

BLOCKBUSTER OPENING WEEKS

2020

**CONNECT WITH A YOUNG
& PASSIONATE AUDIENCE
ACROSS THE YEAR'S
KEY CINEMATIC
CULTURAL MOMENTS**

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Put simply – cinema is dominated by the blockbuster. Blockbusters are **BIG!**

These are the titles with the biggest budgets, they enjoy biggest amount of fan hype and they release on the biggest scale in screens across the country.

Collectively they deliver vast admissions, with tickets for the largest and most anticipated titles typically going on sale 4-6 weeks before the day of release.

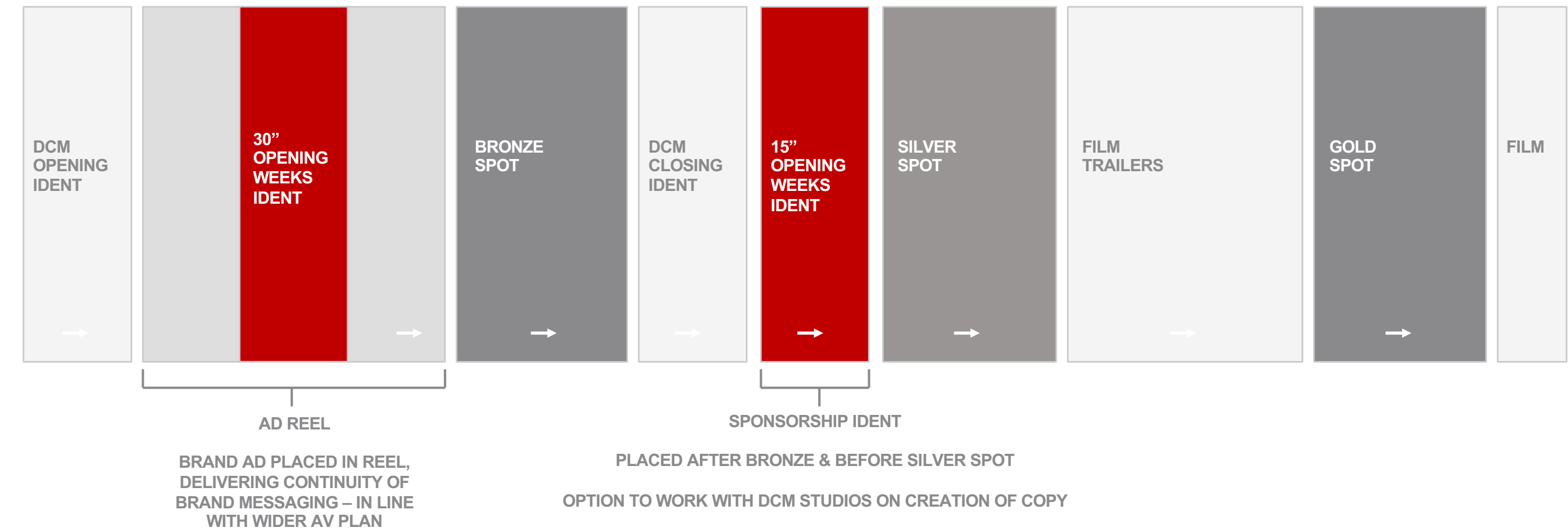
Blockbusters are everywhere and people are excited by them. Due to their exposure, across multiple media platforms beyond the cinema itself, they become part of the public consciousness. Blockbusters are cultural moments.

The Blockbuster Opening Weeks package offers the partner brand the chance to own these cultural moments and align with incredible emotional experiences at the cinema.



A CREATIVE STRATEGIC SCREENTIME BUY

The Brand Ad and partnership ident creative will run in the opening week of blockbuster titles across 2020, delivering reach and ownership of key cultural moments for cinema audiences throughout the partnership.



SPONSORSHIP IDENT

Drive ownership and alignment with blockbuster content.

The partnership includes a mandatory 'sponsorship' ident, placed outside of the ad reel in a bespoke premium position after the Bronze and before the Silver Spot.

The ident is essential in conveying ownership for the sponsor brand of the year's biggest titles, aligning its messaging with the year's biggest films.

DCM Studios has a considerable, award-winning track record of delivering cinema ready content for brands and is able to work with an existing creative agency (and creative strategy) or deliver fully formed ideas and assets for the cinema partnership (and beyond) from scratch to ensure the sponsorship is fully executed.

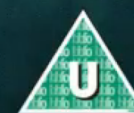
Motors brand SEAT has a long association with the Blockbuster Opening Weeks package, sponsoring in 2015, 2016 and 2019, with previous examples shown in the next slides.



SEARCH | SEAT LEON

**BE PATIENT.
THE ADVENTURE IS ABOUT TO BEGIN.**







UNMISSABLE MOMENTS = HUGE AUDIENCES = SIGNIFICANT RATINGS

Previous blockbusters have delivered significant TVRs in the opening seven days of release...



Opening 7 days admissions: 6.2m

Opening 7 days 16-34 TVRs: 21



Opening 7 days admissions: 4.6m

Opening 7 days 16-34 TVRs: 11



Opening 7 days admissions: 3.8m

Opening 7 days 16-34 TVRs: 10

**‘SURELY A BRAND
WANTS TO BE PART
OF CULTURE?’**

SIR JOHN HEGARTY

AUDIENCE INSIGHT

THREE REASONS TO SPONSOR BLOCKBUSTER OPENING WEEKS

Reach a young, conversational and tech savvy audience



Tap into hype, anticipation and cultural moments



Build reach, engagement and unique impacts across the sponsorship



CONVERSATIONAL, EARLY-ADOPTING AND TECH SAVVY

Opening week cinemagoers...

Young & Affluent

55% are aged 16-34
(Index: 183 vs. avg. UK adult¹)

63% are ABC1
(Index: 115 vs. avg. UK adult¹)

27% live in London
(Index: 129 vs. avg. UK adult²)

Passionate Cinemagoers

76% more likely to subscribe to Cineworld Unlimited/Odeon Limitless
(Index: 176 vs. avg. UK cinemagoer³)

75% buy their tickets in advance
(Index: 121 vs. avg. UK cinemagoer³)

Spend an average of £14.61 on food/drink in the foyer
(vs. £12.80 of avg. UK cinemagoer³)

Impressionable

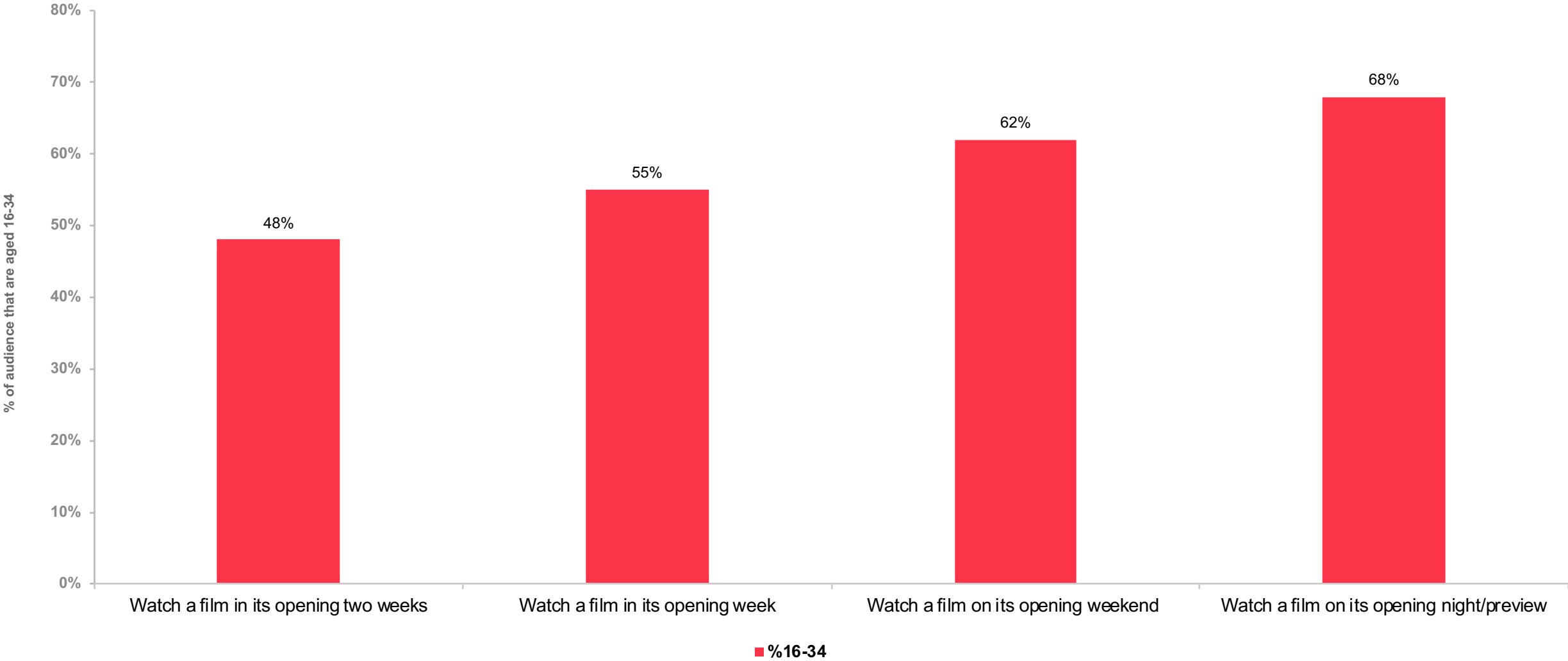
‘Products that advertise at the cinema are more relevant to me’
(Index: 148 vs. avg. UK cinemagoer³)

‘Brands that advertise at the cinema are premium’
(Index: 123 vs. avg. UK cinemagoer³)

‘Brands that advertise at the cinema are trustworthy’
(Index: 121 vs. avg. UK cinemagoer³)

16-34S WANT TO SEE THE LATEST BLOCKBUSTERS FIRST

16-34s come out early and make up the majority of the audience in a blockbuster's opening week.



CONVERSATIONAL, EARLY-ADOPTING AND TECH SAVVY

Opening week cinemagoers...

Conversational

‘I feel left out if my friends are talking about a film I haven’t seen’¹

(Index: 120)

‘I love sharing recommendations on films I’ve seen’¹

(Index: 115)

‘I am more likely to recommend brands I see advertised at the cinema’¹

(Index: 143)

Early Adopters

‘I love new products, services and tech and am always first to try them’¹

(Index: 165)

‘People come to me for advice before buying new things’

(Index: 111)

‘A lot of friends ask my advice about films’¹

(Index: 132)

Tech-Savvy

‘It is important my household is equipped with the latest technology’

(Index: 110)

Significantly more likely to own a smart speaker

(Index: 116)

Significantly more likely to upgrade mobile phone every 18 months

(Index: 118)

A SHARED EXPERIENCE

Opening week visits are more likely to be pre-planned, appointment-to-view experiences shared with a groups of friends.

This audience are...

13% more likely to visit the cinema with their friends.

20% more likely to visit in a group of 3+.

21% more likely to buy their cinema tickets in advance.



FIRST TO SEE AND FIRST TO SHARE

Film is social currency for opening week cinemagoers – they are more likely to share opinions and generate word of mouth on social channels...



14% more likely to be heavy Facebook users

24% more likely to post on Facebook about their cinema trip



34% more likely to be heavy Twitter users

47% more likely to tweet about their cinema trip



30% more likely to be heavy Instagram users

42% more likely to post a photo on Instagram/story about their cinema trip



37% more likely to be heavy Snapchat users

46% more likely to send a Snapchat/post on story about their cinema trip

BLOCKBUSTERS ARE SURROUNDED BY HYPE, EXCITEMENT AND ANTICIPATION

Digital Spy

Avengers: Endgame smashes ticket pre-sale records in just 6 hours

If you haven't got yours yet you should probably hurry up.



Russo Brothers @Russo_Brothers · Apr 26
Thank you for being part of our universe... #DontSpoilTheEndgame

SCREEN DAILY

'Avengers: Endgame' smashes UK box office opening record with £43.4m

29 APRIL 2019



Stephen King @StephenKing

Follow

Looking forward to IT CHAPTER 2? You should be. I've seen it, and it's terrific. The trailer is coming Thursday, at noon. You'll float.

7:51 AM - 7 May 2019

18,829 Retweets 81,936 Likes



The Lion King @disneylionking

Follow

To our entire pride: Thank you for helping the teaser trailer for #TheLionKing become the most-viewed Disney trailer debut ever as it reached a record-breaking 224.6 million global views in 24 hours!



Captain Marvel Review

“ This is not another cheap girl-power cliché; it's an explicitly feminist apotheosis. ”

Once Upon a Time ... in Hollywood review - Tarantino's dazzling LA redemption song

★★★★★

SCREEN DAILY

'Toy Story 4' dominates UK box office with record opening for animation



'Frozen 2': Disney Shows Off New Look at Much-Hyped Sequel, Hints at Deeper Story

**51% OF 16-34 YEAR OLDS
'DON'T LIKE MISSING OUT
ON THINGS PEOPLE ARE
TALKING ABOUT'**

2020

THE BLOCKBUSTERS

2020 BIG HITTERS

Little Women

Release date: 26 Dec
Director: Greta Gerwig
Cast: Saoirse Ronan, Meryl Streep, Emma Watson, Florence Pugh, Timothée Chalamet

The classic American novel gets a new big screen version. Four sisters come of age in America in the aftermath of the Civil War. Greta Gerwig's last film was the brilliant *Lady Bird*.

1917

Release date: 10 January
Director: Sam Mendes
Cast: Andrew Scott, Benedict Cumberbatch, Colin Firth, Richard Madden

Having left the world of *Bond*, Sam Mendes returns with this World War I drama with an all-star British cast. It should be a major awards contender

Dolittle

Release date: 7 Feb
Director: Stephen Gaghan
Cast: Tom Holland, Robert Downey Jr. Michael Sheen

In an exciting 2020 reboot with an all star cast, Robert Downey Jr plays the famous physician who discovers he can talk to animals.

Birds of Prey

Release date: 7 Feb
Director: Cathy Yan
Cast: Margot Robbie, Mary Elizabeth Winstead, Ewan McGregor

After splitting with the Joker, Harley Quinn joins superheroes Black Canary, Huntress and Renee Montoya to save a young girl from an evil crime lord.

The Kings Man

Release date: 14 February
Director: Matthew Vaughn
Cast: Aaron Taylor-Johnson, Matthew Goode, Gemma Arterton, Ralph Fiennes

A spinoff of the *Kingsman* movie series that will look at the spy organization at the turn of the 20th century. Matthew Vaughn once again directs what should be another super stylish, irreverent action thriller.

No Time To Die

Release date: 3 April
Director: Cary Joji Fukunaga
Cast: Daniel Craig, Léa Seydoux, Ana de Armas, Rami Malek

Bond is back and it could be Daniel Craig's last outing as the most iconic character in British cinema. Fresh from his Oscar win, Rami Malek plays the villain. This is nailed on to be the biggest film of 2020.



Black Widow

Release date: 24 April
Director: Cate Shortland
Cast: Scarlett Johansson, Florence Pugh, Rachel Weisz

2020's first big Marvel film, post *Avengers: Endgame*, is Scarlett Johansson's debut solo film as Natasha Romanoff aka Black Widow. After *Endgame*, interest in the Marvel Cinematic Universe is certain to be as high as ever.

2020 BIG HITTERS

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Fast & Furious 9

Release date: 22 May
Director: Justin Lin
Cast: Charlize Theron, Vin Diesel, Helen Mirren

Following the success of *Hobbs & Shaw* and the other 8 (Eight!) films in the franchise, the popular blockbuster returns to our screens again.

Wonder Woman 1984

Release date: 5 June
Director: Patty Jenkins
Cast: Gal Gadot, Kristen Wiig, Chris Pine, Robin Wright

Patty Jenkins' *Wonder Woman* is one of the best superhero films of recent years, and Gal Gadot was perfect as Wonder Woman. This sequel follows Diana Prince in the mid-80s. Kristen Wiig is excitingly cast as the villain.

Tenet

Release date: 17 July
Director: Christopher Nolan
Cast: John David Washington, Elizabeth Debicki, Robert Pattinson, Michael Caine

One of blockbuster cinema's best directors, Christopher Nolan returns for another huge project clouded in secrecy. All we know is it's a globe-trotting espionage thriller with a knockout cast.

Top Gun: Maverick

Release date: 17 July
Director: Joseph Kosinko
Cast: Tom Cruise, Jennifer Connelly, Glen Powell

Tom Cruise is back in the film that arguably set him on the path to Hollywood blockbuster mega stardom!

Jungle Cruise

Release date: 24 July
Director: Jaume Collet-Serra
Cast: Jesse Plemons, Emily Blunt, Dwayne Johnson

Based on the Disney theme park ride where a small riverboat takes a group of travellers through a jungle filled with dangerous animals and reptiles, but with a supernatural element.

Morbius

Release date: 31 July
Director: Daniel Espinosa
Cast: Jared Leto, Charlie Shotwell, Adria Arjona

Biochemist Michael Morbius tries to cure himself of a rare blood disease, but he inadvertently infects himself with a form of vampirism instead..

2020 BIG HITTERS

Venom 2

Release date: 2 October

Director: Andy Serkis

Cast: Tom Hardy, Woody Harrelson, Naomie Harris

Tom Hardy reprises his role as the gritty Venom character, directed by *Planet Of The Apes*' Andy Serkis.

Death On The Nile

Release date: 9 October

Director: Kenneth Branagh

Cast: Kenneth Branagh, Gal Gadot, Armie Hammer, Letitia Wright

Kenneth Branagh returns as Hercule Poirot after the huge success of *Murder On The Orient Express*. While on vacation on the Nile, Hercule Poirot must investigate the murder of a young heiress.



The Witches

Release date: 16 October

Director: Robert Zemeckis

Cast: Anne Hathaway, Stanley Tucci, Octavia Spencer

A brand new adaptation of the classic Roald Dahl imaginative novel where a seven year old boy has several run-ins with some real life witches.

Eternals

Release date: 6 November

Director: Chloe Zhao

Cast: Angelina Jolie, Richard Madden, Salma Hayek

The saga of Eternals, a race of immortal beings who lived on Earth and shaped its past history and civilisations.



West Side Story

Release date: 18 December

Director: Steven Spielberg

Cast: Ansel Elgort, Rita Moreno, Maddie Ziegler

Steven Spielberg takes on the classic musical in this pre-Christmas treat. *West Side Story* explores forbidden love, and the rivalry between the Jets and the Sharks, two teenage street gangs of different ethnic backgrounds.



THANK YOU
