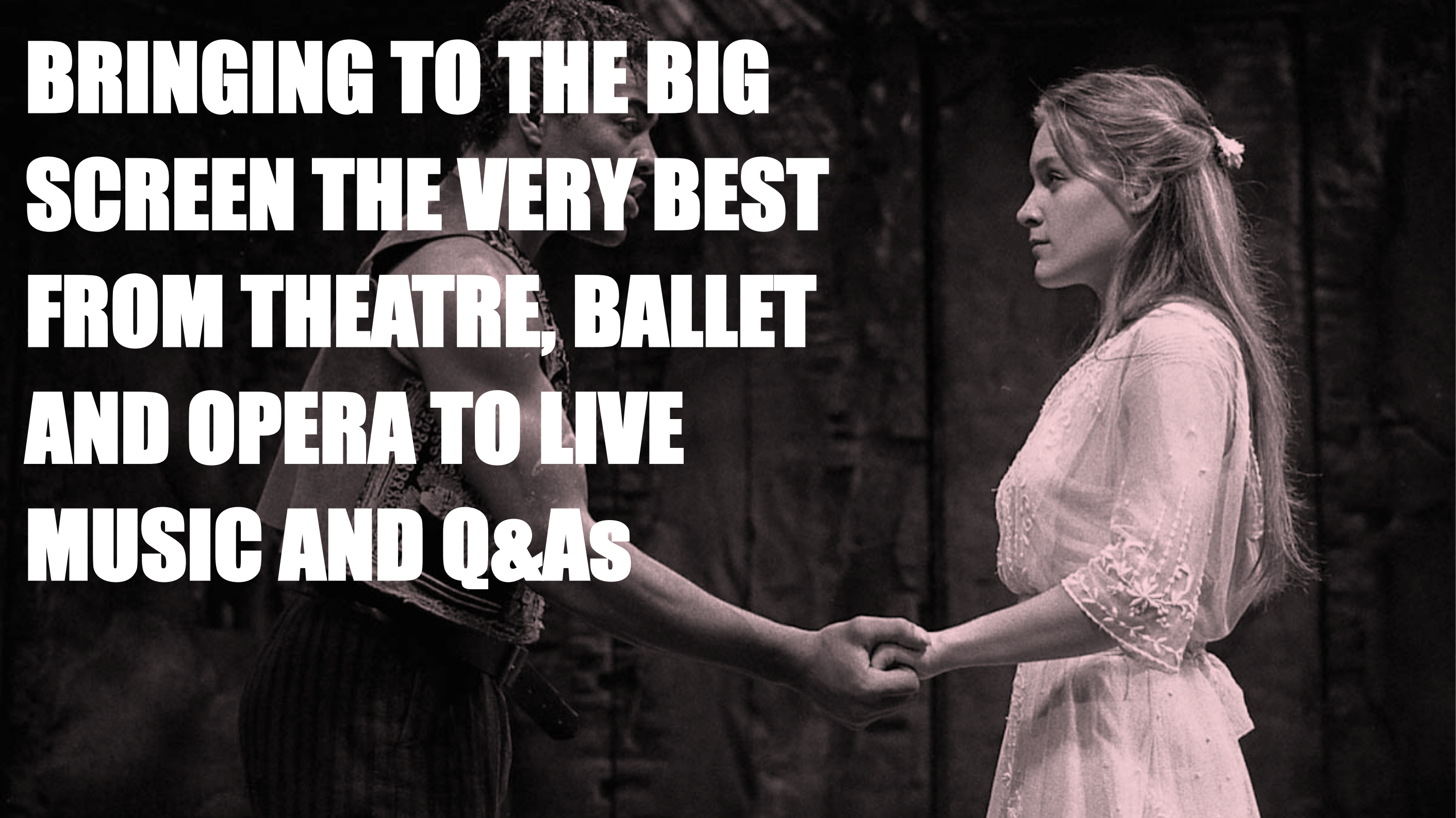


# EVERYMAN LIVE

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A CELEBRATION OF MUSIC, ART &  
THEATRE



**BRINGING TO THE BIG  
SCREEN THE VERY BEST  
FROM THEATRE, BALLET  
AND OPERA TO LIVE  
MUSIC AND Q&As**





## WELCOME TO EVERYMAN

- Iconic luxurious venues with character.
- Cinema as a destination; a premium experience with bespoke food & drink options at every site.
- Quality, curated content; from the coolest arthouse to the biggest blockbusters.





# EVERYMAN LIVE

One of the most subscribed specialist channels in the boutique exhibitor's slate, 'Everyman Live' brings the fields of art, theatre and dance to the big screen offering premium cinemagoers the chance to view some of the globe's most artistic content from the comfort of their two-seater cinema sofa.

The partner brand will take ownership of these screenings as the lead sponsor of the 'Everyman Live' strand, driving brand alignment with superior on screen content.

Live screenings are promoted across all Everyman cinema touchpoints such as online, newsletters, onscreen and social. An agreed ticket allocation for the sponsor brand will allow for the attendance of influencers, valid customers or competition winners for free.

For alcohol brands there is the opportunity for each event to be hosted by an Everyman member of staff who will introduce the screening and remind the guests to claim their free cocktail thanks to the sponsor.

There is also the opportunity for brand ambassadors to run tastings / cocktail making classes before screenings and offer an insight into the brand and how cinemagoers can take the cocktails home.





# SUPERIOR ON-SCREEN CONTENT

Brought to customers in a unique screening environment



Royal Opera House, MET Opera, Classical concerts



Bolshoi Ballet, The National Gallery



Royal Shakespeare Company, National Theatre

# THE EVERYMAN AUDIENCE

Regular Everyman cinemagoers are younger, more upmarket and affluent than your average UK adult.

## 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





# THE EVERYMAN LIVE AUDIENCE

## Everyman Live events are in high demand

Many sell out up to 9 months before the actual screening date.

## The ultimate date night

80% of Everyman Members who bought tickets to an Everyman Live event did so in pairs.

## 25-34 sweetspot

The Everyman Live strand is dominated by the 25-34 demographic – 44% vs 30% of average Everyman cinema attendees.



# **EVERYMAN LIVE PACKAGE DETAILS**



# PACKAGE INCLUSIONS

## ON SCREEN

### 30” Brand Ad

Runs in Everyman Premium AGP, in reel.  
Delivers reach against upmarket Everyman cinema audience.

### 20” Co-branded Everyman Live promo ad

Promotes screenings brought to customers by brand.  
Produced by DCM Studios/Everyman using brand guidelines.

### Co-branded title card

On screen before live broadcast begins.



## OFF SCREEN

### Online

Brand Hub Page hosted on Everymancinemas.com  
Houses information on the partnership as well as brand content (external links, YouTube content...etc.).

Co-branded inclusion on every 'Everyman Live' listing.

Co-branded promo panel/MPU inclusion presence across Everyman website pointing customers to listings.

### Email Comms

Co-branded assets included in

1 x announcement email to Everyman database

6 x inclusions in Everyman newsletter.

### Print

Inclusion in 2 x print magazines across the partnership.



# THANK YOU

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