

CHRISTMAS PARTNERSHIPS

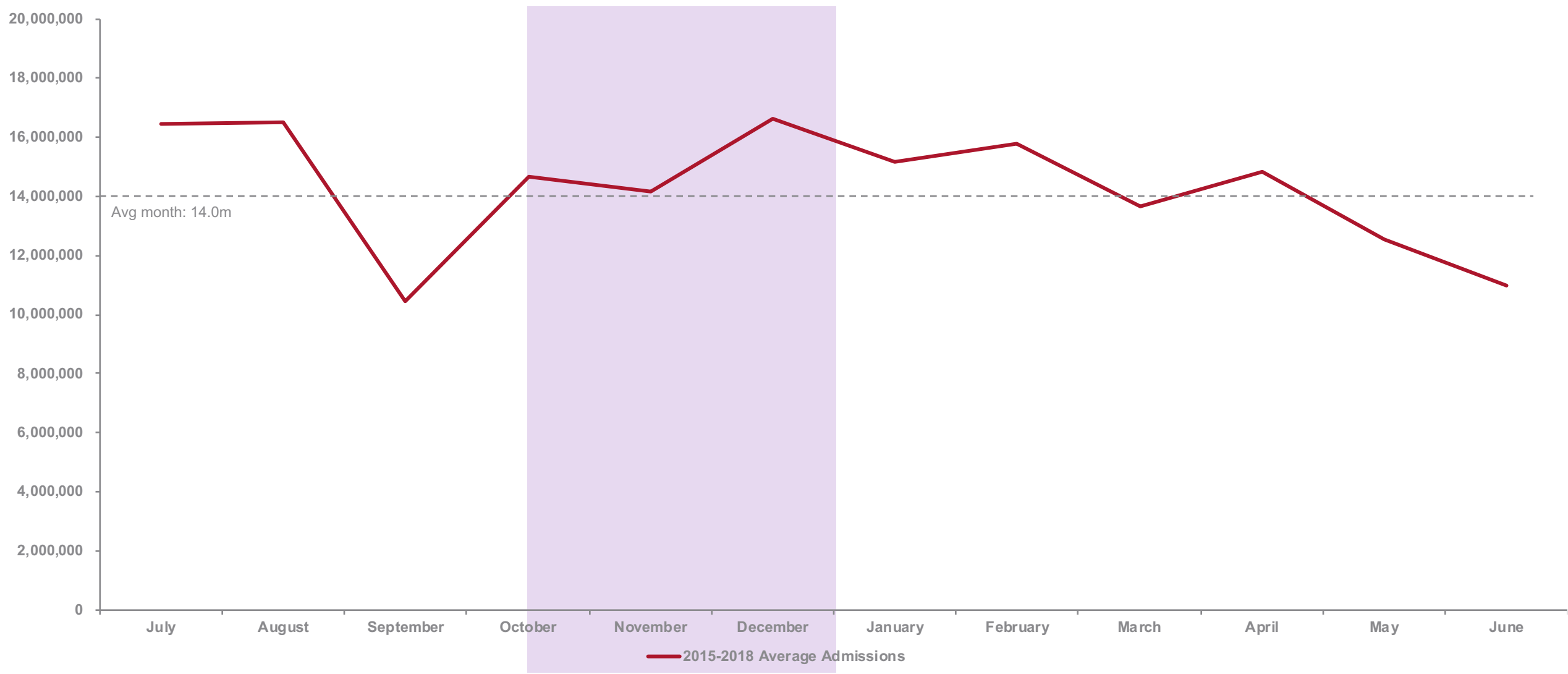
Picturehouse & Everyman 2019



**CHRISTMAS IS ONE
OF THE BUSIEST
PERIODS IN CINEMA**

CHRISTMAS TIME IS A KEY PERIOD FOR CINEMA ADMISSIONS

Based on the last four years, December is typically the biggest month of the year for UK cinema admissions with an average of 16.6m tickets sold



THIS YEAR THERE IS A TREAT IN STORE FOR EVERYONE

Major releases in November & December allow brands to reach a range of complimentary audiences

Festive Launch Spots



Last Christmas
15 November
2m DCM admissions



Frozen 2
22 November
5.9m DCM admissions

Other festive season highlights



The Aeronauts
08 November
955k DCM admissions



Le Mans 66
15 November
595k DCM admissions



Charlie's Angels
29 November
830k DCM admissions



Jumanji Sequel
13 December
2.7m DCM admissions



Star Wars: Episode IX
19 December
4.9m DCM admissions



Cats
20 December
1.4m DCM admissions



**THIS YEAR'S
INDULGENT
CHRISTMAS TREAT,
BOUTIQUE CINEMA**



PARTNERSHIP BREAKDOWN

ON SCREEN

Brand Ad runs in exhibitor ad reel during the whole 8 week festive season.

Exhibitor specific ident created by DCM Studios added to brand ad to convey ownership of Christmas and associated benefits.

OFF SCREEN

Brand presence across exhibitor website.

Inclusion in CRM comms to email subscriber base.

Options around including brand content in other comms and social.

Ownership of foyer space through digital screens and co-branded PoS. Inclusion in print magazines.

4 Sampling sessions on busy weekend Friday or Saturday night with option to upweight and scale-up.



ADDITIONAL OPPORTUNITIES – THOUGHT STARTERS

Host of opportunities for brands to make Christmas at their chosen cinema(s) their own!



Outdoor Pop Up Event

Work with your chosen exhibitor to deliver a memorable Christmas cinema event to customers and influencers....



Christmas launch event

Celebrate the launch of the partnership with a private screening with drinks and nibbles for guests.



Wider bar/restaurant activation

Integrate your product into the overall experience with options including stocking, staff training, free drinks offers, PoS...etc.

ADDITIONAL OPPORTUNITIES – THOUGHT STARTERS

Host of opportunities for brands to make Christmas at their chosen cinema(s) their own!



Surprise and delight
Giveaway products and offers to customers in the build up to Christmas.



Deck the halls
...with your brand's decorations.



Competitions
Offer customers the chance to engage with your Christmas products through competition giveaways

CHRISTMAS AT PICTUREHOUSE





PICTUREHOUSE CHRISTMAS

Picturehouse's most highly anticipated season of film

Every year, Picturehouse curate a festive film season, drawing crowds in from the cold to enjoy the best of Christmas content in the comfort of their cinemas.

Their Christmas schedule spans all of its best subscribed clubs and film strands for 8 weeks in the lead up to Christmas.

This year, the Christmas schedule will showcase the best of Christmas film, past, present and future. This will include showings of old Christmas classics, back on the big screen, screenings of this year's big blockbuster releases, as well as preview screenings.

Sponsorship of Picturehouse Christmas is the perfect way for a brand to align themselves with festive film moments this season, and put their brand at the heart of the cinema experience to engage and attract an upmarket audience.

In recent years, Christmas at Picturehouse has won Screen Awards for best marketing campaign, celebrated for standing out against the industry in making Christmas extra wonderful. This year, Picturehouse want to work with a brand to create a bespoke sponsorship package.

THE PICTUREHOUSE AUDIENCE

Demographics
A highly affluent younger-skewing audience

	Regular Picturehouse cinemagoer	Average UK adult profile
15-34	47%	31%
35-54	29%	33%
55+	24%	37%
ABC1	76%	55%
> £55k	39%	19%

Lifestyle
Discerning and engaged

It's important to me know how products & services I buy are sourced and made
(Index: 152)

I am prepared to make lifestyle compromises to benefit the environment
(Index: 119)

Have visited art gallery, museum or theatre in last 12 months
(Index: 136)

Media habits
Seeking interesting & premium content







Source: IPA TouchPoints 2018 & TGI
Picturehouse = Cinema most visited often
Index vs. average UK adult

THE PICTUREHOUSE AUDIENCE

Picturehouse's core audience is loyal, discerning, affluent and engaged.

Affluent, upmarket audience

40% AB / 74% ABC1

24% Senior director/Professional
(e.g. doctor/solicitor) (Index: 181)

12% Household income >£100k (Index: 276)

47% **15-34**

29% **35-54**

24% **55+**

Progressive & ethically minded

Want to know where products are sourced,
concerned about climate change and
prepared to make lifestyle compromises
to benefit the environment

At key points in their life¹

Buy a house/flat (12%, 156)

Buy a brand new car (7%, 111)

Get married or have a baby (10%, 150)

Change jobs/career (25%, 171)

Well travelled

47% are passionate about travelling (115)

61% have been on holiday/a short break in last year

40% try to go somewhere different every time (115)

Love the arts and culture²

33% have visited a museum (126)

24% have visited theatre (115)

18% have visited art gallery (125)

Food and drink lovers

53% worth paying more for good quality beer/wine

65% get a lot of pleasure out of food

Like trying new drinks (45%) & recipes (63%)



CHRISTMAS AT EVERYMAN



CHRISTMAS AT EVERYMAN

A blank canvas for the partner brand to own...

With no specific Christmas theme at Everyman at time of preparing, there is the chance for a partner brand to reach customers at the prestigious boutique chain and tailor messaging, film content and the overall feel of the package to truly suit the brand objectives.

Beyond the expected opulent décor and spacious bar now expected from the UK's luxury exhibitor - Everyman's Kings Cross flagship site has worked closely with the surrounding Kings Cross and Granary Square teams on recent projects including a Pop Up screen during Wimbledon season, creating ample opportunity for the partner brand to deliver something exciting and memorable for customers in one of London's most exciting new retail locations.

Everyman remain open to discussions on wider activations as part of the Christmas package.

THE EVERYMAN AUDIENCE

Demographics
Affluent, younger skewing audience

	Regular Everyman cinemagoer	Average UK adult profile
25-34	25%	17%
35-54	36%	33%
55+	30%	37%
ABC1	71%	55%
> £55k	45%	19%

Lifestyle
Brand-conscious and on trend

It’s important to me which brand I buy
(Index: 137)

I like to go to trendy places to eat & drink
(Index: 124)

I like to keep up with latest fashions
(Index: 157)

Media habits
A broad mix of AV, audio & publisher content



Source: IPA TouchPoints 2018 & TGI
Everyman = Cinema most visited often
Index vs. average UK adult

SUPPORTING RESEARCH

86% OF PICTUREHOUSE CINEMA GOERS BOUGHT XMAS GIFTS LAST YEAR

(VS. 76% NON-CINEMAGOERS)



CINEMAGOERS SPEND MORE AT CHRISTMAS

Across key audiences, those who visit the cinema are more likely to spend bigger at Christmas



Main shoppers
with children

£466 vs. £416 non-cinemagoers



ABC1
35+ Adults

£390 vs. £361 non-cinemagoers



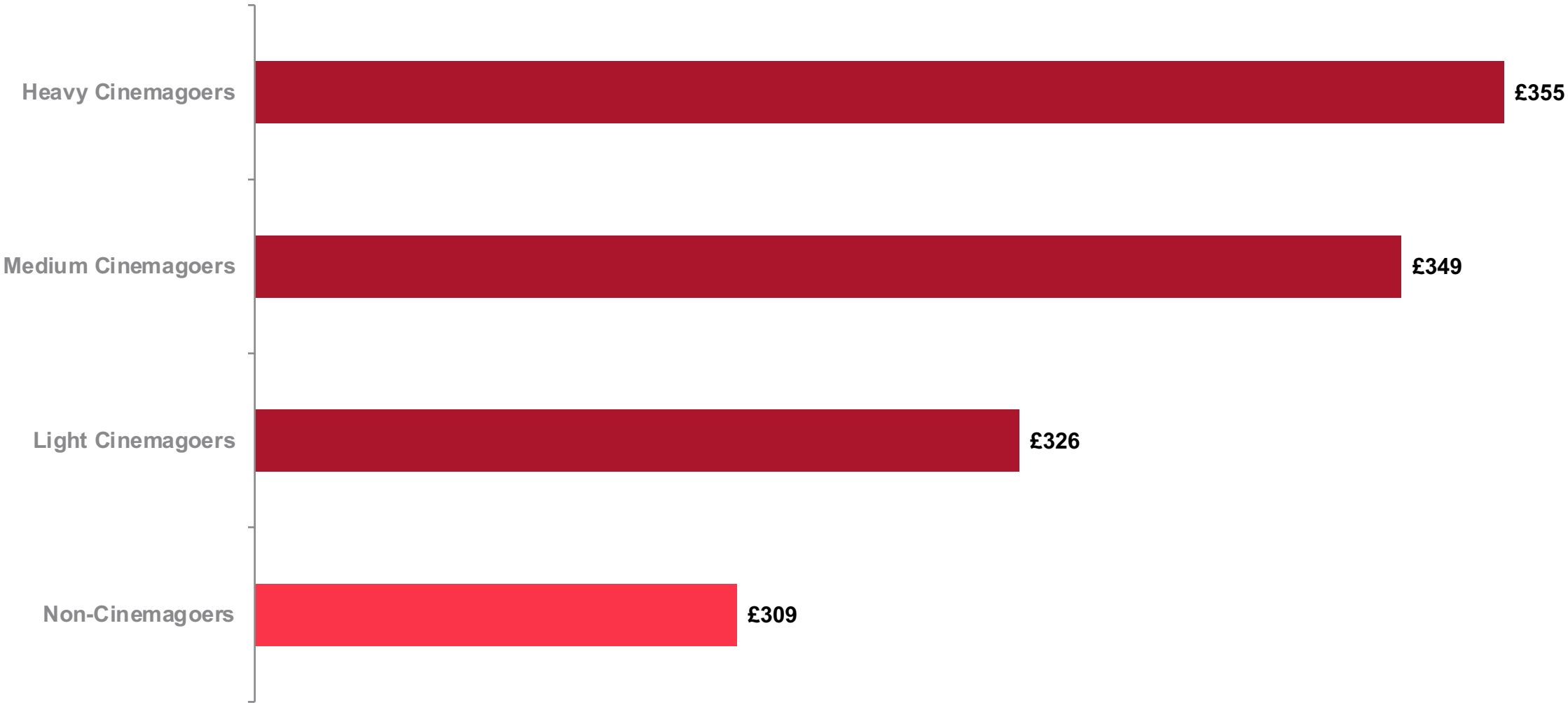
ABC1
16-34 Adults

£250 vs. £242 non-cinemagoers

THE MORE THEY GO, THE MORE THEY SPEND

Cinemagoers who go at least once a month spend 15% more on Christmas presents than non-cinemagoers

Average Christmas present expenditure

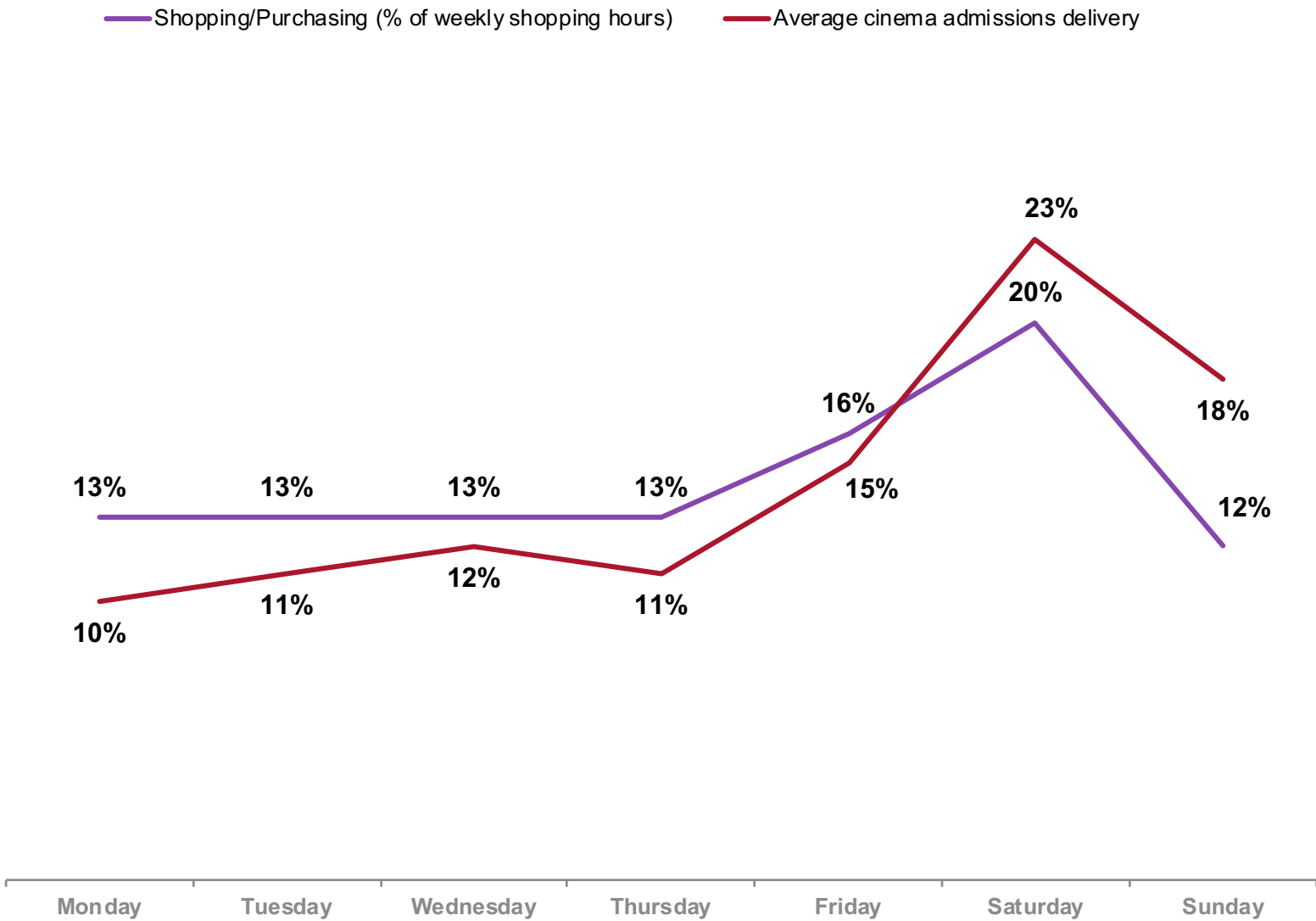


**98% OF DCM CINEMAS
ARE WITHIN ONE MILE
OF A RETAIL LOCATION**

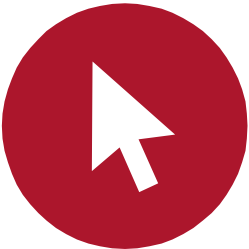


CINEMA NATURALLY UPWEIGHTS THE KEY RETAIL DAYS OF THE WEEK

Cinema admissions naturally peak over the key weekend periods giving brands the chance to engage audiences at the right time - while they're out of the home and within retail locations.



Immediately after film/after the same day



38%

Browse/shop online



21%

Go grocery shopping



20%

Go non-grocery shopping

THANK YOU!

Contact your DCM rep for more
information.

