



CHRISTMAS ON THE BIG SCREEN

Why cinema is the perfect home for Christmas campaigns

THE BEST NEW CONTENT WILL ENSURE THERE'S A TREAT IN STORE FOR EVERYONE

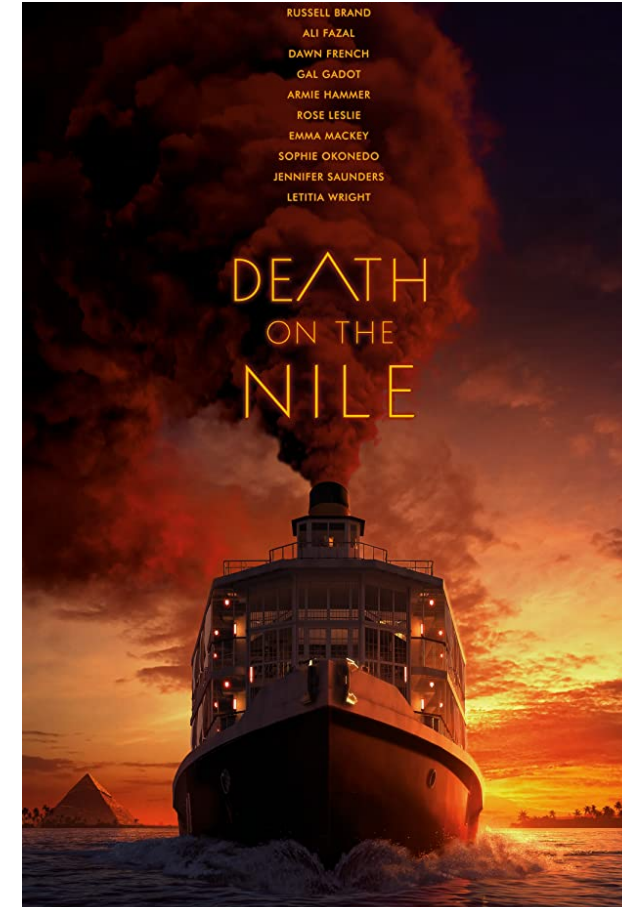
Major releases in Q4 will provide brands with a great showcase for Christmas campaigns



Peter Rabbit 2
11 December



Free Guy
11 December

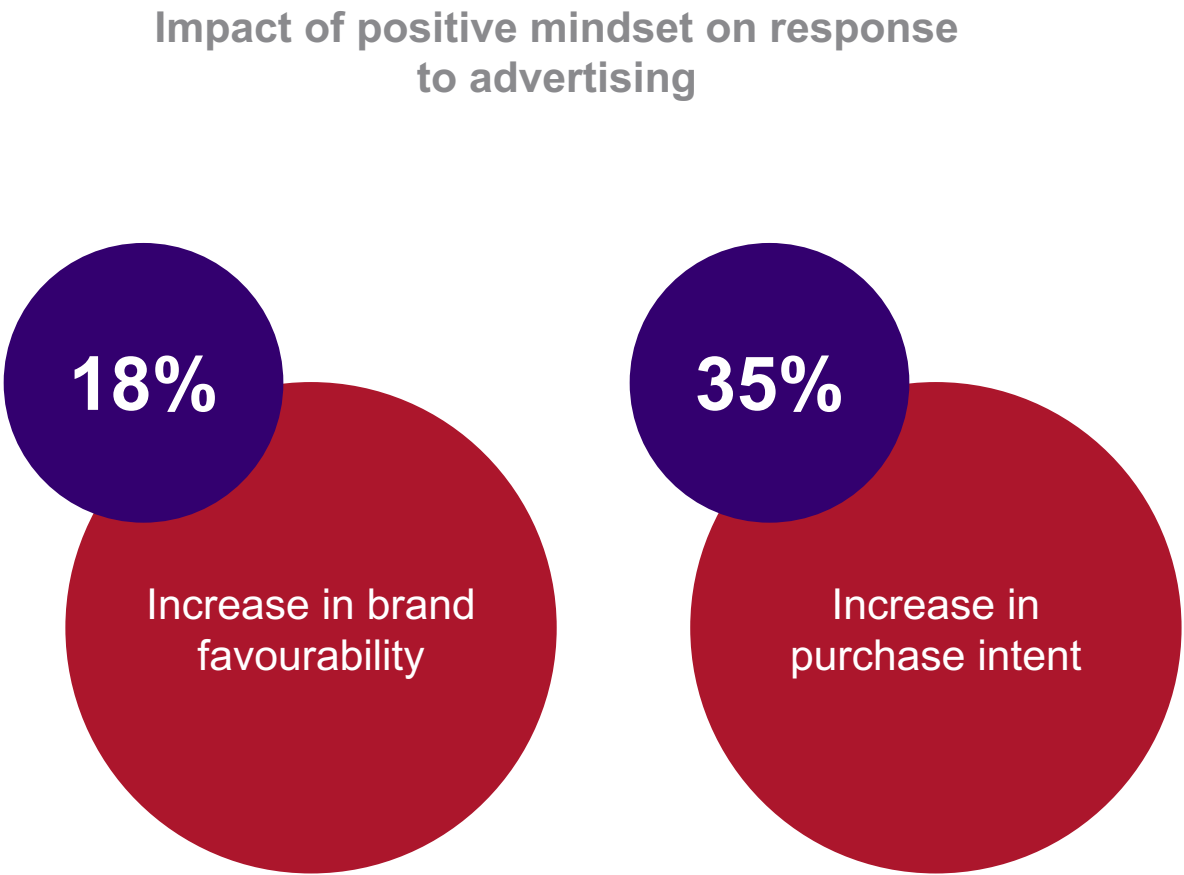
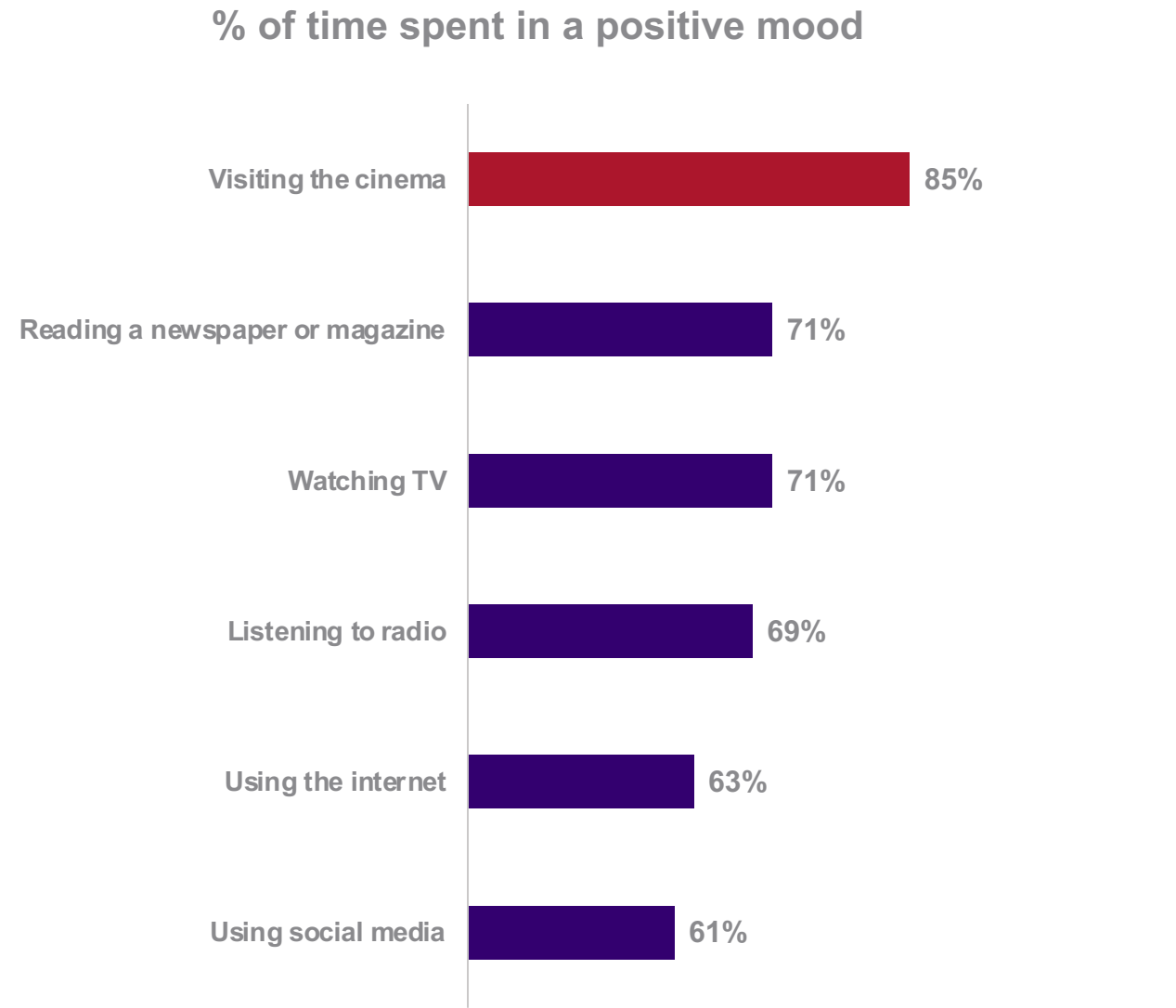


Death On The Nile
18 December

**CINEMA WILL PROVIDE
MUCH NEEDED ESCAPISM
IN THE LEAD UP TO
CHRISTMAS**

PLAN FOR POSITIVITY USING CINEMA

Going to the cinema is a positive experience for people and as Hearst’s research has shown reaching people in a positive mindset can have a significant benefit for brands



CINEMAGOERS ARE LOOKING FORWARD TO CHRISTMAS & GETTING STARTED WITH SHOPPING

Compared to the average UK adult, heavy cinemagoers are significantly more likely to start shopping for Christmas earlier and be shopping for more

I am happy to splash out at Christmas as it is only once a year

112

I'm likely to start Christmas shopping earlier than usual

127

I'm likely to be shopping for presents for more people than usual

174

BRANDS SHOULD MAKE THE MOST OF CINEMAGOERS' POTENTIAL SPENDING POWER

Heavy cinemagoers are significantly more likely than the average adult to say they intend to spend more than usual on presents, food and alcohol this Christmas



189

Spend more than usual
on Christmas presents
this year



208

Spend more than usual
on Christmas food
this year



231

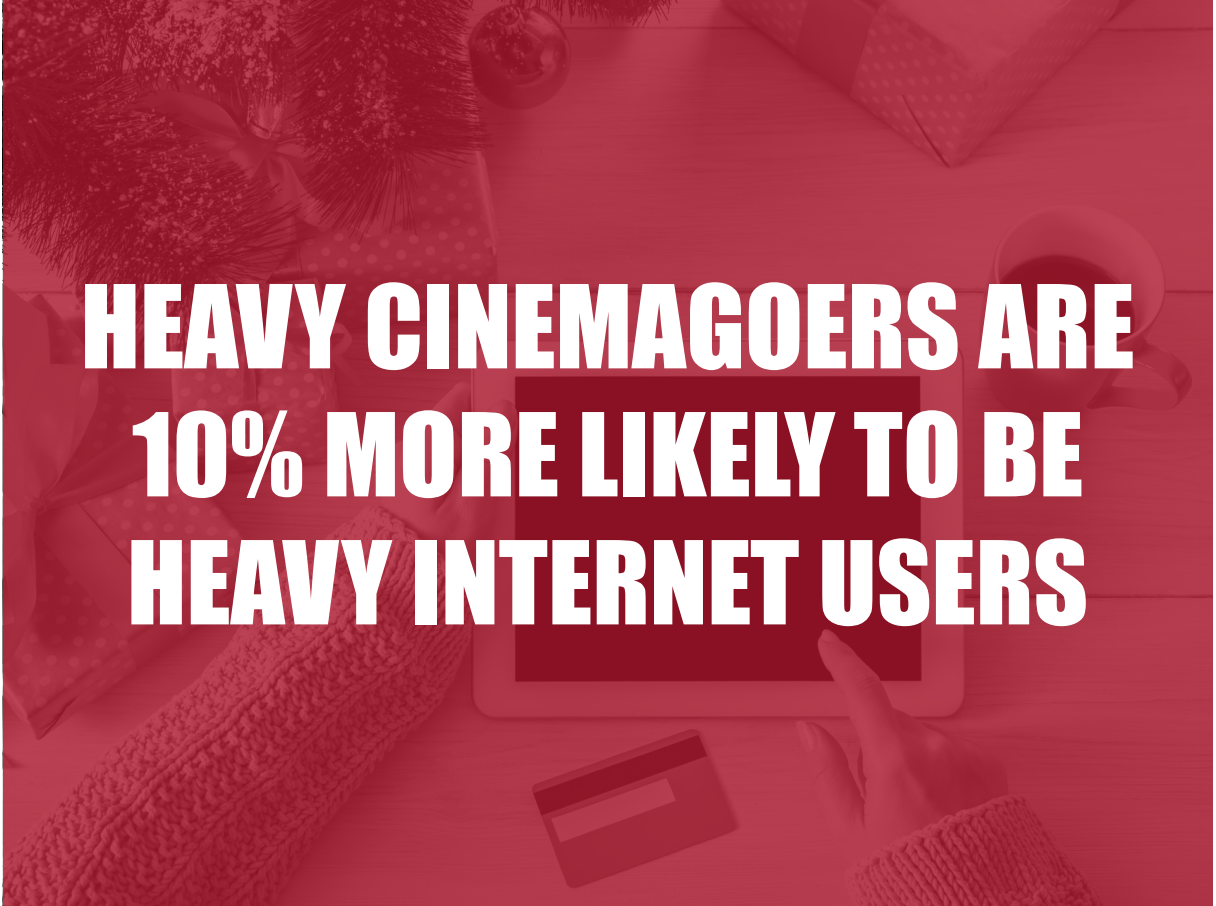
Spend more than usual
on alcohol for Christmas
this year

CINEMA ALLOWS BRANDS TO ENGAGE ONLINE-SAVVY AUDIENCES IN PROXIMITY TO STORE

Cinemas are a key part of high streets and retail parks across the country so brands can engage audiences near stores and make an impact on those online-savvy cinemagoers shopping later at home.

A person wearing a light-colored jacket and dark trousers is walking on a sidewalk, carrying several large, crumpled brown paper shopping bags. The image is overlaid with a semi-transparent red filter.

**98% OF DCM CINEMAS
ARE WITHIN ONE MILE
OF A RETAIL LOCATION**

A hand is shown interacting with a tablet computer. The scene is decorated with holiday-themed items: a small Christmas tree, a gift box, and a cup of coffee. The image is overlaid with a semi-transparent red filter.

**HEAVY CINEMAGOERS ARE
10% MORE LIKELY TO BE
HEAVY INTERNET USERS**

SUMMARY

Cinema will provide escapism for audiences & put them in a positive mindset that brands can benefit from

Take advantage of cinemagoers' potential spending power – they're more likely to be planning to splash out on key purchases

Cinema can help drive sales in store and online - with physical proximity to retail & an engaged, online-savvy audience



THANKS

Please speak to your DCM rep about getting your brand's Christmas campaign on the big screen