

# CINIME – SPACE BATTLE GAME 2015

New interactive cinema gaming concept in time for Star Wars: The Force Awakens



## 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.

## Interactive Cinema – The Space Battle Game

Christmas 2015 will undoubtedly have a Sci-Fi theme this year with the release of STAR WARS: THE FORCE AWAKENS on 18<sup>th</sup> December 2015.

In time for the release of the film, DCM has partnered with CINIME to create this brand new opportunity for brands to capitalise on the interest in space and the Sci-Fi genre.

The CINIME Space Battle Game challenges users to enter a space dogfight, shooting down enemy space craft on the big screen, using their phones as triggers.

Challenge the cinema-goer to engage with your brand during the Christmas period in a unique and memorable way.

Let battle commence...



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

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**x2**

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



**36%**

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

## Investment – 1 Month Sponsorship (4 weeks)

Asset	Est. Impacts	(£) Value
Interactive CINIME enabled 60" ad in reel across all MALE AGP films at Cineworld, Vue & Odeon 11 December 2015 to 7 January 2016	2,000,000	£200,000 gross
<b>Hard Costs</b>		
<i>On Screen Transfer &amp; Distribution</i>	<i>n/a</i>	<i>£2,350 net</i>
<i>CINIME production &amp; on-screen re-badge*</i>	<i>n/a</i>	<i>£8,000 net</i>

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

**£ 210,350 gross**



### On Screen

A bespoke and contained piece of 60" copy has been created by CINIME to deliver this unique opportunity.

For just £8k, CINIME will badge this existing content with brand logos, calls to action, other campaign related text...etc. generating brand synergy with the game.

(Option to include further branding and changes at extra cost).

There is also the option to include creative gameplay (where applicable) for brands, replacing that created by CINIME at extra cost.



### Mobile

As the ad plays out on screens, the audience's phones turn in to triggers, where players are able to fire each time a space ship flies in to the cross hairs on the big screen.

At the end of the game, players are given a points total and are delivered branded content and Goodies completely configurable by the brand.



### Buying Route

With the December 18 release of Star Wars: The Force Awakens, the package has been created to run in MALE AGP films in the build up to the release of the film, over the Christmas period and into the beginning of the new Year.

As with the creative options, the admissions package is tailorable to suit the needs of any partner brand.