

CURZON STUDENTS

PARTNERSHIP OPPORTUNITY



**ALIGN YOUR BRAND
WITH A PREMIUM,
YOUNG & DISCERNING
AUDIENCE...**

CURZON STUDENT MEMBER PARTNER 2019/20

A fully integrated partnership and deep association with the UK's most innovative boutique cinema brand

The Curzon brand has been closely associated with the world of film since Harold Wingate opened the doors to the first Curzon cinema in Mayfair in 1934.

In the 80 years since, Curzon has evolved to establish itself into the well respected cinema powerhouse it is today. The estate has expanded to 16 truly individual, boutique theatres nationwide, as well as releasing a number critically acclaimed titles under its award winning 'Artificial Eye' film distribution arm.

In recent times Curzon has entered the world of streaming with Curzon Home Cinema, offering loyal customers the chance to access a range of carefully selected film content, as well as the ability to watch its Artificial Eye films parallel to theatre release; just one of the ways the brand is moving towards future content trends.

Through its superior theatres, its much admired film slate and its revolutionary film on



BUT IT'S TOO EXPENSIVE FOR STUDENTS?

Think again...

Curzon launched it's FREE Student Membership in September 2017 to great success.

With over 30,000 Members currently signed up. Curzon is looking to build on this base for the 2019/20 Term with a number of new initiatives...

- FREE to join
- Cheap film tickets at off-peak times. London cinemas £6, regional cinemas £5
- Student Member discounts at peak times and on special events
- Invitations to exclusive Student Members events
- Access to our free or £5 Members previews
- No booking fees on the Curzon website
- Free trial of Curzon12 streaming service
- Monthly Curzon Student emails with our film top picks and recommendations, as well as competitions and other fun things



WHO ARE THEY AND HOW DO THEY BEHAVE?

Discerning 16-24s making their first steps in to the world of grown up film

A WEEKDAY TREAT

43% of Curzon Student members mostly go to the cinema after 5pm on a weekday.

RECCOMENDATION TOOLS

68% of student members said that the most influential factor when they're deciding what to watch in the cinemas is still word of mouth/ recommendation from friends.

Authenticity is still key for this audience.

FRIDAYS

Are the most popular day to go to the cinema, followed by Saturdays.

However Wednesdays are catching up as the most popular day to attend since Curzon launched cheap off peak tickets

Curzon Survey Results 2019

BUT THEY ONLY WATCH ARTHOUSE FILMS?

WRONG AGAIN! Curzon students love a good blockbuster *favourite* like the rest of us! Their top 10 most recent performing films...

1. The Favourite
2. Avengers: Infinity War
3. Call Me By Your Name
4. Lady Bird
5. Isle of Dogs
6. Deadpool 2
7. Fantastic Beasts: The Crimes of Grindelwald
8. A Star is Born
9. Captain Marvel
10. Three Billboards Outside Ebbing, Missouri



CURZON STUDENTS

ENGAGEMENT OPPORTUNITIES

FRESHERS FAIRS

All the excitement of that first week at Uni...

In September 2019, Curzon will tour six Universities in London (Central Saint Martins, UCL, Queen Mary) and the regions (Canterbury, Sheffield & Oxford) to recruit new Student Members.

The partner brand will join Curzon at these events, gaining access to this valuable audience.

Event stands will be co-branded, with the opportunity for the brand to give out product...etc.

The brand will be included on any follow up comms to new members and existing members at that university, as well as any associated social comms.



MEET THE WORLD FESTIVAL

A free student festival – October 2019

To promote the membership and a love of film, Curzon invite students to a free, exciting and entertaining experience at five cinemas

- London Aldgate
- Canterbury
- Colchester
- Oxford
- Sheffield

The partner brand will have access to the following assets

- Brand copy played out solus in reel before all screenings.
- Prominent branding on all printed and digital materials in venues
- Brand mentioned in all email comms
- Food and drink offer promoted as courtesy of brand partner
- Branded goody bag for each student with promo flyer inside
- 2 x organic social post mentions per venue
- 1 x sponsored story on Curzon Instagram
- Co-branded Solus email follow up to new members with free trial offer



CURZON HOME CINEMA

The brand's revolutionary cinema on demand platform

Innovation at Curzon doesn't just stop at in-house film distribution through its Artificial Eye sub brand...

It's video on demand platform 'Curzon Home Cinema' launched in 2010 offering Curzon customers the unique chance to access Artificial Eye film content on the same night of release placing the premium cinema experience at the fingertips thousands across the UK. The service is available online, through apps on mobile, tablet or smart tv.

For students this means the chance to catch special preview events from the comfort of their dorms, as well as the opportunity for the partner brand to reach them through co-branded online ad placements.



STUDENT PREVIEW EVENTS

Exclusive, co-branded student previews events

- Previewing choice film content to a highly discerning audience.
- 6 x events at 5 x Curzon sites, available to Student Members only.
- Aldgate
- Canterbury
- Colchester
- Oxford
- Sheffield
- Opportunity for brand to activate and reach engaged student audience.
- Associated online comms



CURZON STUDENTS

PACKAGE OPPORTUNITIES

ON SCREEN ADMITS = 800K
OFF SCREEN REACH = 2.4M
GROSS MEDIA VALUE = £424K
GROSS BUDGET REQUIRED = £181K
PLUS HARD COSTS

TIER 1 PACKAGE

Various partnership tiers offering a mix of screentime, events and online presence.

ON SCREEN

- 30" brand ad runs during term time (Sept 2019 to June 2020)
- Co branded 10" ident advertising Membership in partnership with brand.
- 800k admits

Exclusive, co-branded student previews events

- Previewing choice film content to a highly discerning audience.
- 6 x events at 5 x Curzon sites, available to Student Members only
- Opportunity for brand to activate
- Associated online comms

Curzon Home Cinema

- Co-branded presence across Curzon's revolutionary on-demand film platform available on mobile, tablet and smart TV apps.

Freshers Fair & Meet The World Festival Partner

- Co-branded comms.
- Associated activation options.

ON SCREEN ADMITS = 250K
OFF SCREEN REACH = 2.4M
GROSS MEDIA VALUE = £279K
GROSS BUDGET REQUIRED = £93K
PLUS HARD COSTS

TIER 2 PACKAGE

Various partnership tiers offering a mix of screentime, events and online presence.

ON SCREEN

- 30" brand ad runs during term time (Sept 2019 to June 2020)
- Co branded 10" ident advertising Membership in partnership with brand.
- 250k admits

Exclusive, co-branded student previews events

- Previewing choice film content to a highly discerning audience.
- 6 x events at 5 x Curzon sites, available to Student Members only
- Opportunity for brand to activate
- Associated online comms

Curzon Home Cinema

- Co-branded presence across Curzon's revolutionary on-demand film platform available on mobile, tablet and smart TV apps.

Freshers Fair & Meet The World Festival Partner

- Co-branded comms.
- Associated activation options.

OFF SCREEN REACH = 2.4M
GROSS MEDIA VALUE = £212K
GROSS BUDGET REQUIRED = £75K
PLUS HARD COSTS

TIER 3 PACKAGE

An activation led partnership

Exclusive, co-branded student previews events

- 6 x events at 5 x Curzon sites, available to Student Members
- Opportunity for brand to activate
- Associated online comms Monthly Members screenings across the Curzon Estate, previewing choice film content to a highly discerning audience.

Curzon Home Cinema

- Co-branded presence across Curzon's revolutionary on-demand film platform available on mobile, tablet and smart TV apps.
- Preview events simultaneously made available to Student Members

Freshers Fair & Meet The World Festival Partner

- Associated activation options.

CURZON

INFORMATION & AUDIENCE DATA



CURZON TIMELINE



1934

A Star Is Born
Curzon Mayfair
opens its doors



1945

The Height Of Arthouse
Curzon's becomes the
UK foreign film
specialist



1948

The Bicycle Thieves
Italian classic
enjoys a 22
week run



1950

La Ronde
French release
runs 76 weeks
at Curzon



Artificial Eye

1970s

Artificial Eye
Curzon's
distribution
arm is
launches



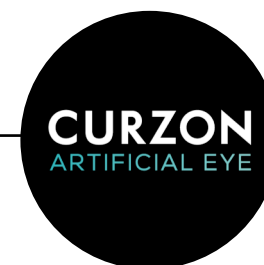
1972

Curzon Bloomsbury
Standout site
opens its doors



1983

Chelsea, Chelsea
West London
site opens



2006

A Match Made In Heaven
Curzon merges with
Artificial Eye, placing
the brand at the
forefront of intelligent
cinema



2010

The Disruptor
Curzon Home
Cinema launches,
pioneering the way
film lovers engage
with quality content

**A TRULY BOUTIQUE
CINEMA EXPERIENCE**



REACHING A NATIONAL AUDIENCE

Curzon operates a number of premium boutique sites in London and beyond...



ALDGATE

2 Canter Way
London E1 8PS Nearest tube: Aldgate East.

BOOK TICKETS



BLOOMSBURY

The Brunswick Centre
London WC1N 1AW Nearest tube: Russell Square

BOOK TICKETS



CANTERBURY

Westgate Hall Road
Canterbury CT1 2BT Nearest train: Canterbury West

BOOK TICKETS



OXFORD

Westgate Centre
Oxford OX1 1NZ Nearest station: Oxford

BOOK TICKETS



RICHMOND

Water Lane
Richmond TW9 1TJ Nearest tube: Richmond

BOOK TICKETS



RIPON

75 North Street
Ripon HG4 1DP Nearest train: Harrogate

BOOK TICKETS



WIMBLEDON

Second Floor 23 The Broadway
London SW19 1RE Nearest tube: Wimbledon

BOOK TICKETS



COLCHESTER

Roman House, 19 Queen Street
Colchester, CO1 1LD Nearest station: Colchester Town

BOOK TICKETS



KNUTSFORD

Toft Road
Knutsford WA16 0PE Nearest train: Knutsford

BOOK TICKETS



MAYFAIR

38 Curzon Street
London W1J 7TY Nearest tube: Green Park

BOOK TICKETS



SHEFFIELD

16 George Street
Sheffield S1 2PF Nearest train: Sheffield Tram station: Castle Square

BOOK TICKETS



SOHO

99 Shaftesbury Avenue
London W1D 5DY Nearest tube: Leicester Square

BOOK TICKETS



VICTORIA

58 Victoria Street
London SW1E 6QW Nearest tube: St James's Park

BOOK TICKETS

CURZON SHOWCASE THE HIGHEST QUALITY CONTENT

Curzon prides itself on running a high quality film programme and shining a light on smaller releases that it believes its older, discerning audience will love.



1. Mamma Mia: Here We Go Again!
(2nd)



2. Three Billboards Outside Ebbing, Missouri
(32nd)



3. Darkest Hour
(16th)



4. Bohemian Rhapsody
(7th)



5. Lady Bird
(75th)



6. A Star Is Born
(12th)



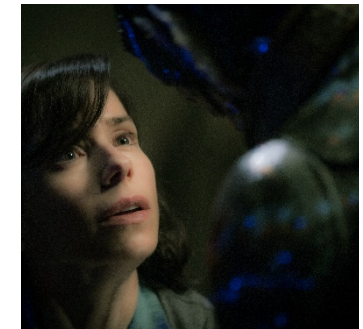
7. Cold War
(132nd)



8. Isle of Dogs
(67th)



9. The Post
(44th)



10. The Shape of Water
(50th)

A HIGHLY DISCERNING AUDIENCE

Lifestyle

Heritage and quality are key choice drivers

It's important to me know how products & services I buy are sourced and made

(Index: 139)

I am trying to buy more fair trade products

(Index: 152)

I prefer to eat organic food

(Index: 212)

Media habits

Enjoy a range of premium media outlets

CLASSIC *f*M



THANK YOU
