



PICTUREHOUSE SAMPLING

Q4 & Christmas 2017



digital cinema media

Picture
house

**ALIGN YOUR BRAND
WITH AN UPMARKET
CHRISTMAS AT THE UK'S
MOST LOVED BOUTIQUE
CINEMA CHAIN**

CHRISTMAS IS THE TIME TO REACH THEM...

ABC1

Upmarket cinema...
82% ABC1s



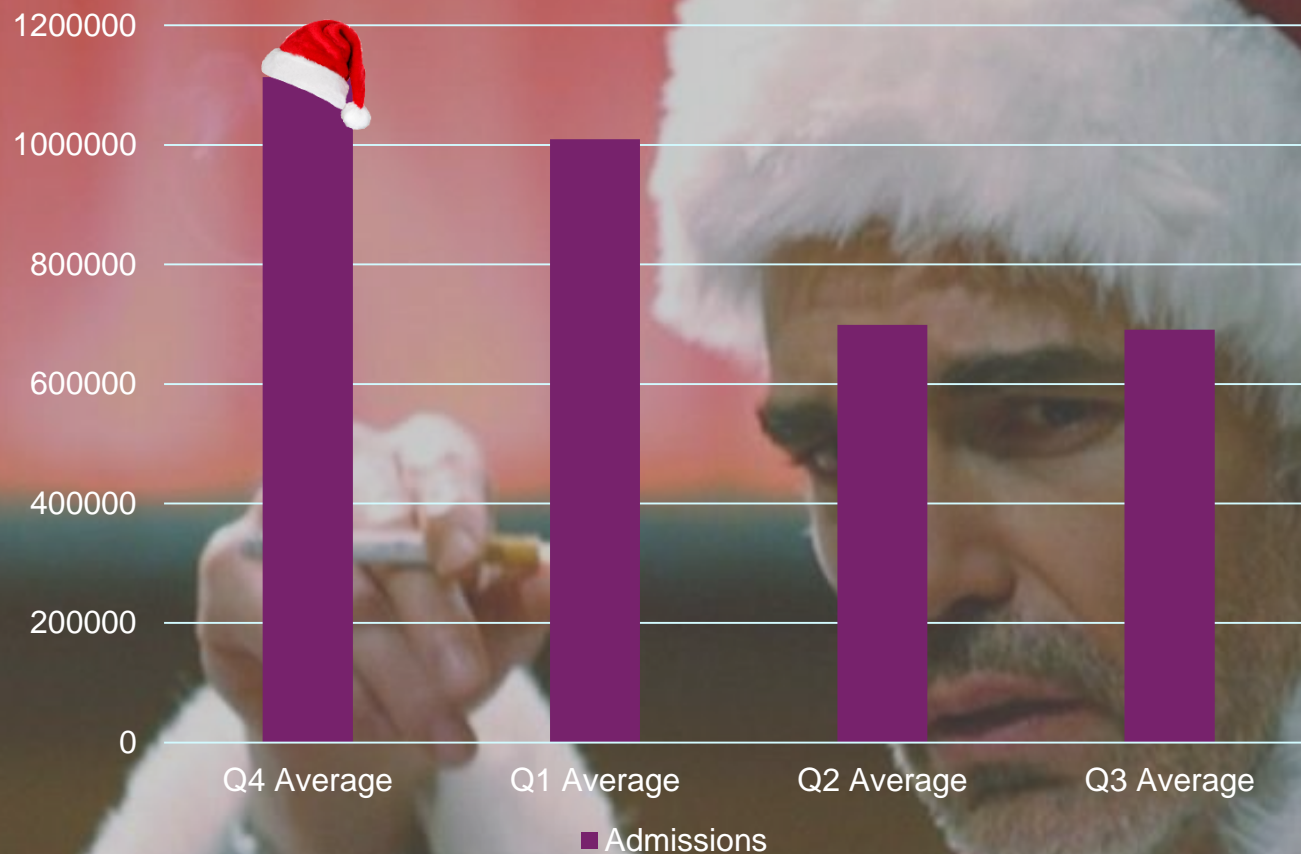
Even gender split.

ABC1
25-44

Grown up cinema...
83% aged 25+

£££

Big spenders...
36% over £55k
HH income.



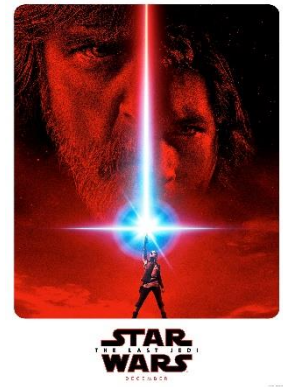
EXPERIENTIAL / SAMPLING

Give the gift of *your* product this Christmas...

With Christmas just around the corner, we see the release of upmarket titles, Murder on the Orient Express, Suburbicon, The Florida Project and Battle of The Sexes... as well as the usual festive fun-for-all with Paddington 2, Star Wars The Last Jedi and the latest Jumanji – Q4 looks set to be another packed holiday season in Picturehouse cinemas.

Take advantage by making your brand the first thing audiences see when they enter their local boutique auditorium – fully branded assets and ambassadors ensure a strong presence in these busy foyers where audiences relax and enjoy drinks & nibbles before the film.

Through sampling and experiential, you can speak to this eager, relaxed audience either they wait for their big film to start, or indeed as they exit the cinema.



SAMPLING INVESTMENT INCENTIVES

2 sessions at 10 sites

£11,000 gross (£550 per 6hr session per site)
£6,600 net for 2 brand ambassadors + 1 delivery to site

2 sessions at 20 sites

£20,000 gross (£500 per 6hr session per site)
£12,950 net for brand ambassadors + 1 delivery to site

4 sessions at 20 sites

£36,000 gross (£450 per 6hr session per site)
£24,950 net for brand ambassadors + 1 delivery to site

Rate card cost: £550 gross per 6hr session per site.

Larger and smaller packages available on request.

Brand ambassadors and deliveries can be supplied by the brand direct.



EXPERIENTIAL INVESTMENT INCENTIVES

2 sessions at 10 sites

£20,000 gross (£1,000 per 6hr session per site)
£6,600 net for 2 brand ambassadors + 1 delivery to site

2 sessions at 20 sites

£38,000 gross (£950 per 6hr session per site)
£12,950 net for brand ambassadors + 1 delivery to site

4 sessions at 20 sites

£72,000 gross (£900 per 6hr session per site)
£24,950 net for brand ambassadors + 1 delivery to site

Rate card cost: £1,000 gross per 6hr session per site.

Larger and smaller packages available on request.

Brand ambassadors and deliveries can be supplied by the brand direct.

Experiential builds can be supplied by DCM at additional hard cost.





THANK YOU