## **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



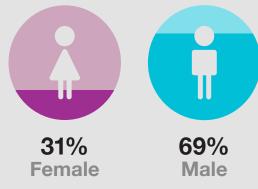
+2.3m



£19.2m grossed by Saving Private Ryan at the UK Box Office in 1998



### Demographics



#### **Target audience**



The reunion of two-time Oscarwinning 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 Oscarwinning 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.