</b>	<b>18%</b>

## VOD

<b>Binge viewing</b>	<b>27%</b>
Fill time	25%
Quality content	19%

## YOUTUBE

<b>Fill time</b>	<b>43%</b>
<b>Helps me escape</b>	<b>28%</b>
Binge viewing	27%

## SOCIAL VIDEO

Fill time	38%
<b>Low Attention</b>	<b>27%</b>
<b>Spontaneous</b>	<b>20%</b>

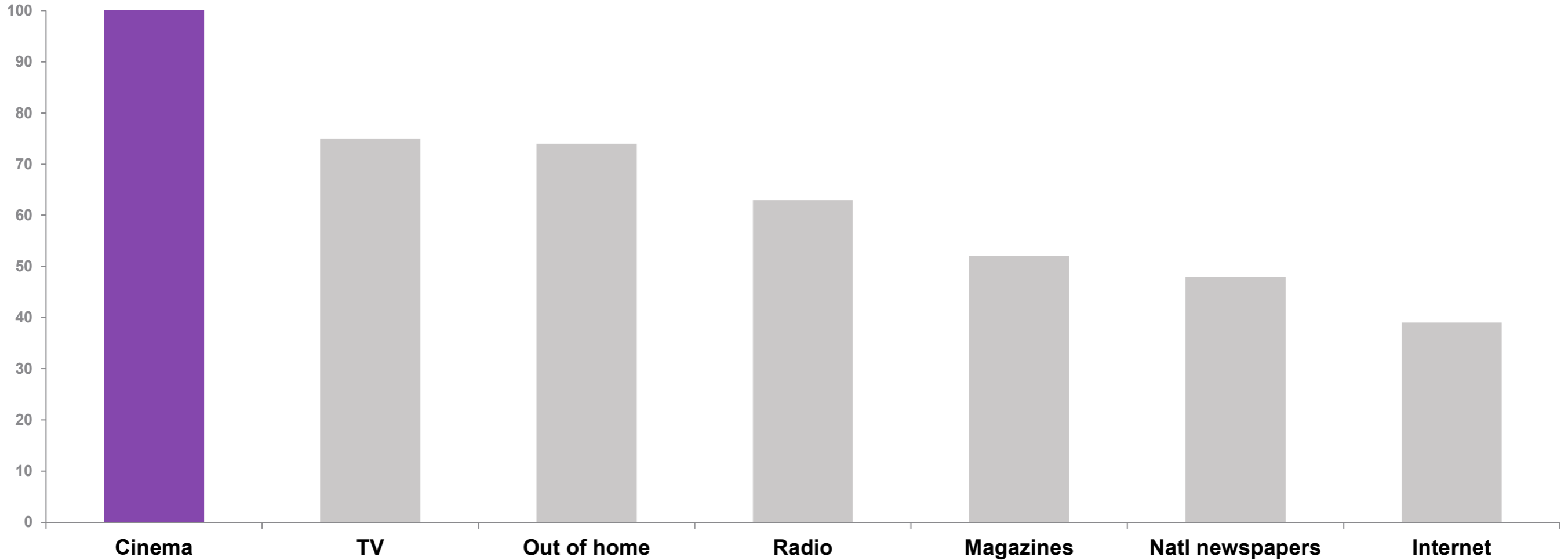
## CINEMA

<b>Shared experience</b>	<b>37%</b>
<b>High attention</b>	<b>34%</b>
<b>Quality content</b>	<b>31%</b>

# TRUSTED ENVIRONMENT: CINEMA IS KEY FOR LAUNCHING WITH TRUST

Cinema is the AV channel that audiences trust the most in terms of advertising – offering brands a positive environment and inferred sense of quality, where audiences are receptive to brand messaging

'I trust the advertising in...' scores indexed vs cinema



# ULTIMATELY TRUST IS CRITICAL FOR BUSINESS GROWTH

Since 2006 brands who have above average levels of trust have seen a 170% increase in brand value, whereas brands with below average trust have seen value decrease by 13%



# THE STRENGTHS OF CINEMA DRIVE EFFECTIVENESS

These factors are particularly influential for campaigns where you may be starting something new – e.g. new campaigns, new products & new messages



**Cinema delivers unrivalled attention;** a necessity for story-telling



**Cinema delivers exclusive reach;** particularly for 1624,1634 and family audiences



**Cinema is Impactful;** a huge screen, immersive sound, trusted & premium environment



**Cinema is *the* place for co-viewing;** particularly as this declines in some Linear AV environments

# CINEMA DELIVERS FOR BRANDS

Independently run campaign effectiveness studies have shown that cinema delivers significant uplifts on key brand metrics

AD AWARENESS

**+22%**

BRAND PERCEPTION  
STATEMENTS

**+23%**

CONSIDERATION

**+18%**

RECALL

**+46%**

BETTER BRAND  
IMPRESSION

**+18%**

INTENTION TO ACT

**+18%**

# CINEMA CAN DRIVE SHORT TERM SALES RESPONSE & LONG-TERM ROI

Across a range of sectors brands have seen cinema deliver significant business effects in both the short & long term.

MAX FACTOR

## Max Factor

Healthy Skin Harmony saw **3.5% value sales growth** & Max Factor was the **No.1 selling** self-select cosmetics brand in Boots in December



## IKEA

"Cinema is responsible for significant incremental sales and delivered ROI of **£18 for every £1 spent**"



## Audi

Cinema was the **top performing above-the-line channel** during the campaign – with a ROI of **£50 for every £1 invested**

JUST FOR MEN

## Just For Men

Across the ten day period where only cinema was live **sales jumped by 249%**



## DFS

Cinema delivered ROI of more than **£6 for every £1 spent** – nearly a third higher than that seen for TV in this campaign



## ENO

The cinema campaign helped Madame Butterfly **exceed its "lofty sales target" by over 10%**

TONI & GUY

## Toni & Guy

There was a **44.9% uplift in sales** during the month that cinema activity was live



## eBay

Sales in the test region **increased by 2.6%** as a result of the cinema activity

wagamama

## wagamama

Across the 11 week period that cinema was live **UK like-for-like sales increased by 12%**

# DCM CAN SUPPLY YOU WITH DETAILED SPOT REPORTS TO HELP PINPOINT CINEMA ROI

Econometrics



DCM can supply detailed **spot data** for every ad in a campaign by site and showing



Data is overlaid with **longitude/ latitudinal or postcode** information for our cinemas



Your econometrics team can then better **pin point cinema admissions delivery vs. store uplifts in sales** to provide an accurate ROI figure

# CINEMA IS A PREMIUM, BRAND SAFE AND TRUSTED ENVIRONMENT

Since becoming a fully digital operation in 2012 we offer an accountable and transparent process that ensure brands can trust cinema.

## 1. INFORMED FORECASTS

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We forecast admissions for each film, forming the basis of our buying routes. Over 4 years' worth of admissions data is used to inform average footfall by site and screen predictions

## 2. DAILY UPDATES

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Cinemas update us daily on what movies they plan to show over the 7-14 days, by site, date and time so we can schedule adverts against them

## 3. TICKET SALES REPORTED

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Box office ticket sales are delivered directly from the cinema's in house POS system or web portal to our Data Warehouse

## 4. ACCOUNTABLE REPORTING

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If a film starts outside of its allocated time band, is cancelled, or is shown without our prior knowledge, these admissions are automatically detected and discarded. We only report admissions for films that have a live and accountable playlist and then allocate these to campaigns.

## 5. INDEPENDENT CORROBORATION

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Each week, ComScore who independently measure 95% of worldwide box office data, collect admissions and report these to our campaign management team. This data is used to corroborate our own admissions, ensuring transparency



# HOW TO BUY CINEMA



# THE CINEMA ADVERTISING LANDSCAPE

Digital Cinema Media - 516 cinemas - 80% of UK cinema admissions



**+ OVER 150 INDEPENDENT CINEMAS**

Pearl & Dean - 20% of UK cinema admissions



**+ OVER 200 INDEPENDENT CINEMAS**

# PLANNING A CINEMA CAMPAIGN IS EASY AND FLEXIBLE

Campaigns can be run broadly or incredibly targeted down to individual showings if so desired

PLAN BY  
AUDIENCE

PLAN BY  
FILM

PLAN BY  
GENRE

PLAN BY  
CINEMA

PLAN BY  
WEEK

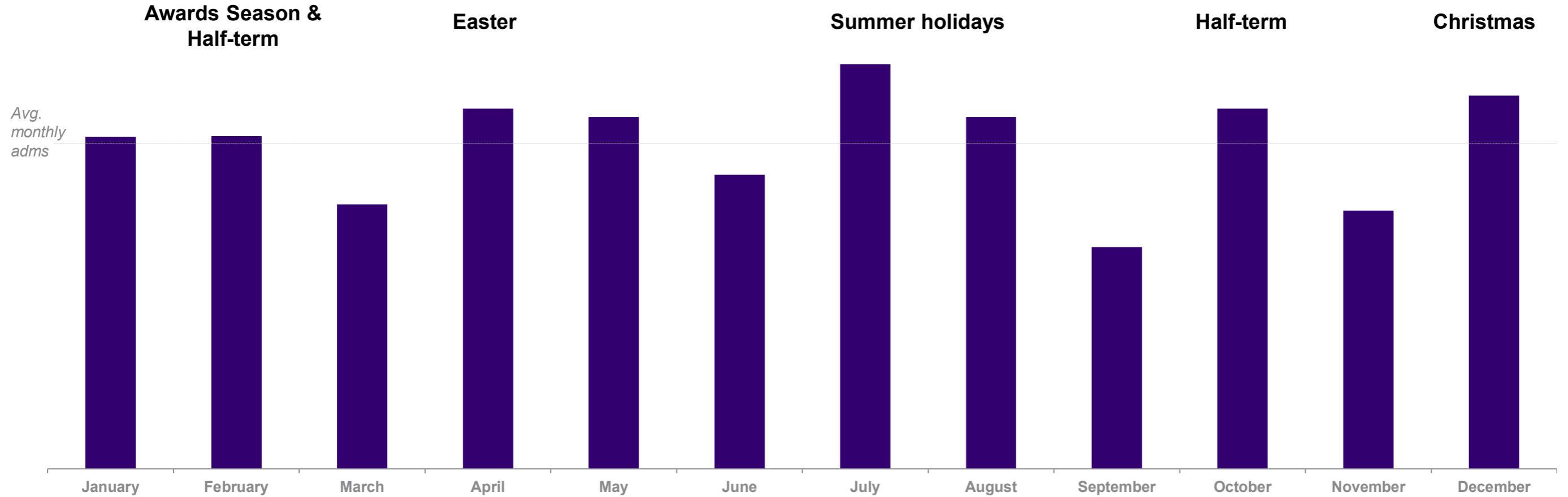
PLAN BY  
DAY

PLAN BY  
TIME

PLAN BY  
SHOWING

# CINEMA ADMISSIONS BY MONTH

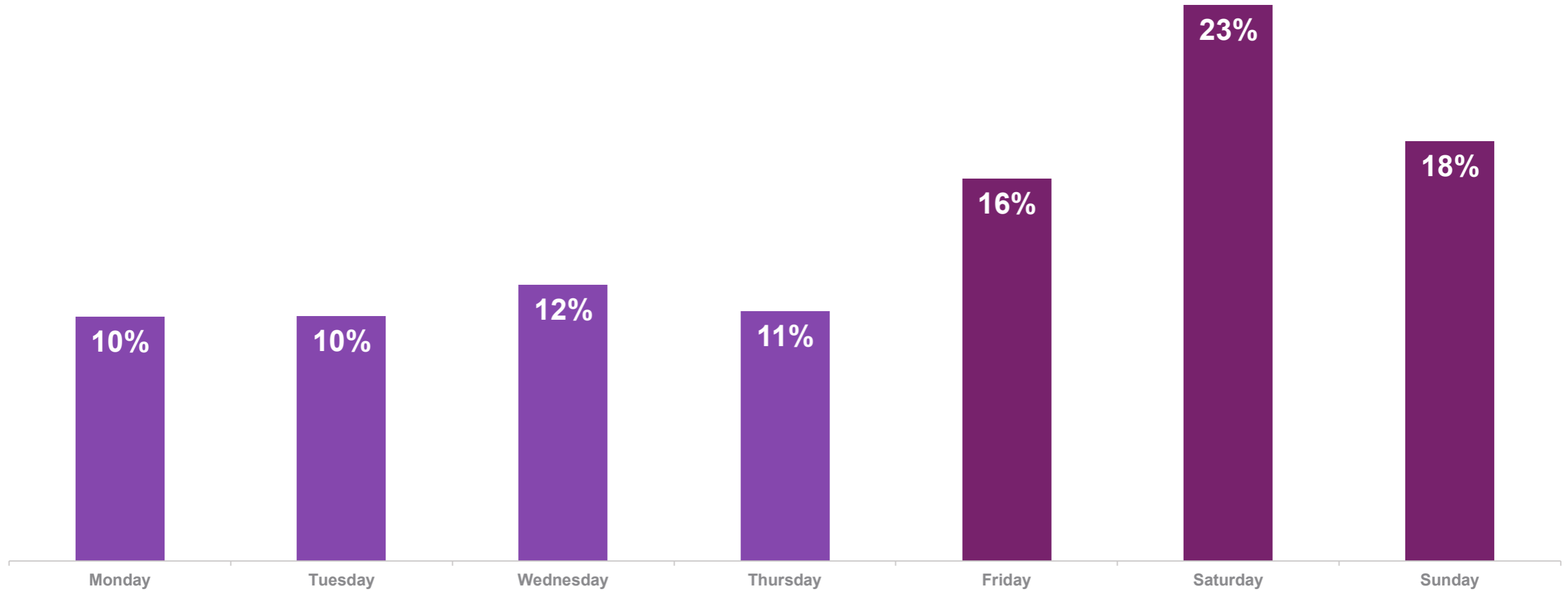
While admissions breakdown will vary depending on each year's film slate, cinema typically has strong months linked to school holidays and 'awards season' releases driving a strong start to the year



# CINEMA NATURALLY UPWEIGHTS CAMPAIGNS OVER THE WEEKEND

On an average week, 57% of DCM admissions are delivered across the weekend - naturally upweighting campaigns on the key retail days for brands

% of DCM admissions delivered by day



# THE CINEMA PLAYLIST



Average amount of brand advertising in reel: 11 minutes

# THE GOLD, SILVER & BRONZE SPOTS

Take advantage of the most prestigious positions in advertising



**92%**  
of cinemagoers  
seated when  
Bronze Spot begins  
**+15% rate card**

**94%**  
of cinemagoers  
seated when  
Silver Spot  
begins  
**+30% rate card**

**100%**  
of cinemagoers  
seated when Gold  
Spot begins  
**+60% rate card**

# THE GOLD SPOT

The most impactful position in advertising



## ‘The most valuable few seconds in cinema advertising’ – Media Week

The Gold Spot is the premium position, helping brands to become an integral part of the cinema experience.

The Gold Spot is the last commercial message after the trailers and sits, on average, six minutes away from any other advertising.

**To book into any premium spots, or find out more, contact your DCM rep.**

This 60” or longer spot offers standout outside the main ad reel and offers the perfect opportunity to be up close to the main event.



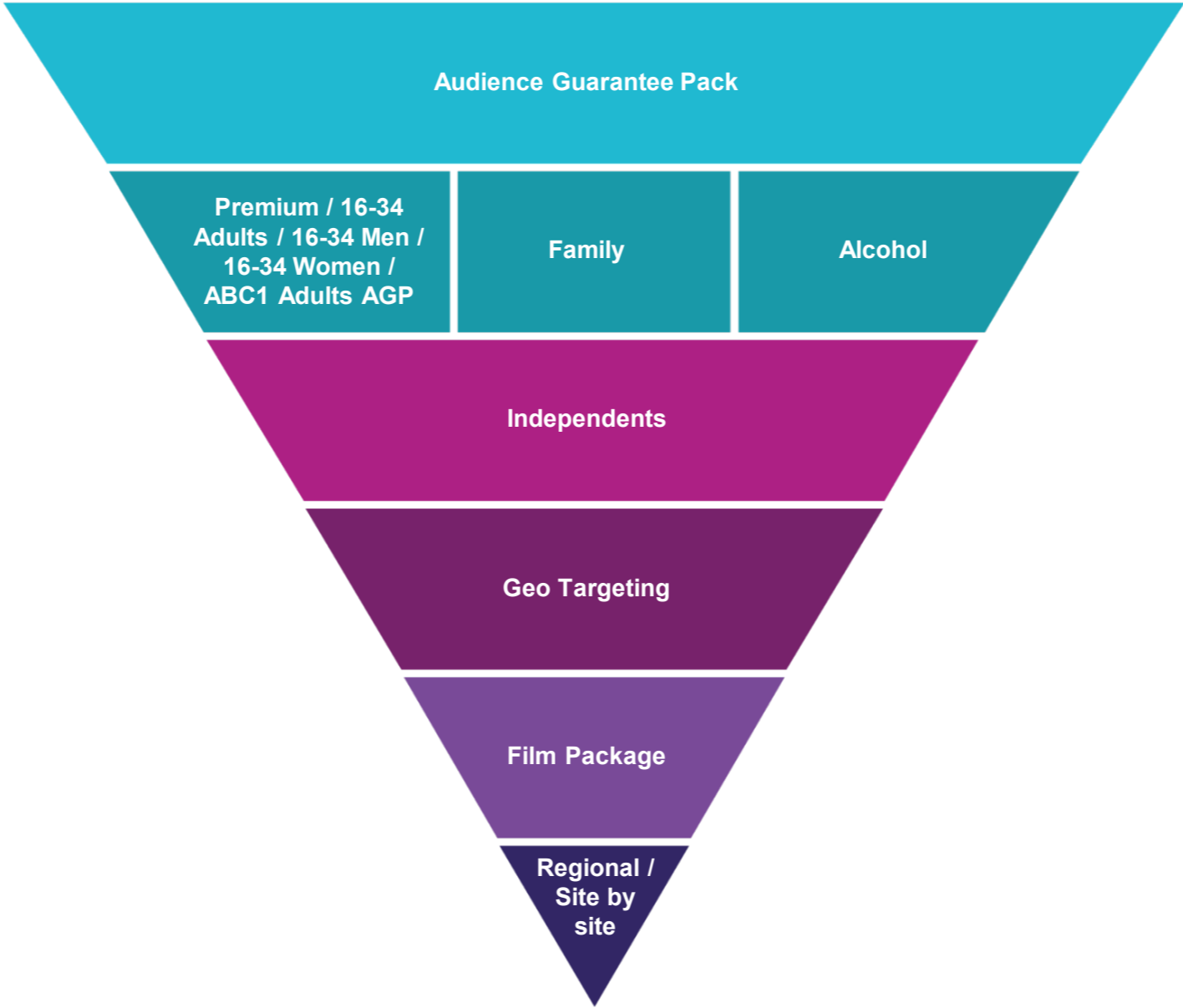
**100% of cinemagoers are seated when the Gold Spot begins\***



**Guaranteed admissions**



# CINEMA OFFERS A RANGE OF BUYING OPTIONS FOR BRANDS



# AUDIENCE GUARANTEE PACK (AGP)

Cinema's most popular buying route.

- Guaranteed industry admissions
- The broadest and most cost-effective way of reaching the whole cinema audience in any given campaign period - offering the best opportunity to achieve mass reach
- Runs across the variety of films showing over your selected dates
- Can be bought on a national or regional basis
- There are Adult, 1634, Male/Female and Premium AGP options available if campaign requires a more targeted audience approach.
- **30" Ratecard CPT: £60**  
(+10% in Q4)

# 16-34 / 16-34 MEN / 16-34 WOMEN / PREMIUM AGP

These four audience guarantee packages are more targeted than our AGP – selecting films that are forecast to skew towards a specific audience.

For example, our Premium AGP is more targeted towards an upmarket audience, predominantly incorporating films profiling 68%+ ABC1.

Similarly, a 16-34 Women / 16-34 Men AGP predominantly incorporate films that respectively profile 58%+ female/male.

- Minimises unwanted wastage and allows for closer audience targeting
- Guaranteed industry admissions p/w
- 16-34 Adult, 16-34 Men & 16-34 Women AGP - £70 ratecard CPT
- Premium AGP - £75 ratecard CPT

(Ratecard costs are +10% in Q4)

# ALCOHOL/GAMBLING AGP

The Alcohol/Gambling AGP allows you to be confident you are only advertising in films that profile over 75% 18+, with all films approved by the Cinema Advertising Association (CAA).

- Comic book/superhero releases are not typically included in this AGP
- CAA panel reviews and votes on any 'borderline' films based on the forecast audience profile of each title (based on recent comparative title)
- Can be bought on a national or regional basis
- Bar sponsorships and sampling are available, with 30% of our sites featuring a bar on the premises
- **30" Ratecard CPT: £70**  
(+10% in Q4)

# FAMILY PACK

The Family Pack allows an advertiser to have presence with all family releases over a given period and utilise the rare opportunity to hit a captive family when they're all together.

- As family films are predominantly released across school holiday periods, admissions will be much more buoyant across these periods.
- Family admissions are available on a national or regional basis
- Creative must be 'U' certification
- HFSS regulations apply
- 30" Ratecard CPT: £34



# HFSS AGP

Responsibly advertise your food or drink products on the big screen.

In the UK, an HFSS product may only be advertised with feature films achieving a national audience profile of <25% under-16s

The category of a film does not necessarily determine the profile of the audience it may attract. The CAA uses comparative film profiles to review and then vote on the suitability of titles for carrying HFSS advertising.

This package will only include films that are forecast to profile 75%+ 16+.

It is an advertiser's responsibility to inform the Cinema Advertising Association (CAA) if the product or brand they wish to advertise is HFSS.

**£65 ratecard CPT**

(Ratecard costs are +10% in Q4)



# FILM PACK

Choose which specific films you'd like to buy to reach cinemagoers

- Film packages allow you to select individual films that profile well against your target audience.
- Booking a film pack is the only way to ensure exhibition with a specific film
- You can choose national or regional targeting
- Film packages offer estimated admissions
- **30" Ratecard CPT: £80/£100/£120**  
(major release / blockbuster / super-blockbuster)  
(Ratecard costs are +10% in Q4)

# HOW WE IDENTIFY THE RIGHT FILMS FOR YOUR CAMPAIGN

Using audience profile data from the CAA Film Monitor survey, DCM can help you identify which films are the best fit for the campaign's target audience

## FILM MONITOR

Film Monitor is an online face-to-face survey independently run by Kantar on behalf of the Cinema Advertising Association

Bi-weekly survey will amass a nat.rep sample of c.24,000 respondents (aged 7+) across a calendar year

Presented with a list of c.20 recent cinema releases and asked which they have seen in the cinema recently.

Film Monitor will collect audience profiles for c.100 theatrical releases that account for c.90% of all UK admissions

## COMPARATIVES FOR UPCOMING RELEASE

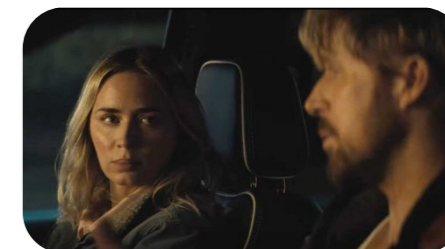
Every new major theatrical release is given a 'comparative title'.

This will be a film released in the last couple of years (that has a robust Film Monitor audience profile) that is a good proxy for the upcoming release and its likely audience demographics.

For films that are sequels/part of a franchise selecting a comparative is quite obvious (e.g. *Joker* is the comparative for *Joker 2*). For others, the selection of a comparative will be based on the BBFC certificate and influenced by genre and factors including director, lead actor/actress and audience trends.

Using comparatives helps inform which buying routes a film will be part of and allows DCM advise brands on which upcoming films best suit their needs -e.g. for brands targeting 16-34 women *The Fall Guy* and *Smile 2* are perfect picks.

## EXAMPLE: 16-34 WOMEN



**The Fall Guy**

Comparative: *The Lost City*

22% 16-34 Female

16-34 Female Index: 168



**Untitled Smile Sequel**

Comparative: *Smile*

29% 16-34 Female

16-34 Female Index: 222



# DCM INDEPENDENTS

This package only includes DCM's Independent cinema portfolio, representing c.12m admissions annually.

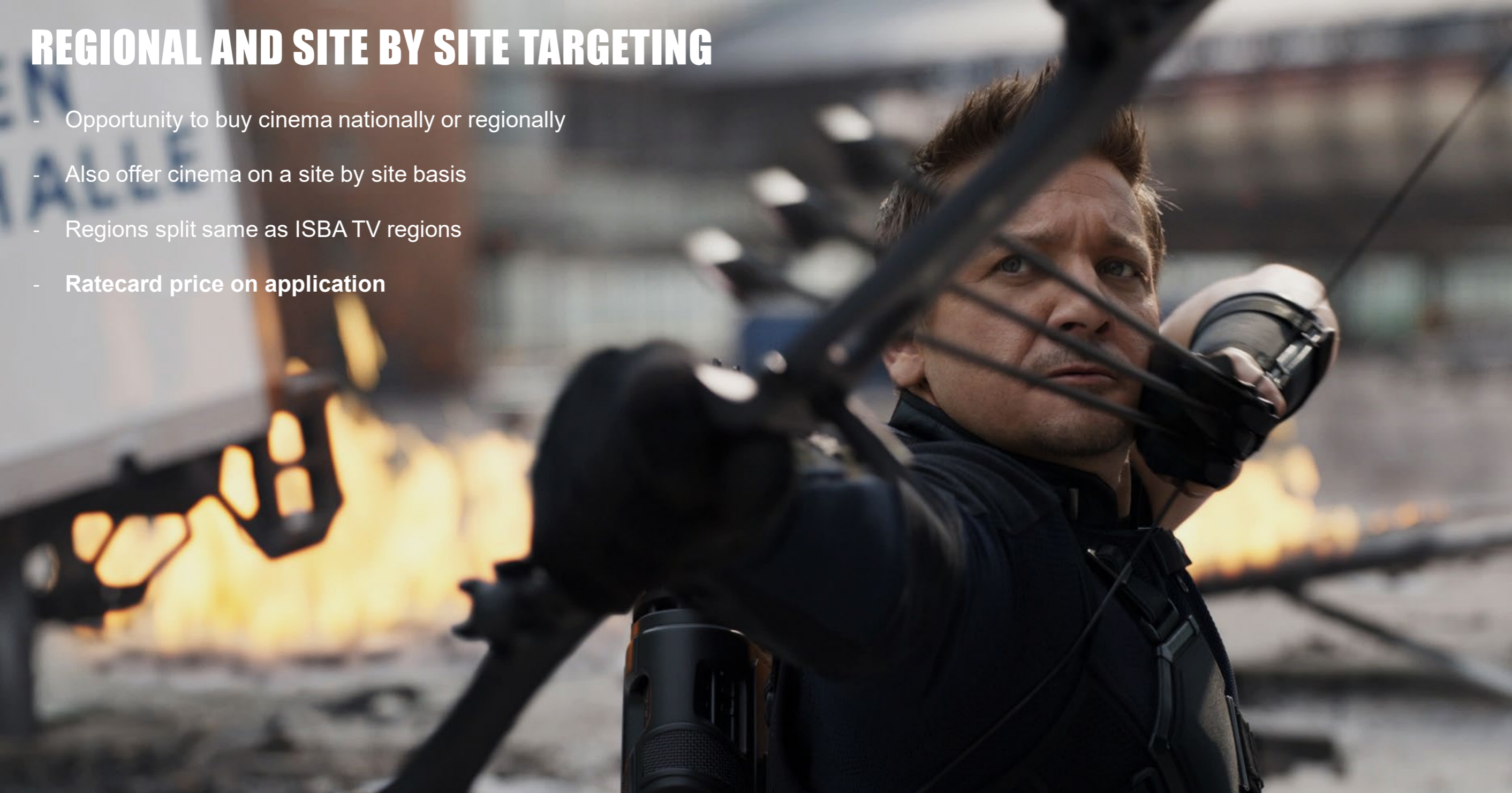
The venues are spectacular community hubs, often with private members clubs and bars, underpinned by diverse and immersive programming.

- The core independent audience is older and more affluent than the average cinemagoer: 61% ABC1 and 53% over 45
- 22% of the core independent audience are heavy cinemagoers
- 27% of the core independent audience is based in London
- **£100 ratecard CPT**  
(Ratecard costs are +10% in Q4)



# REGIONAL AND SITE BY SITE TARGETING

- Opportunity to buy cinema nationally or regionally
- Also offer cinema on a site by site basis
- Regions split same as ISBA TV regions
- **Ratecard price on application**



# GEO-TARGETING PACK

Using Cinemapper, DCM's cinema proximity planning tool, you can run national campaigns with a local spin for every region, city, town or cinema across the UK.

- All DCM sites can be bought on an individual basis if required
- Pricing will be subject to location and size of venue
- Talk to DCM about mapping your locations to our sites
- Multiple end frame messaging directs consumers to their local store, dealership, location or franchise.



# CINEMAPPER CAN HELP YOUR BRAND TARGET MORE EFFICIENTLY USING CINEMA

Local targeting & End frame technology

We map a client's **catchment area, branches, stores, local stockist and audiences...**



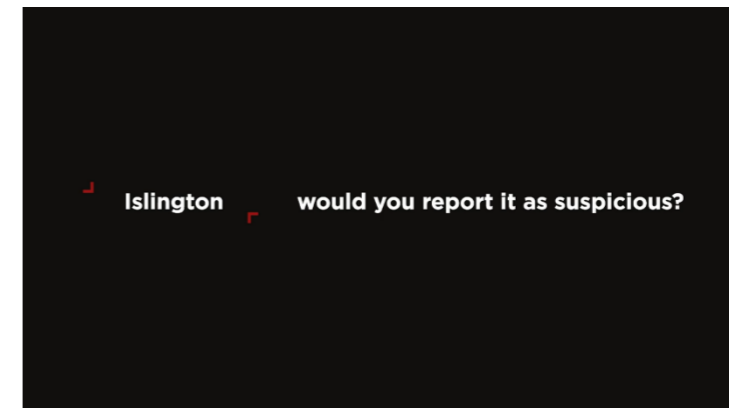
To their nearest cinema sites based on their postcode(s) and distance in miles, drive time or walk time

Brands can also add a **tailored 5" end frame** to their main ad, delivering a national message with a local touch. For example...

Skoda: showing the nearest dealership



Counter Terrorism Policing: Targeting key locations with tailored messaging



# BESPOKE END FRAMES AND GEO-TARGETING CAN DRIVE GREAT RESULTS FOR ADVERTISERS

RNLI



Drawn to cinema's engaging and immersive qualities, RNLI utilised wanted to use cinema to target young men in key locations. **DCM's Cinemapper tool was used to pinpoint cinemas near rivers and seas.** Activity was upweighted in these cinemas to ensure the message was being driven home in the right place, to the right people.

The campaign, with cinema as an integral contributor, was hailed as a significant success, delivering an uplift in **total campaign awareness of 36%** and a 33% uplift in correct message takeout amongst 16-39 males, and **ultimately has helped save lives.**

wagamama



In an effort to ensure its cinema launch drove footfall alongside brand impact, wagamama used **DCM's Cinemapper tool to locate cinemas in close proximity to its restaurants** – allowing wagamama to **buy selected sites that were within 10-15 minute drive of its restaurants** to deliver close proximity and minimise wastage.

The 'Bowl To Soul' brand film ran in a total of 97 DCM cinemas across eight key cities. Using cinema to target key restaurants allowed wagamama to test cinema's effectiveness at driving sales and across an 11 week period **like-for-like turnover increased by 12%.**

# RE-TARGETING AFTER THE CINEMA

DCM can supply your agencies with the information required to amplify your campaign by re-targeting cinemagoers on mobile.

## How It Works

1. DCM can provide the Media Agency/Re-targeting agency with the longitude and latitudes of all DCM cinemas showing the upcoming cinema campaign with weekly screen and showing lists available.
2. This allows your mobile agency to set up a geo-fence around the cinema and then using people's device data to identify those people who are most likely to have been exposed at those sites.
3. These people will then be re-targeted with mobile display advertising (within a specified timeframe) to create a truly cross-media campaign.



Welcome to

# DCM STUDIOS

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**WE USE OUR KNOWLEDGE OF THE  
CINEMA AUDIENCE, FILM SLATE AND  
LATEST TECHNOLOGY TO CREATE  
CONTENT, EXPERIENCES AND PARTNERSHIPS  
FOR BRANDS LOOKING TO ENHANCE THE  
CINEMA EXPERIENCE.**





# BESPOKE CONTENT

## SUMMARY

There is a wealth of cultural stimulus and emotion for brands to riff off with bespoke and contextually relevant content. Not only does the cinema audience have an open mindset, but cinema provides the best viewing experience - it has been custom designed to deliver a quality viewing experience, unrivalled by any other media format.

Whether it's utilising existing content or creating brand new content for the cinema audience – DCM Studios have the expertise and capabilities to tailor your brand story to the most engaging audience.

## KEY BENEFITS:

- ✓ BRAND OBJECTIVES – AWARENESS
- ✓ Gives brands an equal chance to tell their story
- ✓ Cinema's ability to grab and hold attention is unmatched
- ✓ Cinema ads are just as engaging as movie trailers – so entertain the audience!

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## CLIENTS:



### PRODUCTION

8-12 weeks (est)

### LENGTH

TBC

### PREMIUM RATE

Position Dependent



# ACTIVATIONS

Immersive activations will create a truly impactful and unforgettable cinema trip.

**SUMMARY**

DCM Studios partner with cinemas across the country to enhance a typical cinema trip into an immersive journey with your brand. By utilising the cinema space more effectively, we have opened up new touch points for brands to explore with their customers being at the forefront of it all.

**KEY BENEFITS:**

- ✓ BRAND OBJECTIVES - ACTION
- ✓ Brand activation provides a unique, memorable experience to increase brand awareness and brand loyalty.
- ✓ Through a multi-touch brand experience with several interactive and engaging elements, cinema has proven to be a unique medium for brands to immerse their audience and bring their brand to life.

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**CASE STUDIES:**



Audience	Min Spend
Activation Dependent	£100k (£50k Media & £50k Activation)



# EVENTS

Reward your customers with a night to remember.

## SUMMARY

Make your brand much more accessible to your customers with an immersive event in one of our boutique sites. We can transport guests into a first-class flight lounge or give cinemagoers a makeover worthy of the red carpet.

DCM's flagship boutique cinemas not only give brands the space to bring their story to life, they also offer an unrivalled premium experience for guests for a night (or day!) like no other.

When capturing the hearts and attention of consumers becomes ever increasingly more difficult, this unique experience offers brands the chance build credibility and spark lasting connections.

## KEY BENEFITS:

- ✓ BRAND OBJECTIVES – AFFINITY & ACTION
- ✓ Build a deeper connection with your brands audience
- ✓ Uplift your brands consideration in customers
- ✓ An opportunity to bring your brand to life with a PR-able event, which will further your brands reach and awareness.

[CLICK HERE FOR CASE STUDIES](#)

## CASE STUDIES:

MAXFACTOR

CHAMBORD®

Leffe®

QATAR AIRWAYS  
القطرية

KIA



Audience

Min Spend

Event Dependent

£50k

# CINEMAS ARE ALWAYS LOOKING TO INVEST IN NEW TECH TO ENHANCE THE EXPERIENCE



4DX is extreme sensory cinema. With stimulating effects like water, wind, scent and strobe lighting, that thrill you in your moving seat 4DX is the most exhilarating way to watch a film.

4DX screens can be found in **37 Cineworld sites** across the UK with plans to continue rolling out more in future.

Brands can '4DX' their own ads to fully immerse the audience in the ad and maximise the impact of creative amongst a young thrill-seeking audience.

Case study from the British Army available on [dcm.co.uk](http://dcm.co.uk)



Screen X is a state-of-the-art atmospheric experience that uses twelve additional projectors to extend the film out onto the side walls of the screening room and surround the audience in their seats with 270° projection. Extending the film beyond the audience's peripheral vision brings them closer to the action than ever before.

Screen X can be found in **23 Cineworld sites** across the UK with plans to increase this further. Brands can showcase their own ads in Screen X format – see a case study from Halifax on [dcm.co.uk](http://dcm.co.uk)

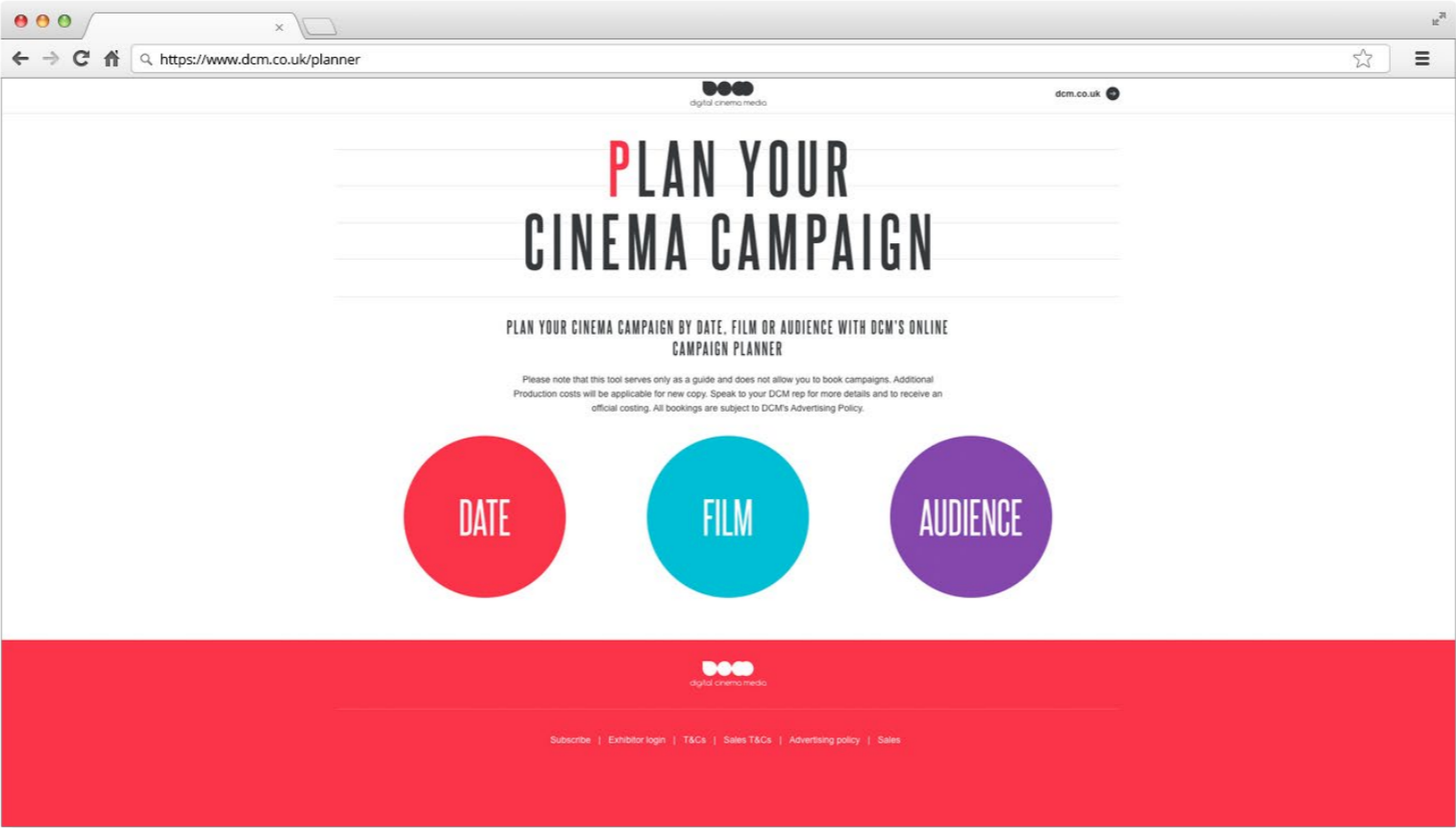


Dolby Atmos expands on existing surround sound systems by adding height channels, allowing sounds to be interpreted as three-dimensional objects – fully enveloping audiences in the soundscape of the film. Installed in **over 40 cinemas** so far, brands can upgrade their ad to take advantage of this stunning audio in cinema.



IMAX screens stretch from floor to ceiling and from wall to wall, creating a picture so big it feels like you're inside the film but yet still being able to see every detail in stunning high-resolution. Available for brands to upgrade their ads to IMAX and showcase in **over 40 cinemas**.

# LATEST FORECAST ADMISSIONS ARE AVAILABLE ON DCM'S WEBSITE



# CINEMA 101: SUMMARY

**LOVED BY  
AUDIENCES**

**SIMPLE &  
FLEXIBLE  
TO BUY**

**DELIVERS A  
POSITIVE  
IMPACT FOR  
BRANDS**

# THE BEST SEAT IN MEDIA



digital cinema media