

Bridge of Spies

Brand chatter

In Cinemas 27 November

From acclaimed director Steven Spielberg, *Bridge of Spies* stars Tom Hanks as an American lawyer who is recruited by the CIA during the Cold War to help rescue a pilot detained in the Soviet Union. Spielberg and Hanks are teaming up for the fourth time, after *Catch Me If You Can*, *The Terminal* and *Saving Private Ryan*, which won five Oscars and also sits at number 30 on IMDb's top 250 films.

1.3m

Estimated DCM admissions



+2.3m

Trailer views



£19.2m

grossed by *Saving Private Ryan*
at the UK Box Office in 1998



Demographics



31%
Female



69%
Male

Target audience



The reunion of two-time Oscar-winning director Steven Spielberg and two-time Oscar-winning actor Tom Hanks sees *Bridge of Spies* as a serious awards season contender. What's more, the script is co-written by Oscar-winning screenwriters, the Coen brothers, so the pedigree on this film is unbeatable.

Gold Spot availability (week three onwards)

Book into cinema's most premium position to target a hard-to-reach, upmarket, early-adopting and socially savvy audience. They are trendsetters and consider film and the wider cinema experience to be a part of their social lives.

Contact your DCM rep for more information.