

# LOVE CINEMA THIS SUMMER.



Be in all the films families will be talking about this summer.

## The Offer

Buy into the full run of either Minions or Inside Out and get this summer's smaller family films free, including Pixels. That's an estimated 1.5m admissions FREE.

## Minions, 26 June 2015

The stars of the biggest film of 2013, Despicable Me 2, get their own film this month and it's set to be one of the biggest films of 2015.

Family films are set to dominate the summer, with Pixar releasing their most celebrated film in years, Inside Out on 24 July.

To really build incremental reach and maximise ROI in the summer months, cinema is an integral addition to any family brand's media mix.

## Family Fun This Summer

26 June	Minions
10 July	Song Of The Sea
24 July	Inside Out
12 August	Pixels
28 August	Strange Magic



digital cinema media

## Fast Facts



10.2m

total expected DCM admissions for summer family films.



4.6m

expected DCM admissions for Minions.



40%

of all admissions across July and August are family admissions.



70%

of the audience are seated before anything is shown on screen.



61%

ABC1 demographic. Cinema is a great way to reach upmarket families.

Source: 1, 2, 3. DCM Forecast as @ 04.06.15 / 4. FAME 2014 Adults with children / 5. Based on combined CAA Film Monitor comparative film profiles for all five summer family film titles



# MINIONS



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