

CINIME - 12 DAYS OF CHRISTMAS 2015

Christmas is a time for the giving of gifts; celebrate the holiday with 12 prizes in 12 days



What is CINIME?

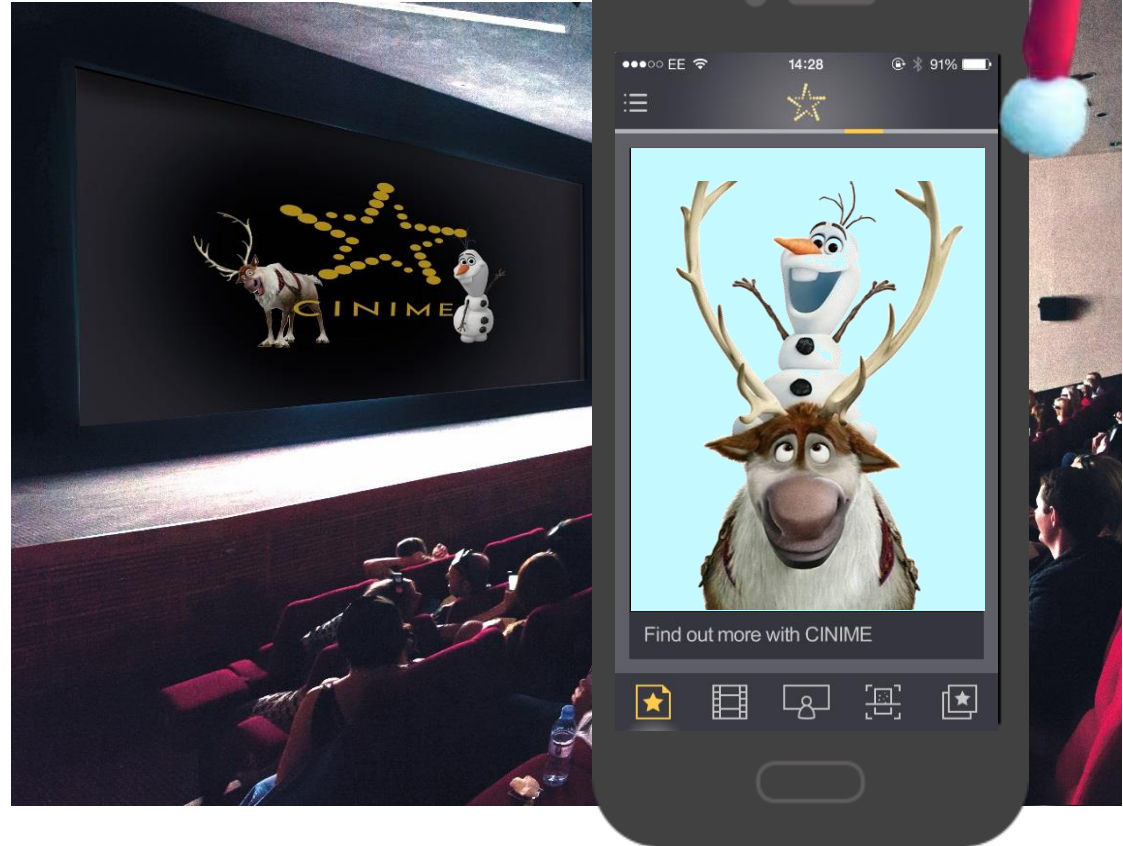
Cinema advertising in the UK now has its very own mobile app, CINIME. This connects spectacular big screen content with the interactive little screen of the audience's mobiles. Invisible audio watermarking on an ad will deliver branded content and messaging to phones in the audience. This is timed to activate once the film has finished, and extends the brand's reach by linking the cinime user to various online assets.

Why 12 Days of Christmas?

By sponsoring the CINIME 12 Days of Christmas a brand can align themselves with the traditional notions surrounding Christmas such as family time and gift giving by offering fantastic prizes, while also securing a high intensity burst of brand exposure to a relaxed, entertained family audience.

In Q4 the Christmas season family films are released; as a result this sponsorship would be best suited to a brand looking to target the hard to reach moments where the family are all together, not distracted and looking forward to enjoy quality content together – nowhere else does this better than cinema.

The 12 days of the title will be the 12 leading up to 25 December itself, but a sponsor will receive screentime coverage over the whole month of December.



A seasonal sponsorship opportunity at three of the biggest cinema chains in the country.

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Seasonal brand exposure on both the big screen and the little screen



x2

Boxing day sees twice as many admissions than a normal weekday.



23%

increase in admissions in the week between Christmas and New Year on the previous week¹.

Investment – 1 Month Sponsorship (5 weeks)

Asset	Est. Impacts	(£) Value
CINIME enabled 30" ad in reel across all Family films at Cineworld, Vue & Odeon 27 th Nov – 31 st Dec 2015	3,210,366	£125,525
Foyer: 2x totems & 2x c. cards in top 20 footfall sites at each of the 3 exhibitors 27 ^h Nov – 31 st Dec 2015	1,064,200 +	£20,000
Total Media	4,274,566	£145,525
<i>On Screen Transfer & Distribution</i>	<i>n/a</i>	<i>£2,350 net</i>
<i>Totems/cards production & delivery</i>	<i>n/a</i>	<i>£4,423 net**</i>
<i>CINIME production</i>	<i>n/a</i>	<i>£4,000 net</i>
<i>Advised competition prize fund</i>	<i>n/a</i>	<i>£5,000 net**</i>

**Media Investment Required:
(inclusive of net production costs)**

£80,000 gross



On Screen

The sponsor's ad will play before all family films at the 3 biggest cinema chains in the UK across 5 weeks.

The ad will be audio watermarked to discreetly link with CINIME enabled phones in the audience, and as such will sit after a 20" educational spot encouraging the audience to get their phones out and the app ready.



Mobile

The in-app content triggered by the watermarked ad will not actually unlock until after the audience has left the cinema; this is to preserve the viewing experience of the film itself.

Once unlocked, this will provide push notification informing the user of the gifts to be won in the 12 days leading up to the Christmas.

The CINIME branded 'goodie bag' will also include a link to any online branded content the brand wishes to push.



The Competition Element

The CINIME copy will encourage users to enter a competition, to be entered after the movie. Through simply submitting their email address, entrants will be in with a chance to win prizes on each of the 12 days.

Prizes to be pre-agreed by the brand and DCM – they could be brand product, or exhibitor sourced prizes such as cinema tickets.



In Foyer

At the top 20 footfall cinemas in the UK the sponsor will also receive highly visual, fully branded physical assets highlighting the promotion. The sponsor has the opportunity to activate the ability of cinime to scan these banners and unlock any further content.



digital cinema media



Source: 1. DCM warehouse admissions 2013, 2014, 2015.
* All assets creative subject to cinema approval and restricted by availability.
All prizes to be pre-agreed between brand, DCM and exhibitor.