

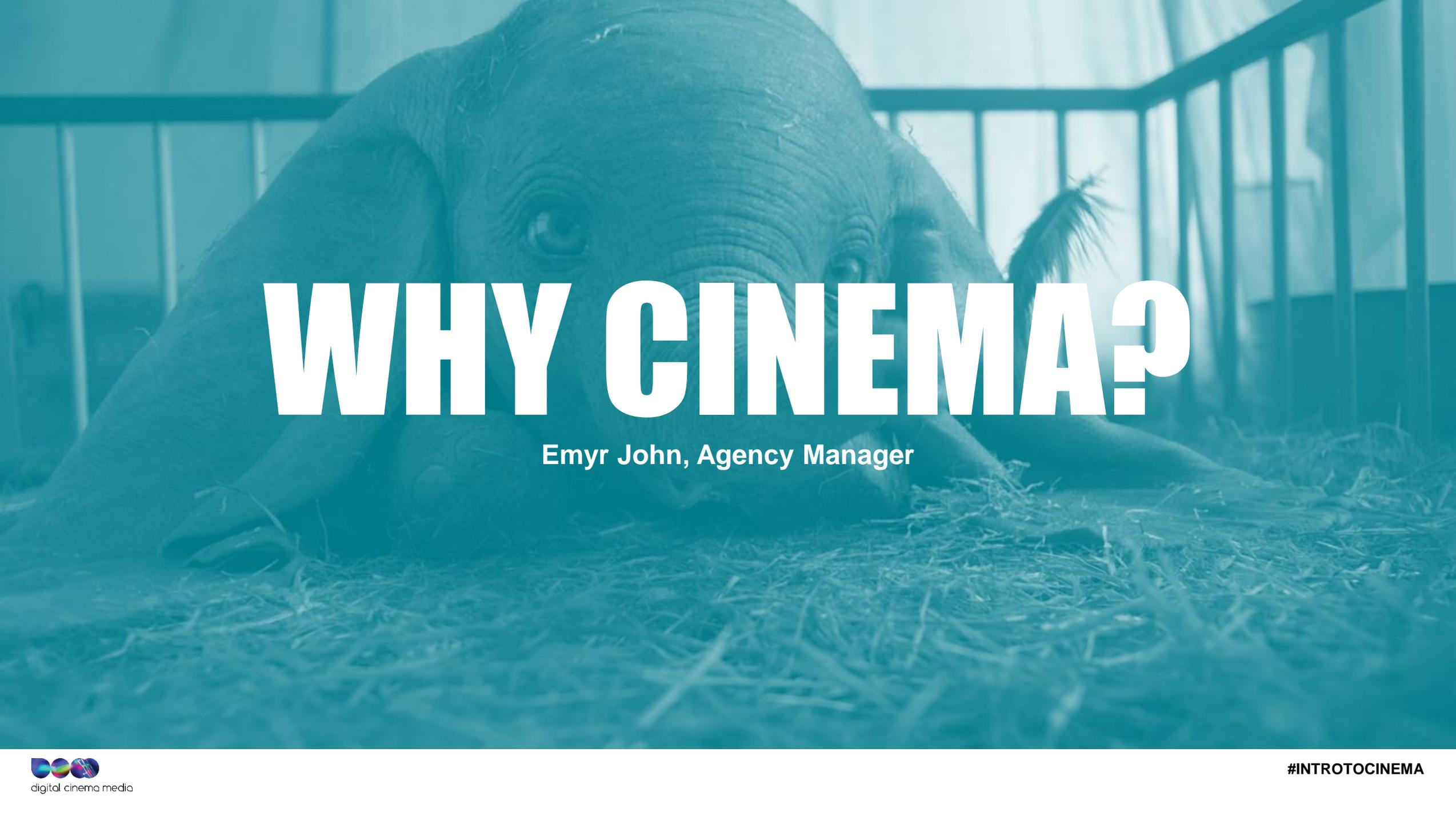


# WELCOME TO AN INTRODUCTION TO CINEMA

# AGENDA

1. Why cinema
2. The cinema marketplace
3. Mission 16-34: Launch, Land, Impact
4. Power of cinema within AV
5. How to buy cinema
6. DCM Studios
7. Live Brief
8. 2019: A year in film



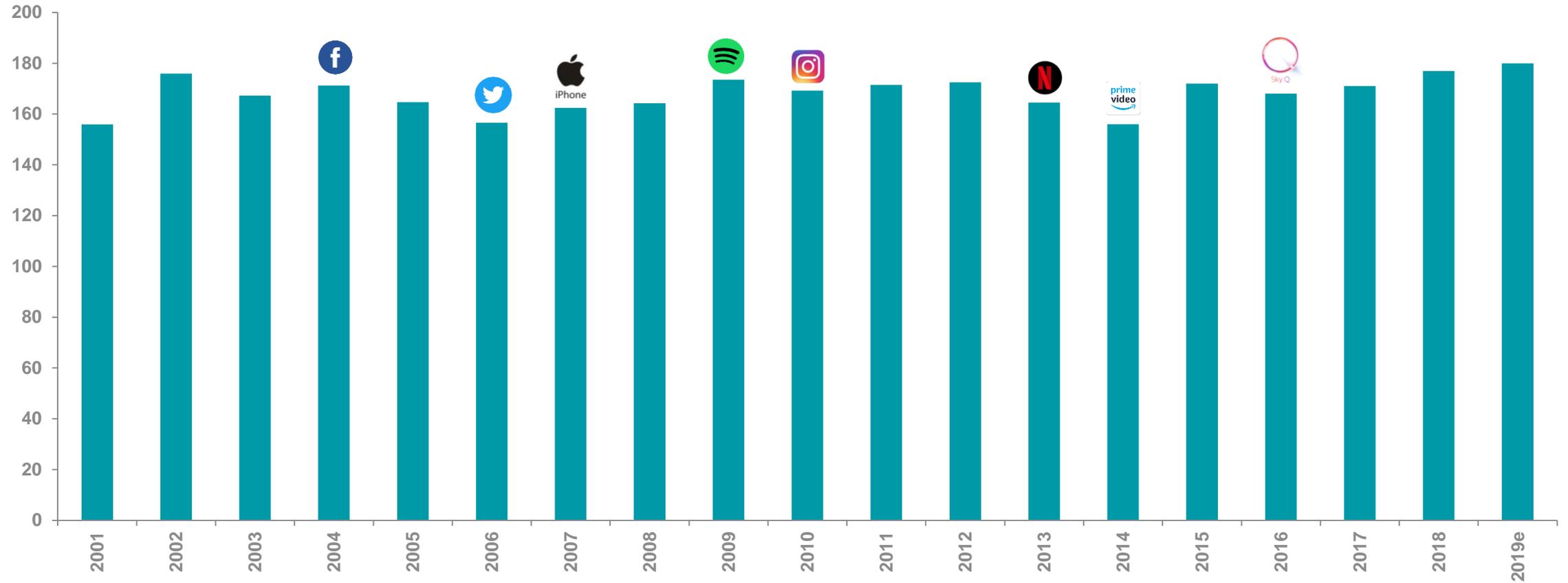


# WHY CINEMA?

Emyr John, Agency Manager

**CINEMA ADMISSIONS ARE  
STRONG & STABLE**

# STANDING THE TEST OF TIME



**CINEMA ADMISSIONS  
HAD THEIR BEST YEAR  
SINCE 1971**

# CINEMA ADMISSIONS & AD REVENUE GROWTH



# UK CINEMA – BOX OFFICE

**2000 – £639m**

**2006 – £762m**

**2015 – £1.2bn**

**2016 – £1.3bn**

**2017 – £1.4 bn**

**2018 - £1.4 bn**

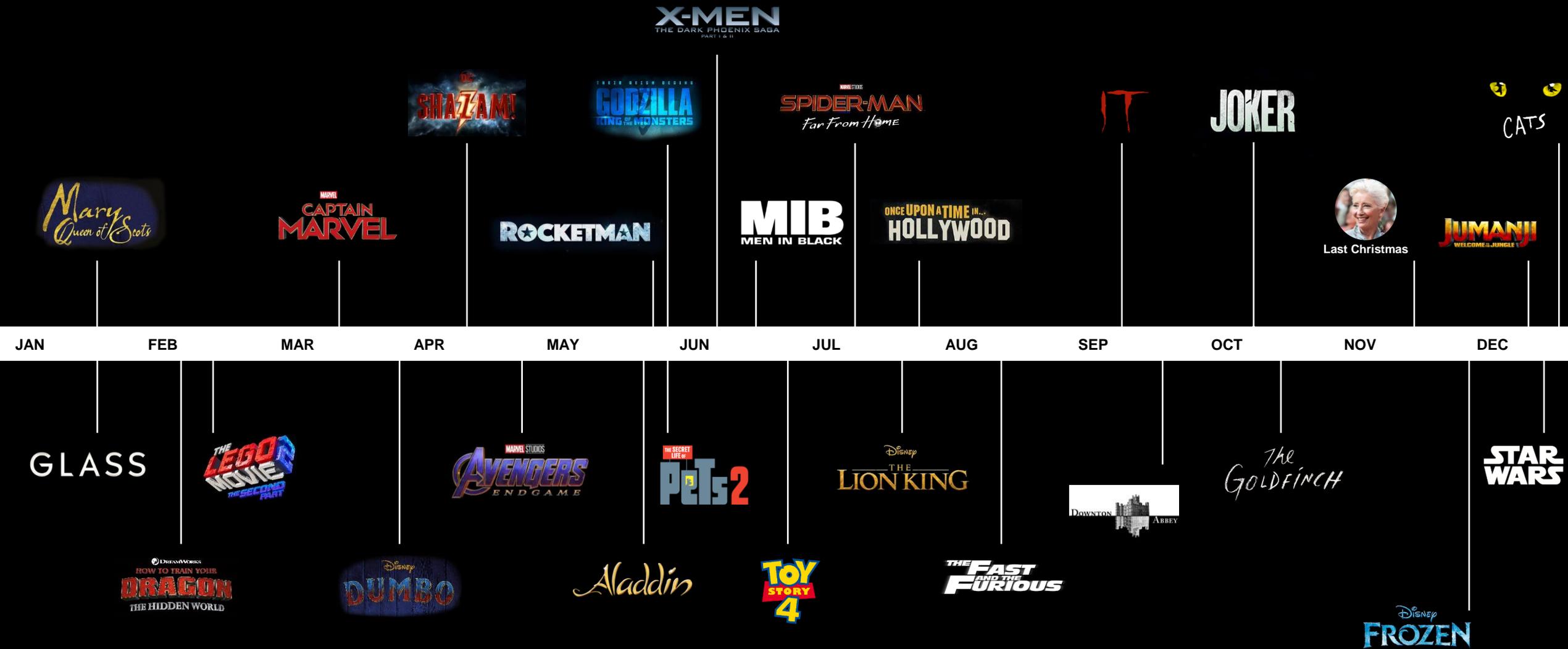
**2019 est. – £1.4bn**

# 2018 TOP TEN

|                                   |        |
|-----------------------------------|--------|
| 1. AVENGERS: INFINITY WAR         | £70.8m |
| 2. MAMMA MIA: HERE WE GO AGAIN    | £65.5m |
| 3. INCREDIBLES 2                  | £56.0m |
| 4. BLACK PANTHER                  | £50.5m |
| 5. THE GREATEST SHOWMAN           | £42.4m |
| 6. JURASSIC WORLD: FALLEN KINGDOM | £41.6m |
| 7. PETER RABBIT                   | £40.9m |
| 8. DEADPOOL 2                     | £32.7m |
| 9. BOHEMIAN RHAPSODY              | £29.5m |
| 10. A STAR IS BORN                | £25.7m |



# 2019 FILM SLATE



**CINEMA HAS NEVER  
BEEN MORE RELEVANT**

# UNDIVIDED ATTENTION

**A UNIQUE & ENGAGING  
ENVIRONMENT**

**UNDISTRACTED  
AUDIENCE**

**MAKING CINEMA  
AN EVENT**

# FIGHT FOR ATTENTION

**FRACTIOUS TREND IN  
MEDIA CONSUMPTION**

**DECLINING 16-34  
AUDIENCES ACROSS  
OTHER MEDIA**

**NOT ALL IMPACTS  
ARE EQUAL**

# UNIQUE CONTENT

**16 WEEK THEATRICAL  
WINDOW IS GOING  
NOWHERE**

**800+ RELEASES IN  
2018 (MORE THAN  
DOUBLE 2008)**

**CONSISTENTLY  
STRONG  
FILM SLATE**

# IT'S NOT JUST THE AUDIENCE FLOCKING TO CINEMA

Superstars turn to the big screen



**Beyoncé**  
The Lion King



**Donald Glover**  
The Lion King



**Lady Gaga**  
A Star is Born

# THE ULTIMATE APPOINTMENT TO VIEW

**FILMS CREATE  
CULTURAL MOMENTS**

**SHARED  
EXPERIENCES**

**“MUST SEE”**

# FAST FACTS

16-34 Adults

## KEY INFORMATION



### Audience

90% are cinemagoers  
50/50 Male/Female



### Admissions & frequency

77m admissions forecast in 2019  
44% of all UK admissions  
7.7 Visits per year vs. avg of 6



### Regional skew

34% London



### Upmarket

57% ABC1

## CINEMA BEHAVIOUR



### Attend

3 Average group size  
44% Friends  
33% As a couple



### Foyer

Average dwell time **23 minutes**



### Key footfall periods

Opening weekend + first week  
Wednesday, Friday, Saturday



### Technology

54% Browse internet on phone in foyer  
52% Share their cinema trip on social media

# THE BEST SEAT IN MEDIA



digital cinema media

# THE CINEMA MARKETPLACE

Samantha Butters, Agency Manager

# UK CINEMA – THE NUMBERS

**810 SITES**  
**4,390 SCREENS**  
**+800,000 SEATS**

# DCM REPRESENTS 82% OF THE UK MARKETPLACE

Digital Cinema Media 82%

**3,376**

screens

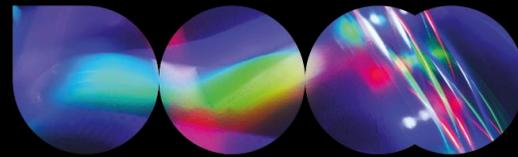
**525**

sites

**P&D 18%**

**Pearl & Dean**  
is the only other  
major competitor

# DCM'S PARTNERS



digital cinema media



**PLUS 160+ INDEPENDENT CINEMAS**



# INVESTMENT IN THE CINEMA EXPERIENCE





4DX  
#cineworld Leicester Square

# CINeworld SCREEN X (12)



**CINeworld 02...**

**BIGGEST CINEMA IN LONDON**

**4,500**



# PICTUREHOUSE CENTRAL



# CURZON RICHMOND



# EVERYMAN LIVERPOOL



**2019 GROWTH**

**26 CINEMAS**  
**6M ADMISSIONS**

# COMING SOON...



**VUE Eltham**  
April / 6 screens



**ODEON Leeds Thorpe Park**  
April / 9 screens  
Dolby Vision (ATMOS, HDR, 6 more coming)



**Everyman Manchester**  
May / 3 screens

**BUILDING BOX OFFICE BRANDS IV**

# ***MISSION 16-34***

**LAUNCH, LAND, IMPACT**

Michael Tull, Research and Insight Manager

# THE APPROACH

## EXPLORE

*AV HABITS*

**15 participants** were recruited from across the UK (Birmingham, Edinburgh, London & Manchester)

They took part in a **5-day online community** designed to capture AV habits and explore the role of different content

## DEFINE

*CINEMA  
EXPERIENCE*

**12 participants** were invited to the cinema where they were exposed to a **typical 11-min ad reel in-situ**

They took part in **90 minute focus group** designed to unearth the specifics of the cinema experience and define the impact of cinema advertising

## QUANTIFY

*KEY THEMES*

Nationally representative sample of **1,000 16-34s** completed a **15 minute survey** designed to further understand and quantify the themes discovered in the Explore & Define stage

Differentology also undertook a **meta-analysis of 12 cinema ad effectiveness projects** to understand the average uplifts delivered by cinema.

# HOW CINEMA CAN HELP BRANDS ENGAGE WITH THE 16-34 AUDIENCE

**LAUNCH**

*YOUR  
CAMPAIGN*

**LAND**

*YOUR  
MESSAGE*

**IMPACT**

*YOUR  
AUDIENCE*

A full-page image featuring Tom Cruise in a dark jacket running through a city street. The entire image is overlaid with a solid blue color. The word "LAUNCH" is written in large, white, italicized, sans-serif capital letters across the center of the image.

# *LAUNCH*

# CINEMA PROVIDES CULTURAL MOMENTS

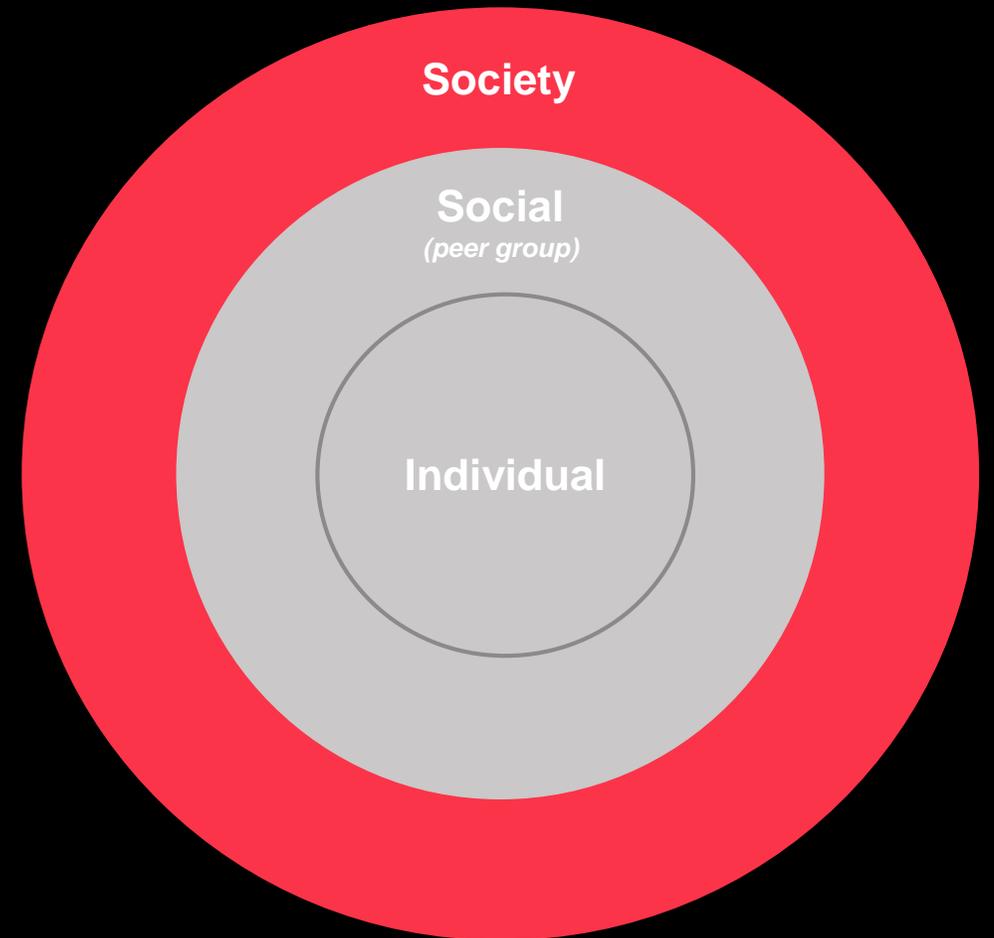
Cinema brings people together from all walks of life, and delivers 'big moments'. It is the entry point for shared stories we follow over years or even decades.

25%\* of all 16-34s in the UK went to see *Avengers: Infinity War* at the cinema (where a decade long narrative came to a culmination).

They wanted to be part of the conversation.

---

**51% OF 16-34s AGREE THEY "DON'T LIKE MISSING OUT ON THINGS THAT OTHER PEOPLE ARE TALKING ABOUT"**



**3.3M TICKETS**

**44% 16-34**

**66% LIGHT TV**

# 16-34s ARE MOST RECEPTIVE TO CINEMA ADS

Cinema ads are the advertising format that both Gen Z & Gen Y are most positive towards

**Gen Z**  
16-19 year olds



**Gen Y**  
20-34 year olds



|                       |      |      |
|-----------------------|------|------|
| Cinema ads            | 44%  | 34%  |
| TV ads                | 14%  | 23%  |
| Video ads (laptop/PC) | -24% | -20% |
| Video ads (mobile)    | -26% | -26% |

# RESULTS

**Spontaneous  
awareness**  
+33% increase

**'wagamama is a  
cool brand'**  
+16% increase

**UK like-for-like  
sales increased  
by 12.2%**

**10.1% UK  
outperformance  
of the market  
during this  
quarter**

A promotional image for the movie 'Land' featuring Tom Cruise. He is shown in a dynamic, running pose, wearing a dark jacket and pants. The background is a cityscape with a prominent building featuring a dome, all rendered in a monochromatic blue color scheme. The word 'LAND' is written in large, white, italicized, sans-serif capital letters across the center of the image.

# *LAND*

# CINEMA OCCUPIES A UNIQUE ROLE IN THE WORLD OF AV

Top 3 associations by platform

## LIVE TV

|                    |     |
|--------------------|-----|
| Fill time          | 30% |
| Background viewing | 26% |
| Comforting         | 18% |

## VOD

|                      |            |
|----------------------|------------|
| <b>Binge viewing</b> | <b>27%</b> |
| Fill time            | 25%        |
| Quality content      | 19%        |

## YOUTUBE

|                        |            |
|------------------------|------------|
| Fill time              | 43%        |
| <b>Helps me escape</b> | <b>28%</b> |
| Binge viewing          | 27%        |

## SOCIAL VIDEO

|                    |            |
|--------------------|------------|
| Fill time          | 38%        |
| Low Attention      | 27%        |
| <b>Spontaneous</b> | <b>20%</b> |

## CINEMA

|                          |            |
|--------------------------|------------|
| <b>Shared experience</b> | <b>37%</b> |
| <b>High attention</b>    | <b>34%</b> |
| <b>Quality content</b>   | <b>31%</b> |

# CINEMA ADS HELP BRING THE VIEWER INTO A 'BUBBLE'



**72% OF 16-34s AGREE**  
THAT "CINEMA IS A BUBBLE WHERE THE OUTSIDE  
WORLD CAN'T INTRUDE"

**66% OF 16-34s AGREE**  
THAT "I PAY MORE ATTENTION TO ADS IN CINEMA  
THAN ELSEWHERE"

**70% OF 16-34 'AD AVOIDERS' AGREE**  
THAT "I TALK TO THE PEOPLE I GO TO THE CINEMA  
WITH ABOUT THE ADS (WHILST WATCHING THEM)"

A promotional image for the movie 'Impact' featuring Tom Cruise. He is shown in a dynamic running pose, wearing a dark jacket and pants, against a teal-tinted background of a city street with buildings. The word 'IMPACT' is written in large, bold, italicized white letters across the center of the image.

# *IMPACT*

# BRANDS CAN BENEFIT FROM A TRANSFER OF POSITIVE ATTRIBUTES

## PREMIUM

Cinema 48%

TV 17%

YouTube 16%

Social Media 11%

VOD 9%

## TRUSTWORTHY ADS

Cinema 36%

TV 31%

YouTube 16%

Social Media 10%

VOD 9%

## ADS MAKE YOU FEEL MORE POSITIVE TOWARDS A BRAND

Cinema 30%

TV 25%

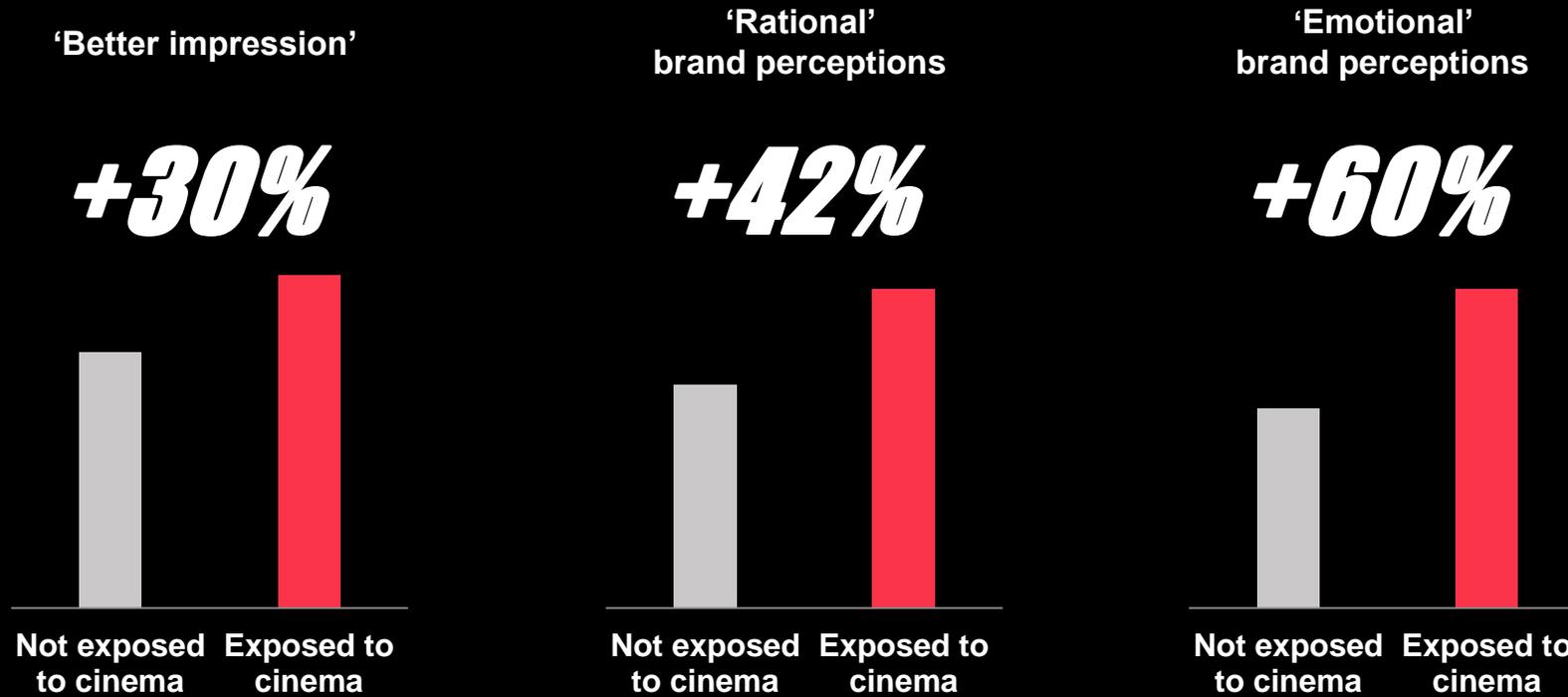
YouTube 20%

Social Media 17%

VOD 8%

# CINEMA DELIVERS AT BOTH AN 'EMOTIONAL' AND A 'RATIONAL' LEVEL

*Meta-analysis of 12 recent cinema campaigns*  
16-34 audience results



# KEY FINDINGS

The unique cinema experience creates an **immersive, non-intrusive, 'bubble' of attention** that no other AV format can provide.

Brands can benefit from a **positive transfer of attributes** that cinema possesses including being seen as **premium and trusted**.

The immersive 'bubble' of cinema is also the perfect environment to land key messages –both **emotional & rational** – and creating a **better brand impression**.

**REPOSITIONING**

***THE POWER OF CINEMA  
WITHIN AV***

Sarah Dack, Head of Research and Insight

# PIVOTAL COVER

**QUALITY ENGAGED IMPACTS**

**LAUNCH SPOTS  
1+ IN WEEK REACH BUILD**

# INDUSTRY GOLD STANDARD



# TOP TEN 16-34 – 2018 FILM RELEASES

|                                   |         |
|-----------------------------------|---------|
| 1. AVENGERS: INFINITY WAR         | 26 TVRs |
| 2. BLACK PANTHER                  | 24 TVRs |
| 3. INCREDIBLES 2                  | 19 TVRs |
| 4. DEADPOOL 2                     | 18 TVRs |
| 5. THE GREATEST SHOWMAN           | 15 TVRs |
| 6. MARY POPPINS RETURNS           | 14 TVRs |
| 7. JURASSIC WORLD: FALLEN KINGDOM | 14 TVRs |
| 8. MAMMA MIA: HERE WE GO AGAIN    | 14 TVRs |
| 9. BOHEMIAN RHAPSODY              | 11 TVRs |
| 10. VENOM                         | 11 TVRs |



# TOP 16-34 PROGRAMMES ITV1 2018

|                                       |                |
|---------------------------------------|----------------|
| England vs. Croatia WC 2018           | 30 TVRs        |
| <b>Avengers: Infinity War</b>         | <b>26 TVRs</b> |
| England vs. Colombia WC 2018          | 25 TVRs        |
| <b>Black Panther</b>                  | <b>24 TVRs</b> |
| England vs. Belgium WC 2018           | 20 TVRs        |
| <b>Deadpool 2</b>                     | <b>18 TVRs</b> |
| <b>Jurassic World: Fallen Kingdom</b> | <b>14 TVRs</b> |
| I'm a Celebrity Get Me Out of Here!   | 13 TVRs        |
| Britain's Got Talent                  | 12 TVRs        |
| Croatia vs. Denmark WC 2018           | 12 TVRs        |

# PREDICTED TOP TEN 16-34 FILM RELEASES: 2019

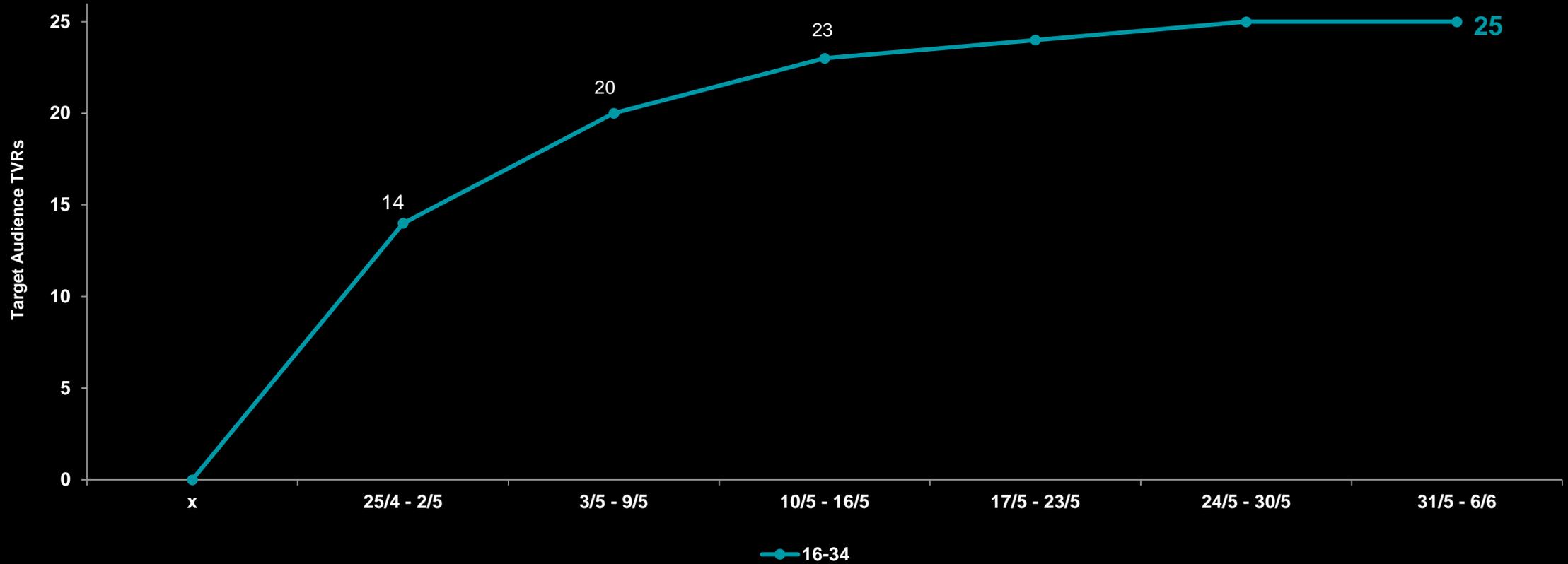
|                              |         |
|------------------------------|---------|
| 1. THE LION KING             | 27 TVRs |
| 2. AVENGERS: END GAME        | 25 TVRs |
| 3. TOY STORY 4               | 19 TVRs |
| 4. IT: CHAPTER TWO           | 16 TVRs |
| 5. STAR WARS: EPISODE IX     | 16 TVRs |
| 6. FROZEN 2                  | 14 TVRs |
| 7. CAPTAIN MARVEL            | 13 TVRs |
| 8. SPIDER-MAN: FAR FROM HOME | 11 TVRs |
| 9. KINGSMAN 3                | 10 TVRs |
| 10. DUMBO                    | 10 TVRs |



# LAUNCH YOUR CAMPAIGN WITH AVENGERS: ENDGAME

High reach, low frequency – Constantly reaching new people

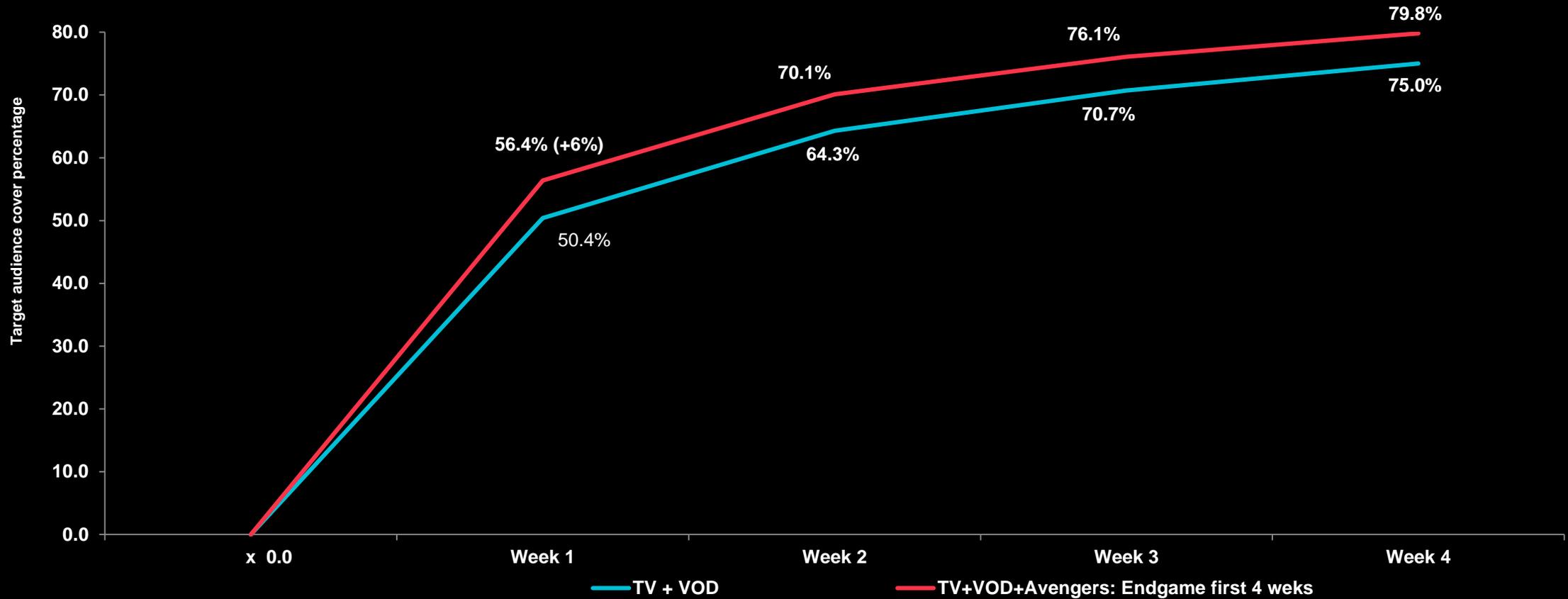
Avengers: Endgame – Ratings (TVRs)



# MAJORITY OF THE AUDIENCE UNIQUE

# LAUNCH SPOTS BUILD PIVOTAL COVER

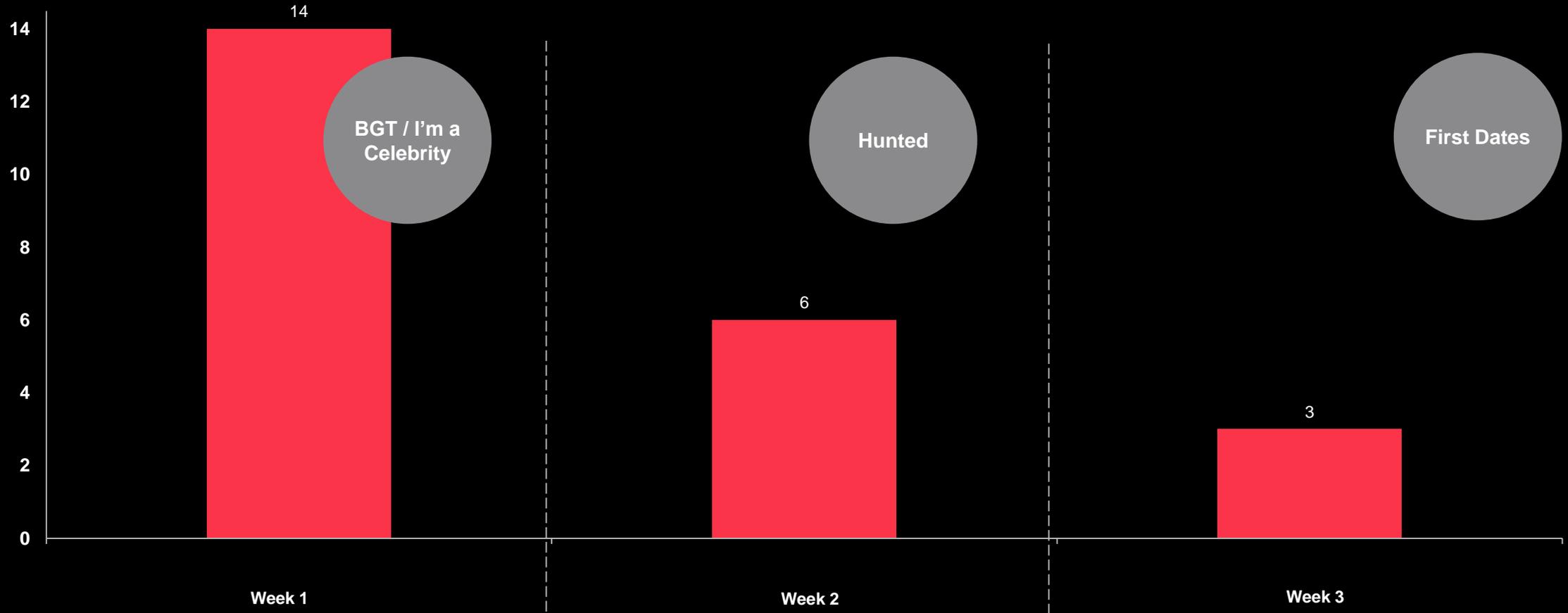
300 TVRs. 6m VOD impacts. 4 Weeks Avengers: Endgame Film Pack ratings



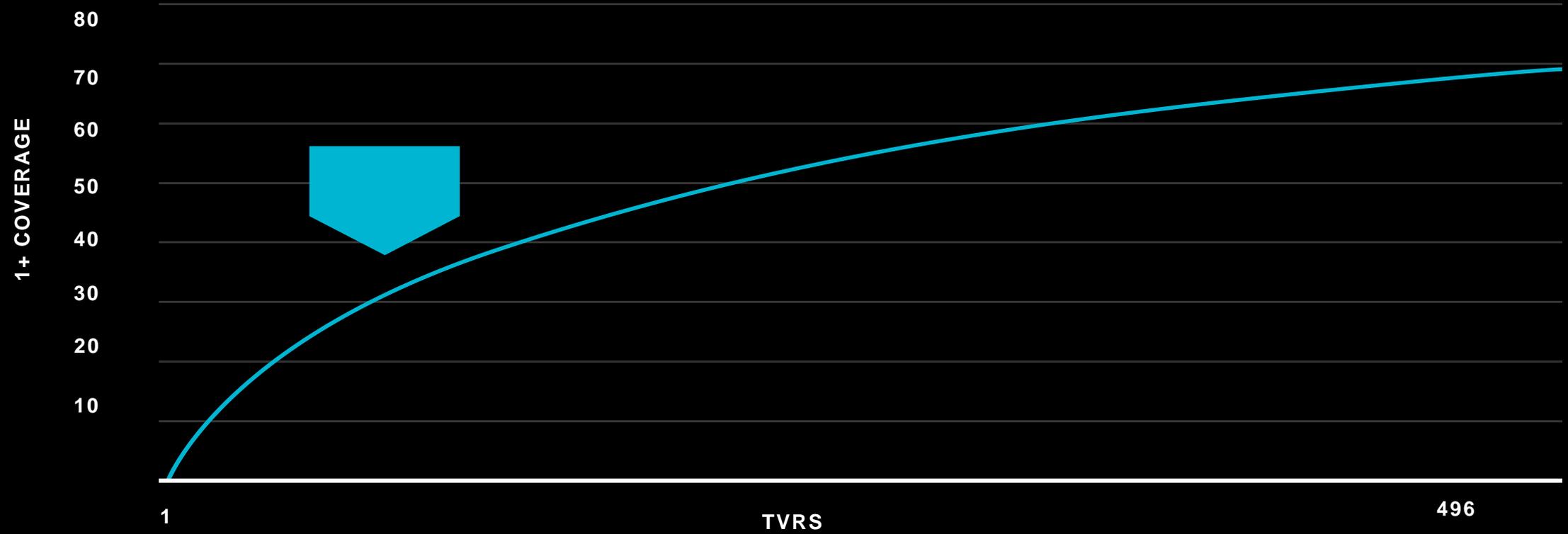
# EACH WEEK EQUAL TO TV SPECIAL

A great addition to any AV plan targeting 16-34 adults

Avengers: Endgame – 16-34 TVR Breakdown – Opening 3 Weeks



# WHICH MEANS ITS ROLE IS HERE...



# HOW TO BUY CINEMA

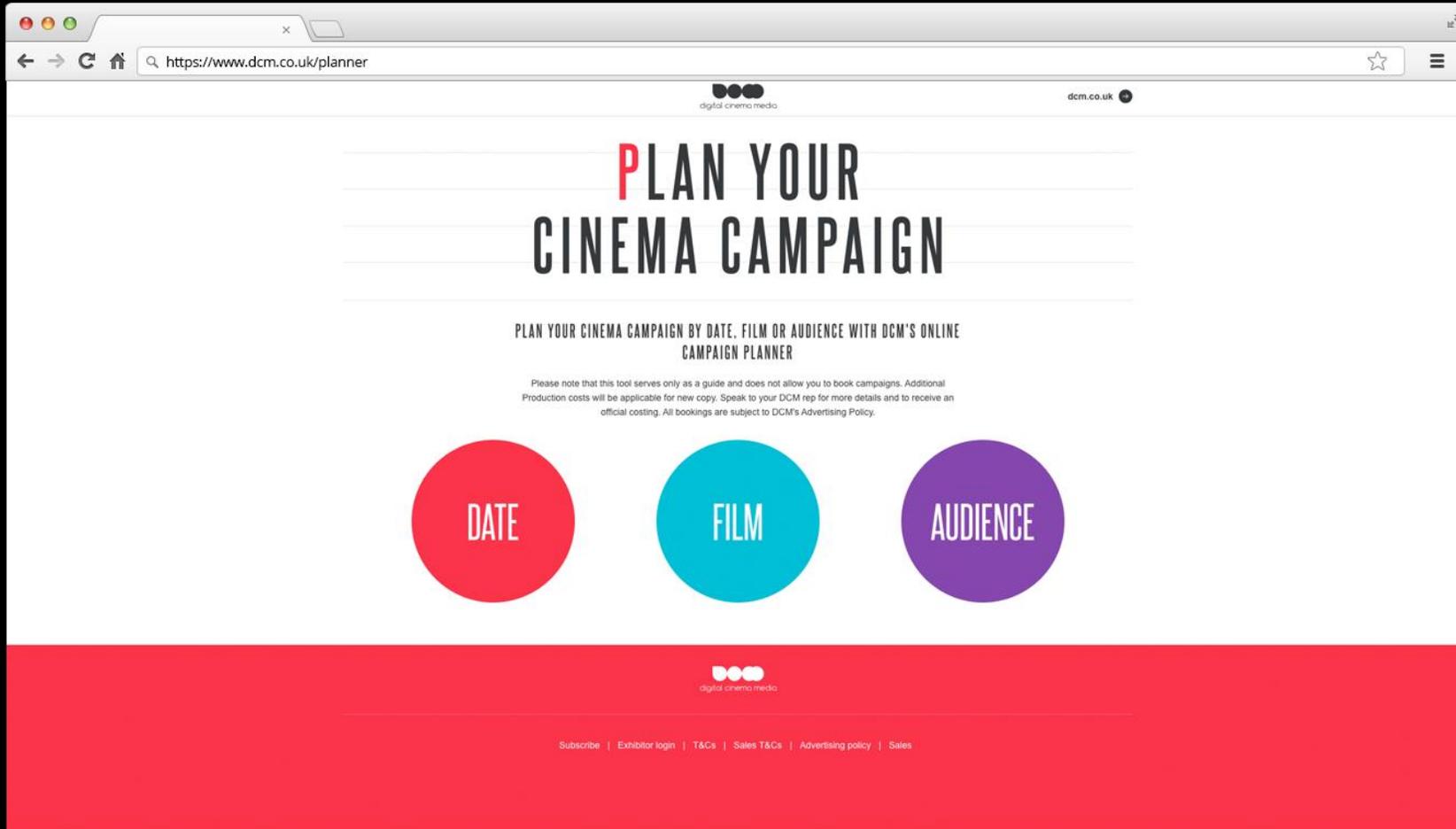
Emma Morrisroe, Agency Manager

**CINEMA IS A PREMIUM,  
BRAND SAFE, TRUSTED  
ENVIRONMENT**

# ANOTHER AV CHANNEL



# YOU CAN PLAN YOUR CINEMA CAMPAIGNS DYNAMICALLY



The screenshot shows a web browser window with the URL <https://www.dcm.co.uk/planner>. The page features the DCM logo at the top center and the text "dcm.co.uk" on the right. The main heading is "PLAN YOUR CINEMA CAMPAIGN" in a large, bold font, with the letter "P" in red. Below this is a sub-heading: "PLAN YOUR CINEMA CAMPAIGN BY DATE, FILM OR AUDIENCE WITH DCM'S ONLINE CAMPAIGN PLANNER". A small disclaimer follows: "Please note that this tool serves only as a guide and does not allow you to book campaigns. Additional Production costs will be applicable for new copy. Speak to your DCM rep for more details and to receive an official costing. All bookings are subject to DCM's Advertising Policy." Three large, colored circles are arranged horizontally: a red circle with the word "DATE", a cyan circle with "FILM", and a purple circle with "AUDIENCE". The footer contains the DCM logo and a list of links: "Subscribe | Exhibitor login | T&Cs | Sales T&Cs | Advertising policy | Sales".

# PRODUCTION

It's easier than ever to be on the big screen



**WE CAN GET YOU ON  
THE BIG SCREEN  
IN 72 HOURS**



A man in a white polo shirt and sunglasses is shown in profile, looking out over a body of water. He is holding several stacks of US dollar bills, appearing to be counting them. The background is a bright, slightly blurred view of the water.

# MORE FLEXIBILITY WITH LATE MONEY

# THE CINEMA PLAYLIST



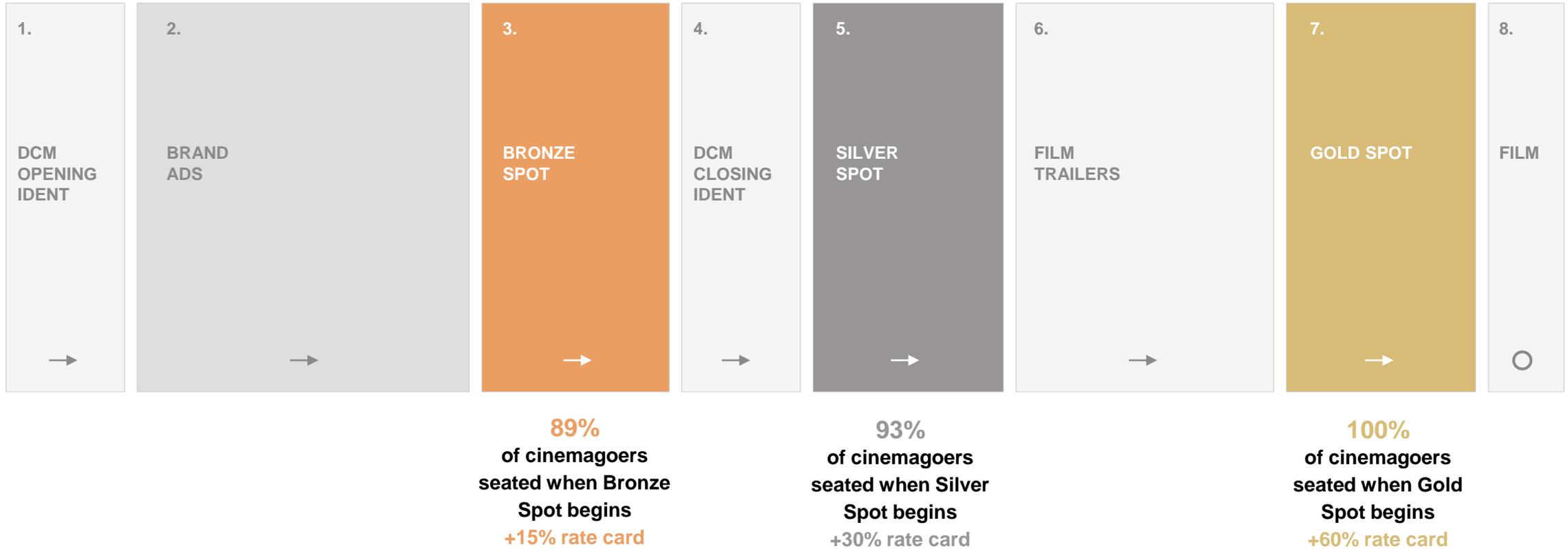
Average reel length: 11 minutes

**THE MOST PRESTIGIOUS  
POSITIONS IN ADVERTISING  
ARE AVAILABLE**

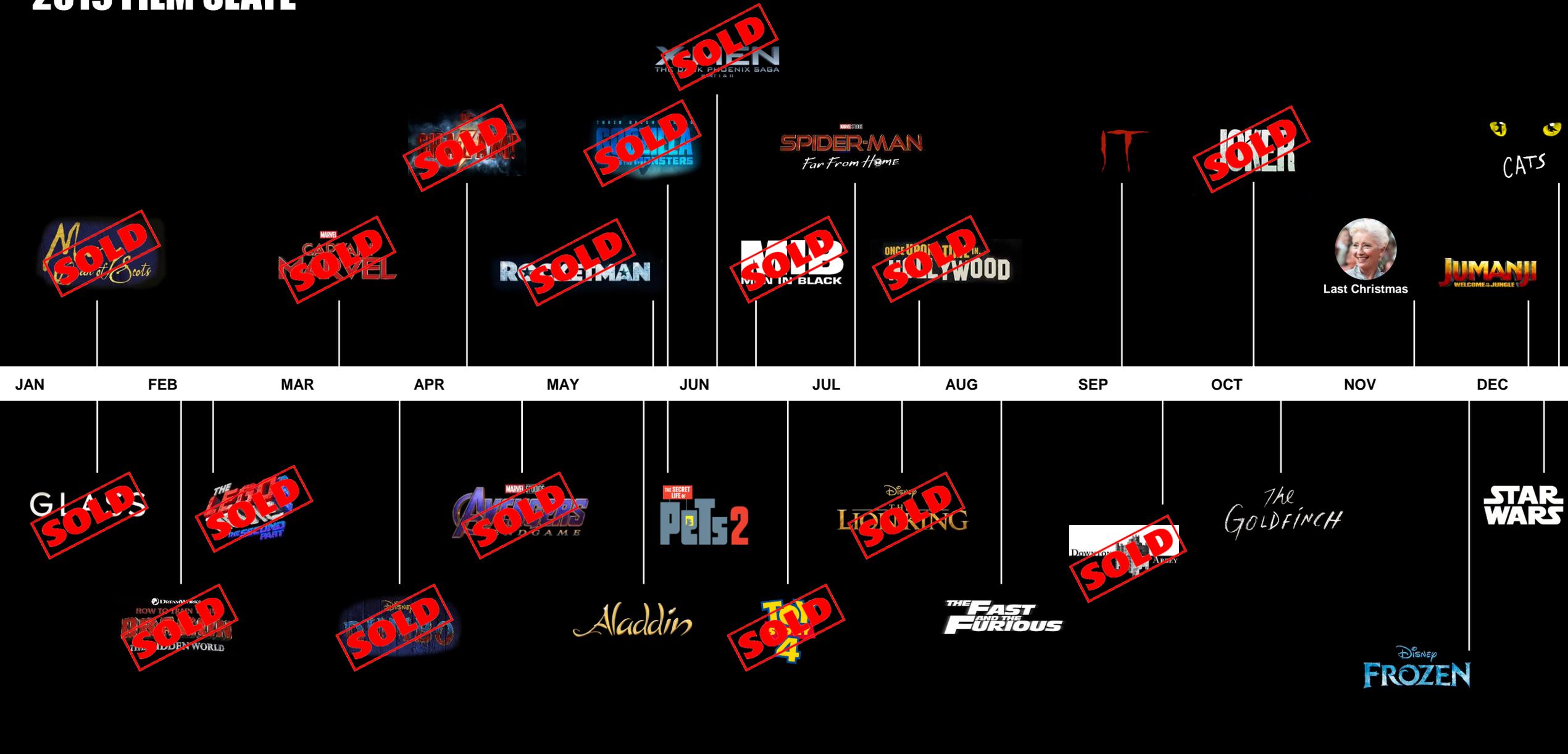
# THE GOLD, SILVER & BRONZE SPOTS

Take advantage of the most prestigious positions in advertising

Have your ad sit side-by-side with the greatest content in media, and in front of the most engaged audience, at an appointment to view occasion. Give your creative the impactful spot it deserves.

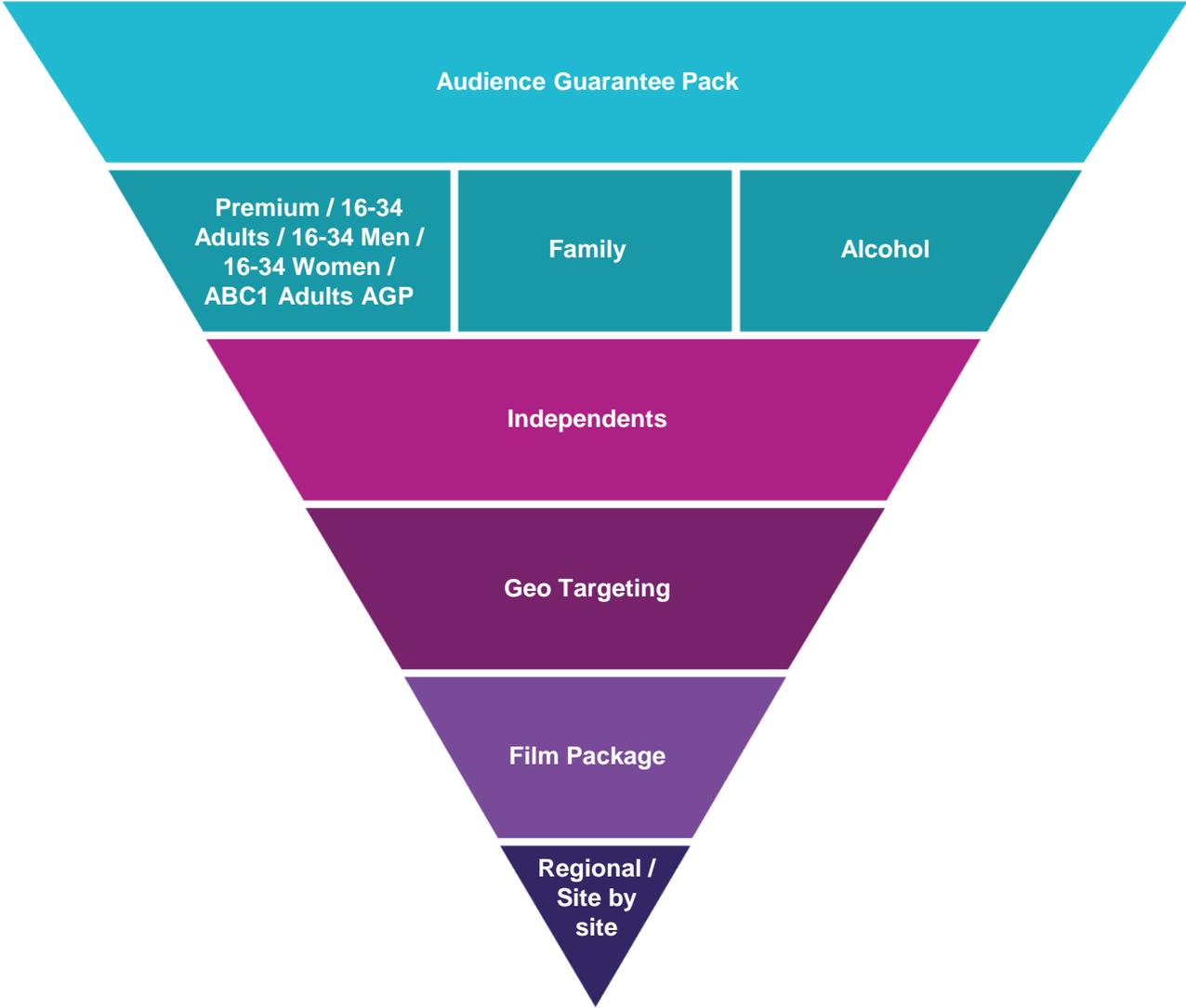


# 2019 FILM SLATE



**30" CREATIVE  
ACCOUNTS FOR  
50% OF CAMPAIGNS**

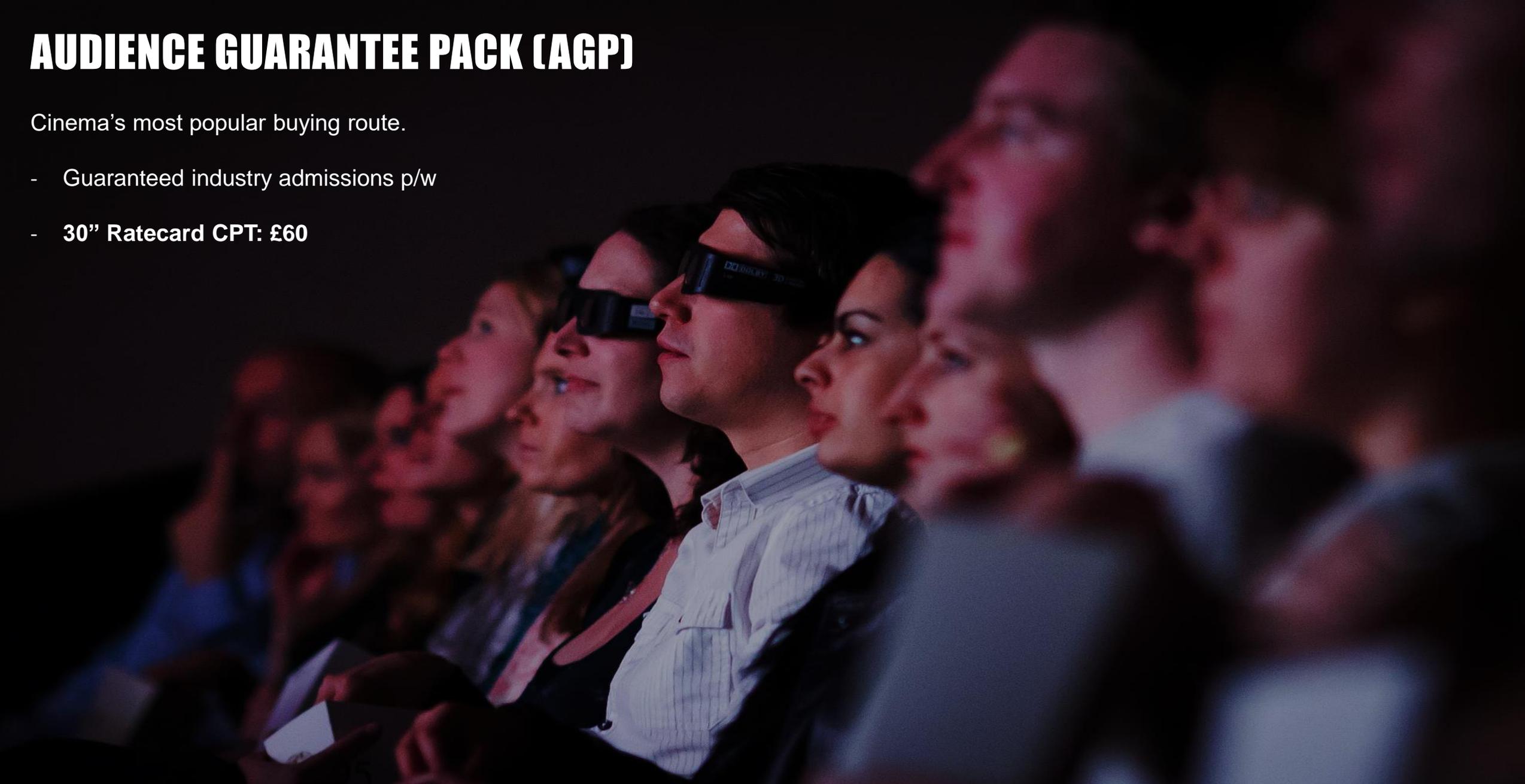
# CINEMA BUYING ROUTES



# AUDIENCE GUARANTEE PACK (AGP)

Cinema's most popular buying route.

- Guaranteed industry admissions p/w
- **30" Ratecard CPT: £60**



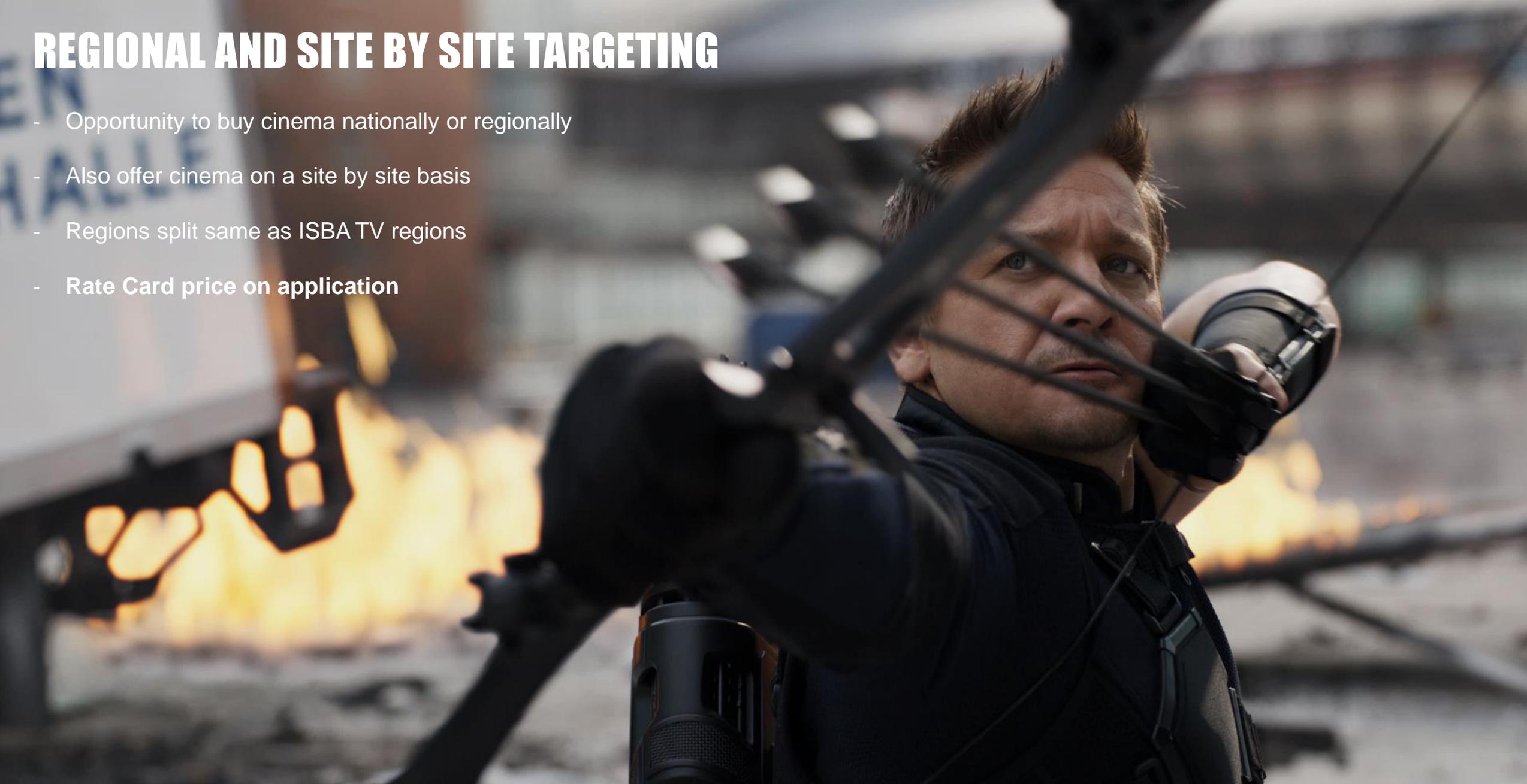
# ALCOHOL/GAMBLING AGP

Only includes films that profile 75%+ 18+ and have been approved by the alcohol directive at the CAA .

- Bar sponsorships are available, with 30% of our sites featuring a bar on the premises
- **30" Ratecard CPT: £70**

# REGIONAL AND SITE BY SITE TARGETING

- Opportunity to buy cinema nationally or regionally
- Also offer cinema on a site by site basis
- Regions split same as ISBA TV regions
- **Rate Card price on application**



# GEO-TARGETING PACK

Using Cinemapper, DCM's cinema proximity planning tool, you can run national campaigns with a local spin for every region, city, town or cinema across the UK via local end frame messaging.



# FAMILY PACK

Engage with families during all family releases over a given period.

- Releases fall in school holidays
- 30" Ratecard CPT: £34



# FILM PACK

Film packages allow you to select individual films that profile well against your target audience and engage cinemagoers.

- Choose national or regional targeting
- **30" Ratecard CPT: £80/£100/£120**



# WHY YOU CAN TRUST CINEMA

Since becoming a fully digital operation in 2012 we offer an accountable and transparent process

## 1. INFORMED FORECASTS

---

We forecast admissions for each film, forming the basis of our buying routes. Over 4 years' worth of admissions data is used to inform average footfall by site and screen predictions

## 2. DAILY UPDATES

---

Cinemas update us daily on what movies they plan to show over the 7-14 days, by site, date and time so we can schedule adverts against them

## 3. TICKET SALES REPORTED

---

Box office ticket sales are delivered directly from the cinema's in house POS system or web portal to our Data Warehouse

## 4. ACCOUNTABLE REPORTING

---

If a film starts outside of its allocated time band, is cancelled, or is shown without our prior knowledge, these admissions are automatically detected and discarded. We only report admissions for films that have a live and accountable playlist and then allocate these to campaigns.

## 5. INDEPENDENT CORROBORATION

---

Each week, ComScore who independently measure 95% of worldwide box office data, collect admissions and report these to our campaign management team. This data is used to corroborate our own admissions, ensuring transparency

# SUMMARY



**Premium spots**



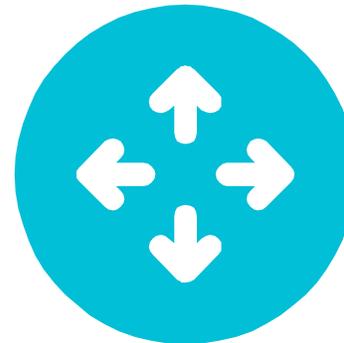
**7 days lead time**



**Flexible late cash**



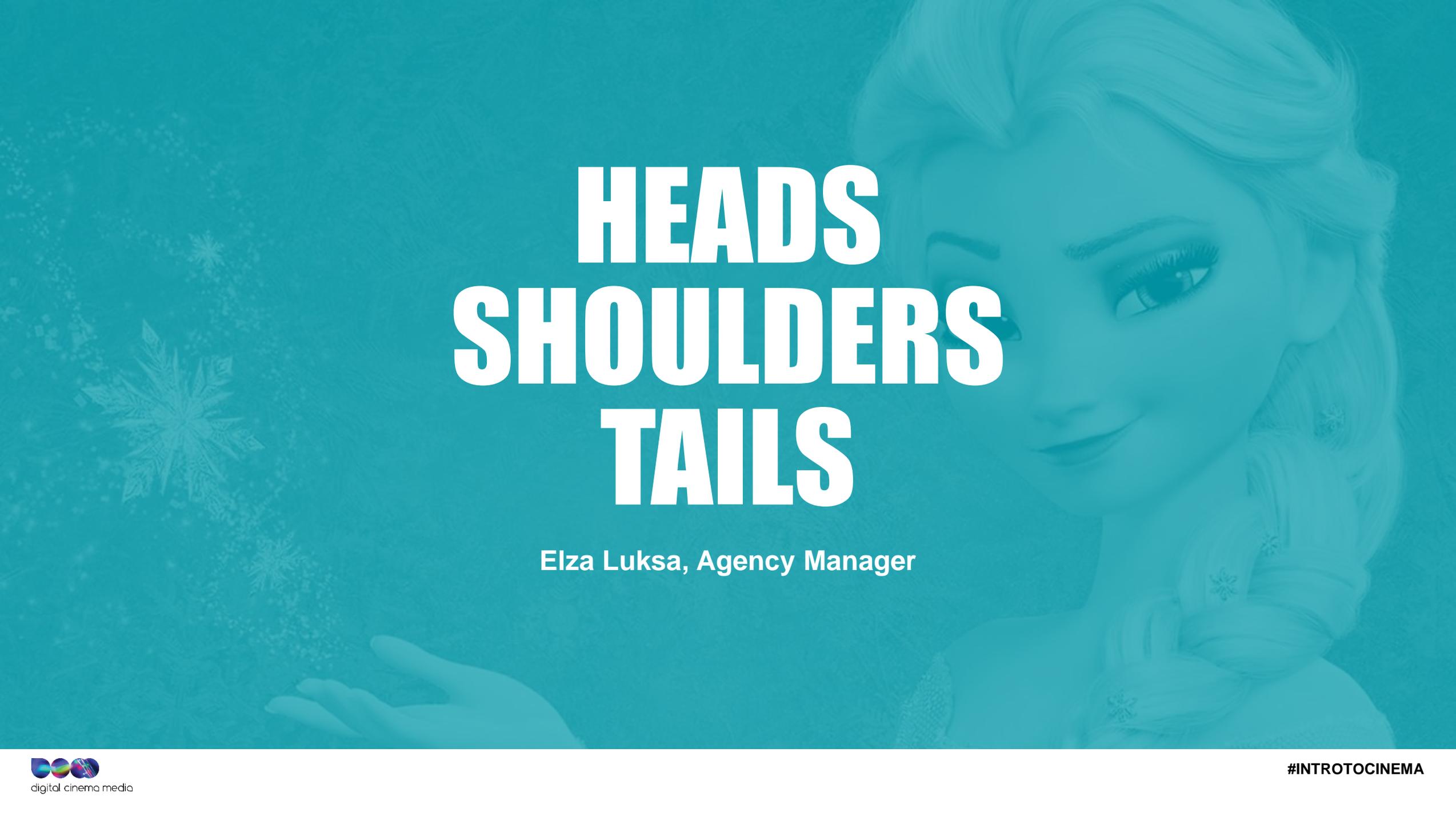
**Audience targeting**



**Accountable tracking**



**Brand safe**

The background is a solid teal color. On the right side, there is a faint, semi-transparent image of Elsa from Disney's Frozen, looking towards the left. On the left side, there are several faint, semi-transparent snowflake graphics of various sizes.

# HEADS SHOULDERS TAILS

Elza Luksa, Agency Manager

# WHO IS DCM OWNED BY?

HEADS  
SHOULDERS  
TAILS

ODEON & VUE  
ODEON & CINEWORLD  
CINEWORLD & VUE

SHOULDERS

ODEON  
FANATICAL ABOUT FILM

 *cineworld*  
C I N E M A S

# HOW MANY INDUSTRY CINEMA ADMISSIONS WERE THERE IN 2018?

|           |      |
|-----------|------|
| HEADS     | 171m |
| SHOULDERS | 175m |
| TAILS     | 177m |

**TAILS**

**177M**

Q3

# WHICH OF THESE CHAINS WILL OPEN LONDON'S BIGGEST CINEMA SITE THIS YEAR?

HEADS  
SHOULDERS  
TAILS

ODEON  
CINEWORLD  
PICTUREHOUSE

SHOULDERS



# WHAT PERCENTAGE OF THE CINEMA AUDIENCE IN THE UK IS 16-34s?

|           |     |
|-----------|-----|
| HEADS     | 44% |
| SHOULDERS | 34% |
| TAILS     | 30% |

**HEADS**

**44%**

# HOW MANY INDUSTRY 16-34 MALE TVRs HAS CAPTAIN MARVEL DELIVERED TO DATE?

|           |         |
|-----------|---------|
| HEADS     | 11 TVRs |
| SHOULDERS | 19 TVRs |
| TAILS     | 15 TVRs |

**SHOULDERS**

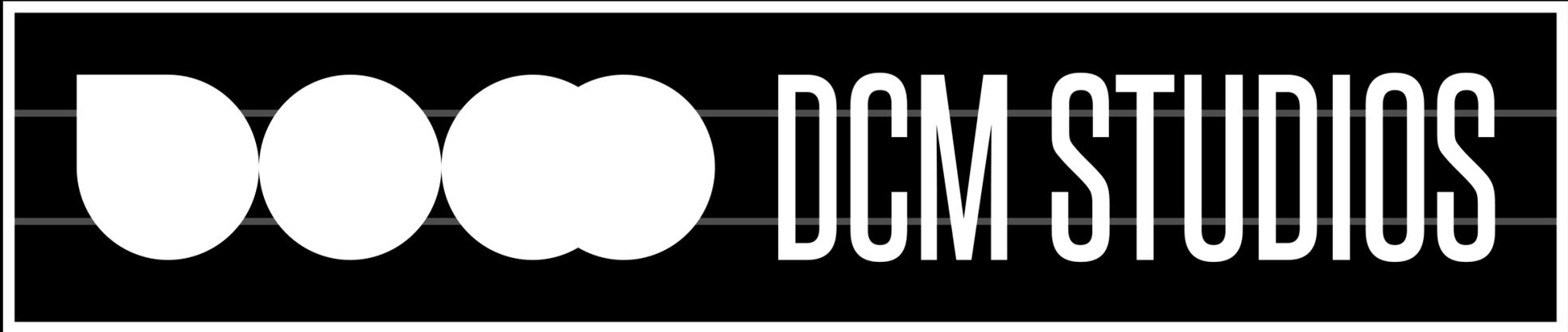
**19 TVRS**

# HOW MANY VIEWS DID THE LION KING TRAILER RECEIVE ONLINE GLOBALLY IN 24 HOURS?

|           |        |
|-----------|--------|
| HEADS     | 200.8m |
| SHOULDERS | 177.1m |
| TAILS     | 224.6m |

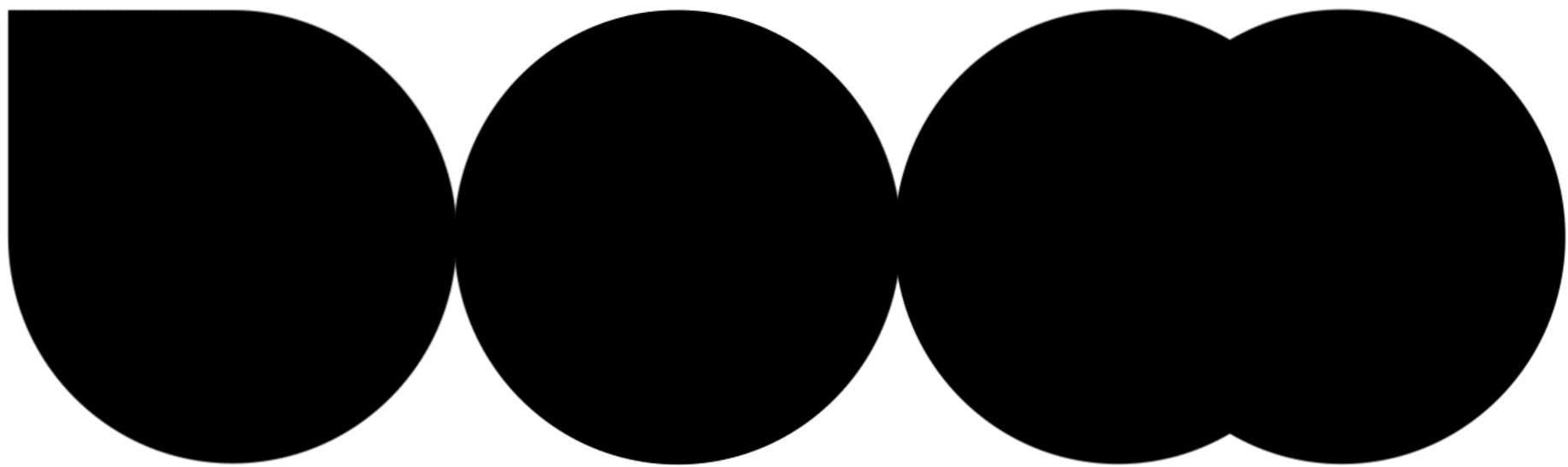
**TAILS**

**224.6m**



**James Bottomley, Account Manager – DCM Studios &  
Miles Phillip, Senior Account Manager – DCM Studios**

**WE USE OUR KNOWLEDGE OF THE  
CINEMA AUDIENCE, FILM SLATE AND  
LATEST TECHNOLOGY TO CREATE  
CONTENT, EXPERIENCES AND PARTNERSHIPS  
FOR BRANDS LOOKING TO ENHANCE THE  
CINEMA EXPERIENCE.**



# DCM STUDIOS - CONTENT, EXPERIENCES, PARTNERSHIPS



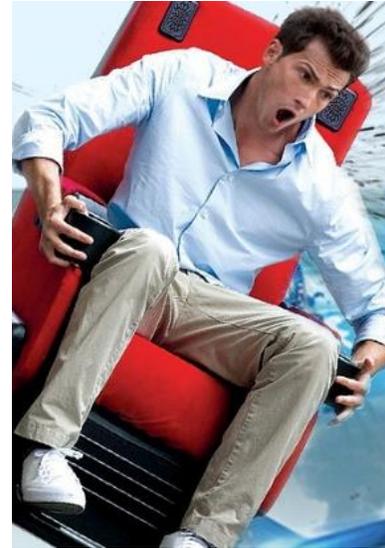
Film slate



Film partnerships



Content creation



Technology



Events & experiences



Sponsorships

# CONTENT

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# NATWEST

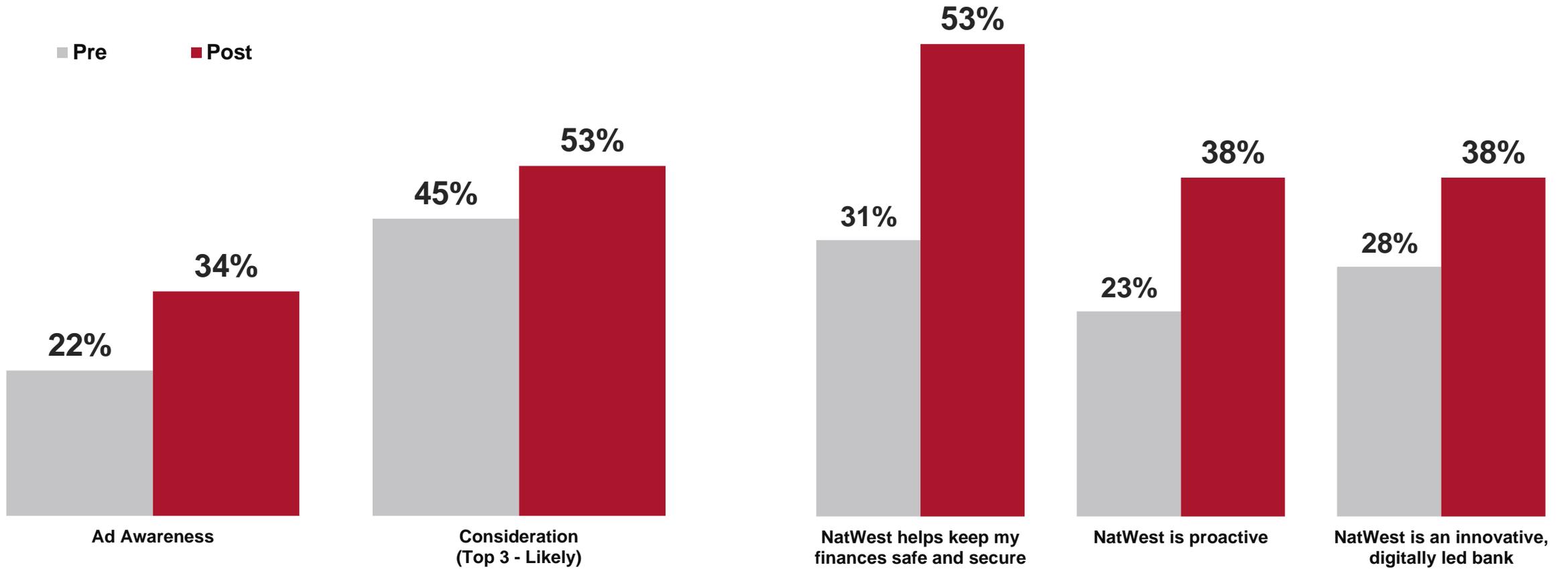
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*Oceans 8, Mission Impossible:  
Fall Out & First Man*



# NATWEST

'Safety and Security' - 2018

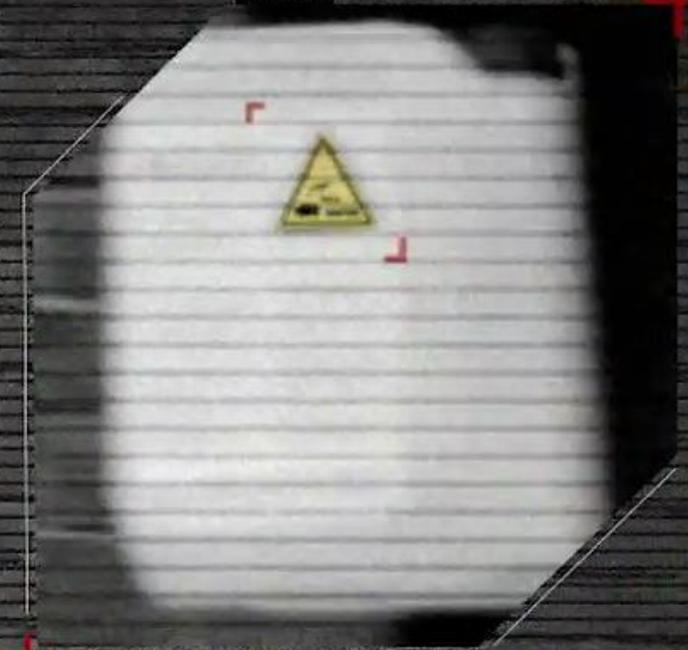


# COUNTER TERRORISM

CAM 075

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# COUNTER TERRORISM PR



ITV REPORT 23 January 2019 at 6:00am

## Real life foiled plots in new counter terrorism film



A new film has been released by counter terrorism police encouraging people to report suspicious behaviour. It will be shown in cinemas across the Midlands.

The film highlights the importance of communities in the UK's fight against terrorism.



## Counter terror police have told LBC they have thwarted 18 terror attacks in the UK in the last two years.

The head of UK Counter Terrorism Policing Assistant Commissioner Neil Basu told Nick Ferrari that the most recent attack that they stopped was designed to maim and kill innocent victims.

He was speaking at the launch of a new advert, designed to encourage the public to report any suspicious activity to the police.

And he revealed the success that last year's TV advert had in helping to intercept terror cells before they carried out attacks - 14 Islamist attacks and four from the far-right.



He told LBC: "We're dealing with a record number of operations, over 700 and we've disrupted our 18th attack plot in this country. That is a significant change in tempo and pace and that hasn't receded."

"What has been great is we've worked incredibly hard to stop them, hence the 18 disrupted plots."



Assistant Commissioner Neil Basu says the public's help has been vital

The assistant commissioner said the authorities know where some of the British foreign fighters are overseas, but others they don't.

Mr Basu said he was "incredibly grateful" that 2018 was spared the level of carnage of the previous year, when dozens of people were killed in attacks in London and Manchester.

However, he warned the "worst-case scenario" was public complacency.



LIDL



DCM STUDIOS

# MAX FACTOR

*Murder On The Orient Express  
& The Greatest Showman*



# MAX FACTOR EVENTS



**MAX FACTOR X**  
A Tutorial inspired by  
**THE LOOKS**  
IN THE MOVIE

HOW TO RECREATE THE CLASSIC MOVIE LOOK

- STEP 1: HEALTHY SKIN
- STEP 2: CREAM PAINT
- STEP 3: CREAM PAINT
- STEP 4: BRUSH SHAPED & JEWELLED EYE SHADOW PALETTE



**MAX FACTOR X**  
— PRESENTS —  
A TUTORIAL INSPIRED BY  
**THE CLASSIC LOOKS**  
IN THE MOVIE



Creating For

# TECHNOLOGY

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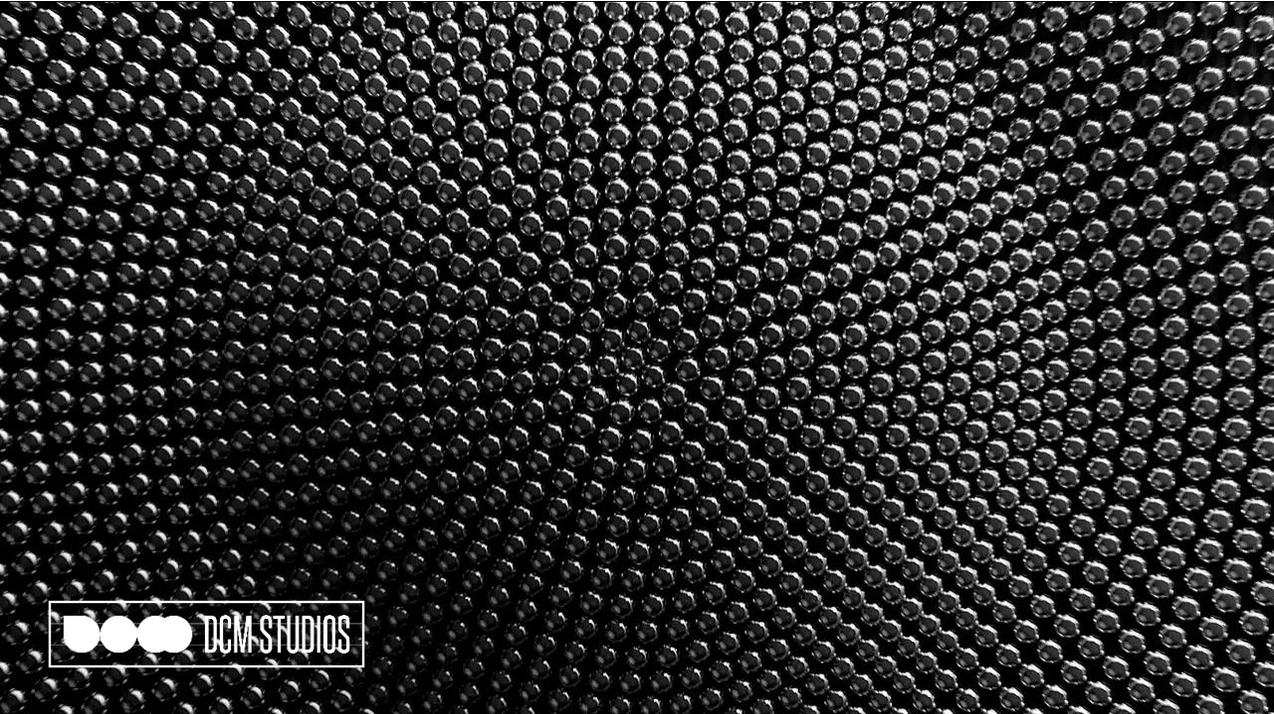
# BIGGER SCREENS...

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Captive Audience

Longer Creative

4K



# ...TRUER SOUND

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Make it part of the creative

Dolby Atmos



**4DX**<sup>®</sup>

*I'm in the movie*

**4DX**

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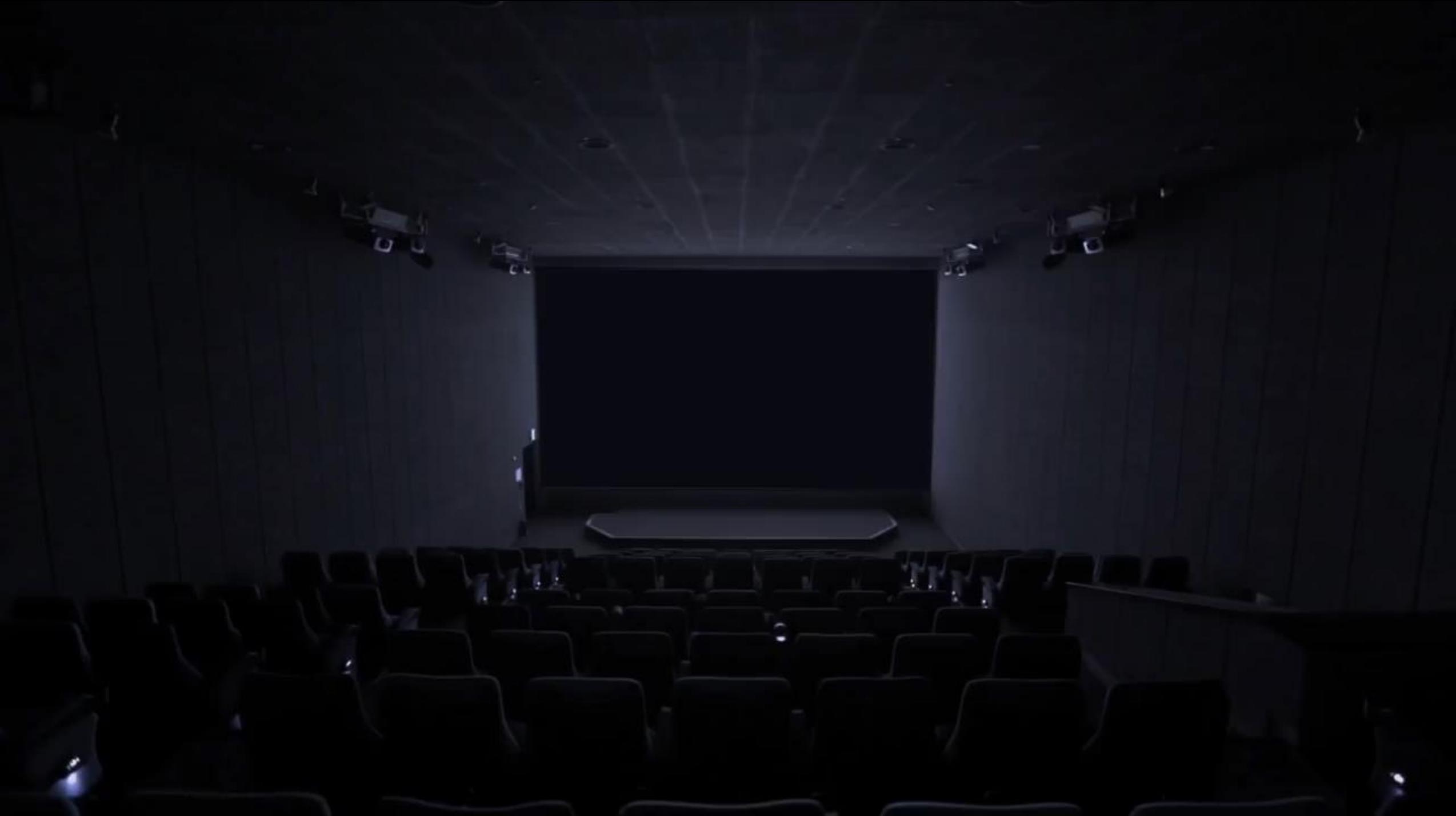
**SCREEN X**

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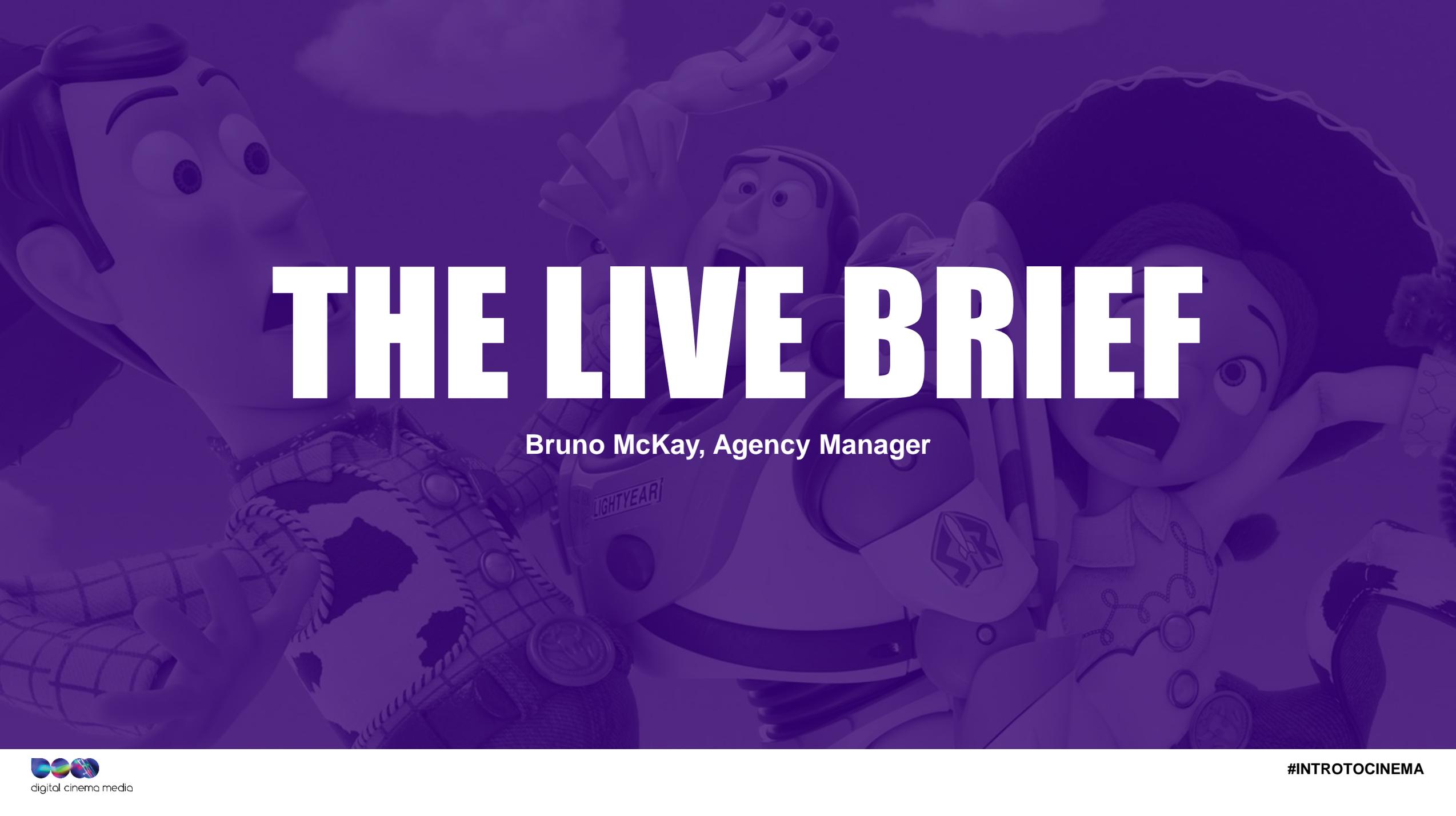
**DCM STUDIOS**



**Dive into the Movie!**



**YOUR TURN TO  
CHALLENGE US**



# THE LIVE BRIEF

Bruno McKay, Agency Manager

# WHAT YOU NEED TO DO

- Check your lanyard for your team number
- 45 minutes to come up with the best cinema solution for the brief
- Create a cinema campaign idea that answers the brief
- Take into account what we have spoken about this morning
- This is about ideas, we don't need the numbers

# THE LIVE BRIEF

**PRODUCT:** A fragrance

**CAMPAIGN DATES:** Launch in June 2019 (30%), with support through key retail periods, e.g. Black Friday, Christmas, etc (70%)

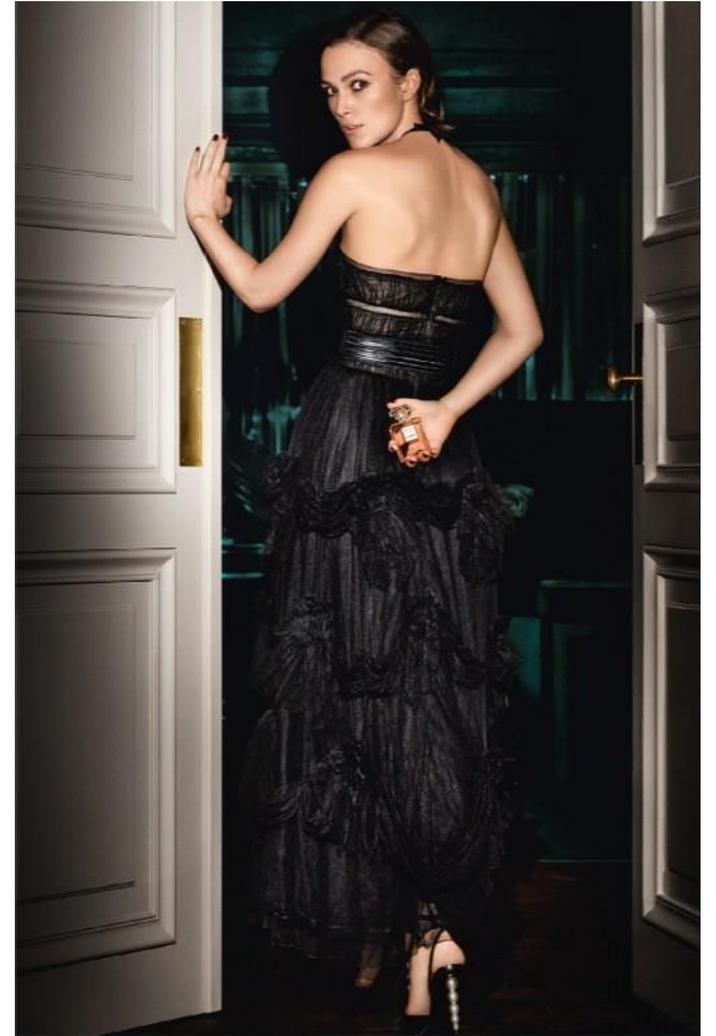
**TARGET AUDIENCE:** 16-34 Women

## Objectives:

- Create a long-term association with film and cinema
- Maximise engagement with the key 16-34 audience
- Drive awareness and stand-out for the new fragrance
- Cut-through the noise within a cluttered category
- Ensure there are opportunities to sample the brand
- Create an eye-catching and engaging campaign that breaks category norms

## Considerations:

- The brand wants to be seen as accessible luxury
- The creative impact of cinema lends itself to long copy ads or bespoke executions
- The cinema experience is more than just the film
- Awareness and sales will be the key measures of success



# WHAT YOU NEED TO DO

- Hand your response to a DCM member of staff at the end of the break
- Your ideas will be judged during the rest of the presentation, and the winning team will be announced at the end of the course
- Each winning member will win a luxury cinema goody bag



**SEE YOU BACK  
HERE IN 45 MINS**



# 2019: A YEAR IN FILM

Summer Baxter, Agency Executive &  
Chris Rogers, Agency Assistant

# 16-34 FILMS

Delivering over 100 16-34 TVRs



**Avengers: Endgame**

25 April



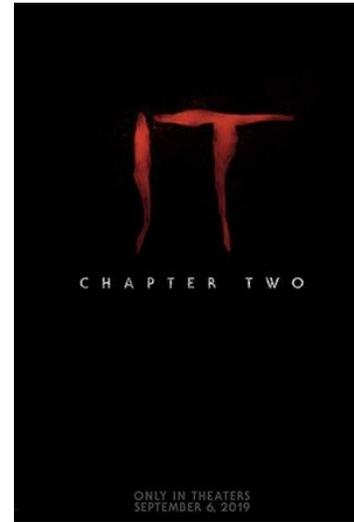
**Toy Story 4**

21 June



**The Lion King**

19 July



**It Chapter 2**

6 September



**Frozen II**

22 November



**Star Wars: Episode IX**

19 December

# FEMALE 16-34 FILMS

A huge variety from horror to action to romance



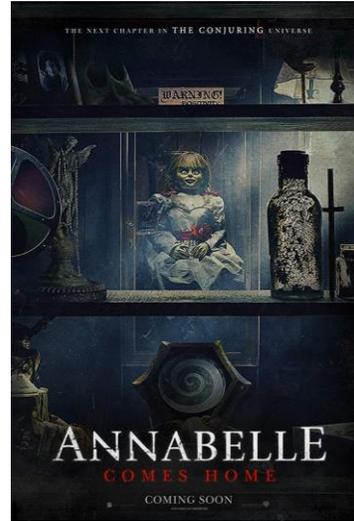
**The Hustle**

10 May



**Aladdin**

22 May



**Annabelle Comes Home**

28 June



**Maleficent: Mistress Of Evil**

18 October



**Charlie's Angels**

15 November



**Last Christmas**

15 November

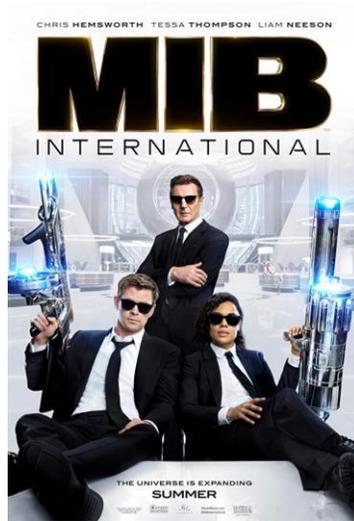
# MALE 16-34 FILMS

A blockbuster selection of content



**John Wick: Chapter Three – Parabellum**

17 May



**Men in Black International**

14 June



**Spider-Man: Far From Home**

3 July



**Fast & Furious: Hobbs & Shaw**

2 August



**Once Upon a Time in Hollywood**

14 August



**Joker**

4 October

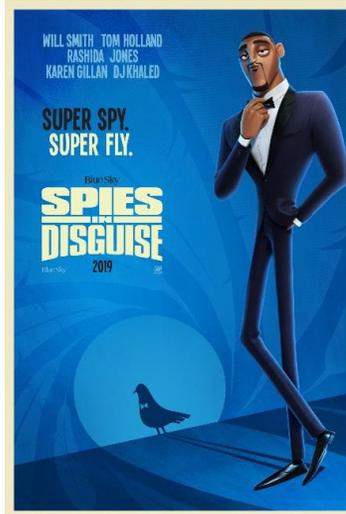
# HIDDEN GEMS

Quality films flying under the radar



**Blinded by the Light**

9 August



**Spies in Disguise**

9 August



**Gemini Man**

11 October



**The Aeronauts**

1 November



**Ford Vs Ferrari**

15 November



**Knives Out**

27 November

# UPMARKET FILMS

The best way to reach a premium ABC1 audience



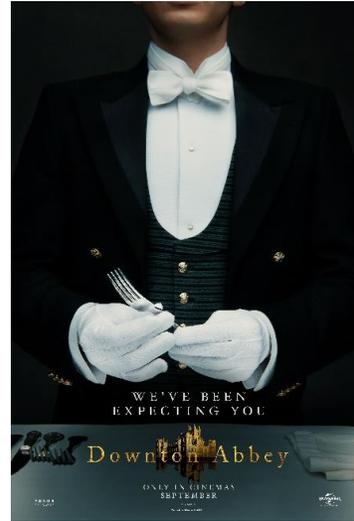
**Rocketman**

22 May



**Yesterday**

28 June



**Downton Abbey**

13 September



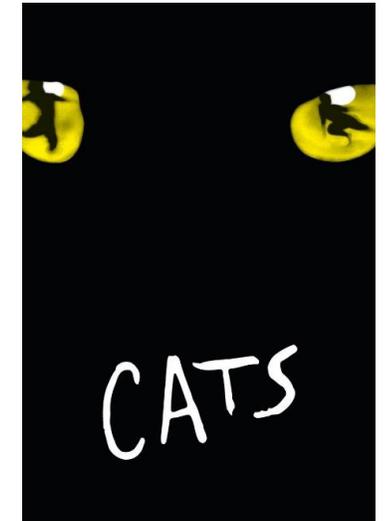
**The Woman in the Window**

27 September



**The Goldfinch**

11 October



**Cats**

20 December



**THANK YOU!**

