

CINEMA

# FAMILY PARTNERSHIPS

2020



**ASSOCIATE YOUR  
BRAND WITH GREAT  
VALUE, QUALITY  
FAMILY  
ENTERTAINMENT AND  
TOGETHER TIME**





# REACHING FAMILIES IN CINEMA

Delivering on the hard to reach family audience in a relaxed enjoyable environment.

Cinema remains one of the few media platforms to truly reach the family audience. With a plethora of quality family titles from the likes Pixar, Disney and Dreamworks now an annual (and much anticipated) fixture on the film calendar, there has never been a better time to engage with audiences through a number of different creative methods:

Be it short term sampling opportunities, medium term foyer installations and tours to longer term brand partnerships driving awareness and affinity, there is an option to suit every budget and need.





# THE FAMILY AUDIENCE

# TECHNOLOGY HAS CHANGED THE FAMILY HOME

Family time is precious and technology has changed it for better and for worse...





# VIEWING HABITS ARE CHANGING DRAMATICALLY TOO

Proliferation of children's content has seen a marked decrease in time spent watching traditional TV and the rise the streaming services and devices in the home has led to a change in viewing habits.

**BBC** NEWS

## The end of watching TV as a family



Sean Coughlan  
Education correspondent

31 January 2018

f t w e Share



# -18.2%

Across the last 10 years Kids impacts on TV have dropped significantly



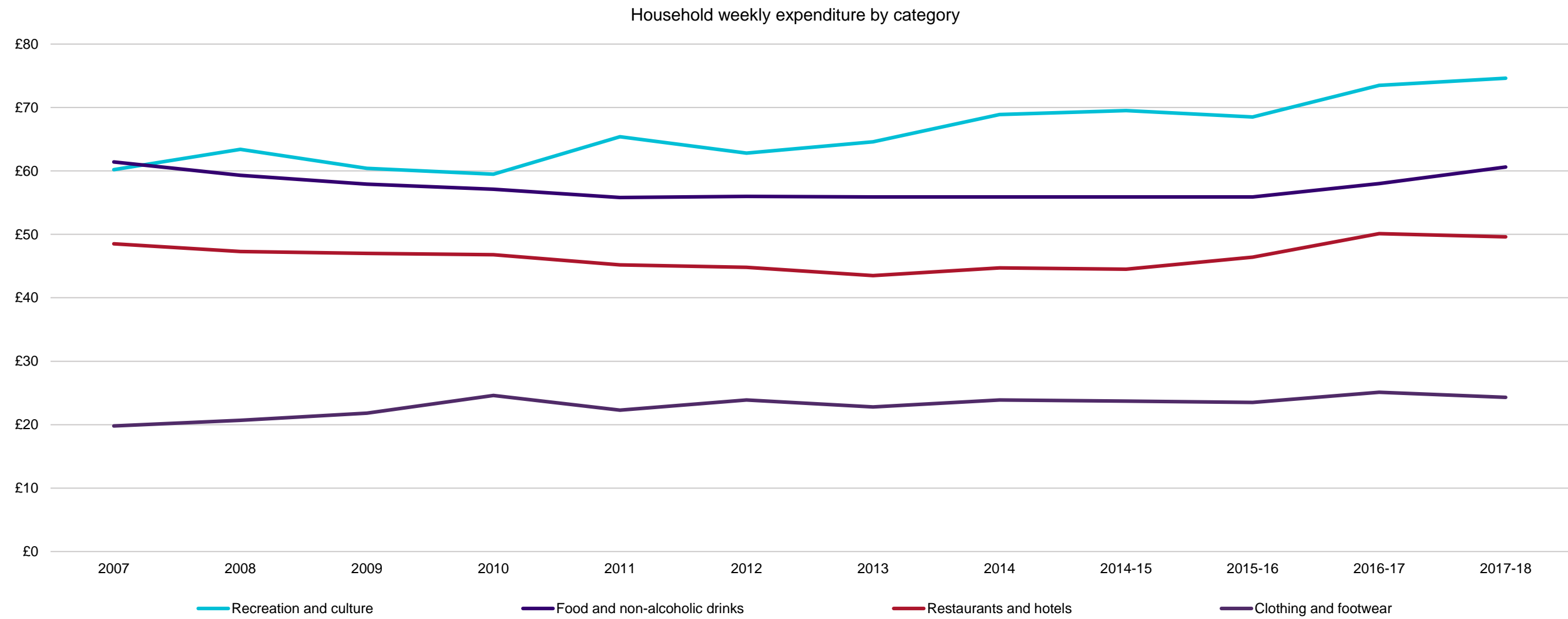
## Children and parents: Media use and attitudes report 2018

- **TV sets and tablets dominate device use** but time spent watching TV on a TV set (broadcast or on demand) is decreasing
- **The viewing landscape is complex** with half of 5-15s watching OTT television services like Netflix, Amazon Prime Video and Now TV
- **YouTube is becoming the viewing platform of choice** with rising popularity particularly among 8-11s.

<S:\DCM Sales\Agency Sales\Team Aegis\Proposals\2020>

# RECREATIONAL OUT-OF-HOME ACTIVITIES REMAIN IMPORTANT

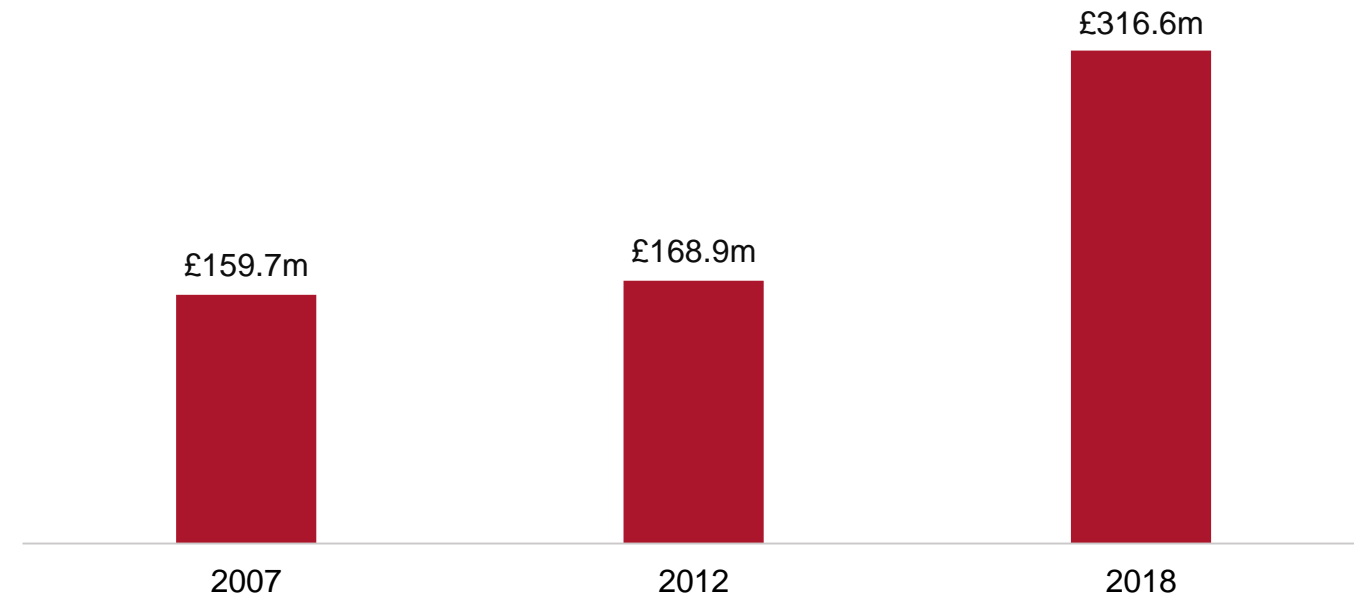
Affordable recreational activities are still important for families – despite other expenditure plateauing in tougher times they’ve continued to seek treats outside the home that everyone can enjoy.



Source: Family spending in the UK, ONS



UK Box Office for Animation & Family Titles



## FAMILIES CONTINUE TO CHERISH CINEMA

Cinema is one of the few medias which the family consume as a group. They spend time together before, during and after the film so it's a perfect chance to reach families together in a word where viewing is increasingly fragmented.

Over the last ten years there's been substantial growth in the number (and success of) family films at the UK box office - last year half of the year's top 10 most popular titles were 'family films'.





# ...AND LOVE THE SHARED EXPERIENCE

An area where we notice the importance is social media, with many of the parents who attend kids club taking to platforms like Twitter to express the value it has to them.



**The Twiglets Dad**  
@DadOfCrazyTwins

Follow

I tell my kids that movies aren't out at the cinema yet until they appear on "Kids Club" 3 months later as I'm a tightwad [#dadfessions](#)



**Ben Payn**  
@BenPayn

Follow

So have agreed to take my girls to see a kids club screening of The My Little Pony movie today. It's the youngest first ever cinema trip. Wish me luck. Oh the horror!!



**Femi Oke** ✓  
@FemiOke

Follow

Only my nephews can persuade me to sit in the front row of the cinema. [#AuntLife](#) 😊

Saturday Kids Club [@ClaphamPH](#)



**Lou Geekstalk**  
@Lola\_Flump

Follow

Parenting win of the day; Paddington 2, which I really wanted to see, was the film choice for the cinema kids club we went to, and my little one insisting on sharing her popcorn with me!



**Lita**  
@lita12557

Follow

At Kids Club in Cineworld with the munchkins to watch The Grinch. A bit late but our littlest Daisy has been desperate to see it 😊❤️



**Sorrell Kenny**  
@SorrellKenny

Follow

Just took my boys to watch [@GreatestShowman](#) at the kids club [@cineworld](#) Whiteley. What an inspirational film! [#Bedifferent](#) [#Beyou](#) 🙌





# 2020 FILM SLATE

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# 2020 FAMILY SLATE

**SONIC THE HEDGEHOG**  
14 FEB 2020\*



The legendary 90's computer game character gets his first ever feature film.

Set in the real world, Sonic has to help save the world from the evil Dr. Robotnik – played by Jim Carrey!

**CALL OF THE WILD**  
21 FEB 2020\*



Based on the classic Jack London novel and set in the 1890's.

A timeless adventure tale brought to life with breathtaking CGI and the legendary Harrison Ford playing the owner of the dog who is stolen.

**ONWARD**  
6 MAR 2020\*



Tom Holland & Chris Pratt team up in Pixar's first original story since 2017's *Coco*.

Set in a world where mythical beasts like goblins and unicorns live side by side, Brothers Ian & Barclay Lightfoot embark on a quest to see if magic still exists in the world.

**TROLLS WORLD TOUR**  
20 MARCH 2020\*



*Trolls* was the surprise breakout family film of 2016, driven by its colorful characters and Oscar nominated soundtrack.

The sequel looks set to be more of the same with the Trolls going on a world tour after discovering there are 6 different troll lands.



# 2020 FAMILY SLATE

**PETER RABBIT 2**  
27 MARCH 2020\*



The James Corden fronted film grossed over £350m worldwide in 2018 on just a £50m budget- proving that over 100 years after his first appearance, Peter Rabbit still has a place in families hearts.

**SCOOB!**  
15 MAY 2020\*



Returning to its animated roots following a early 2000's live action revival which, whilst commercially successful, was critically panned.

This return to animation will likely see a return to form for the beloved ghost hunting gang!

**SPONGEBOB MOVIE**  
22 MAY 2020\*



You don't get a much bigger than being Barack Obama's favorite TV character!

This will be SpongeBob's third theatrical release, having been on TV for 20 years. SpongeBob is a cultural icon and sure to get bums in seats next May.

**SOUL**  
19 JUNE 2020\*



You don't get a much bigger than being Barack Obama's favorite TV character!

This will be SpongeBob's third theatrical release, having been on TV for 20 years. SpongeBob is a cultural icon and sure to get bums in seats next May.



# 2020 FAMILY SLATE

**MINIONS 2**  
10 JULY 2020\*



Minions are HUGE. The first *Minions* film was the 1<sup>st</sup> non-Disney animation to make over £1bn at the box office.

The film will tell an origin story of the adventures of the Minions, working for a then tyrannical leader, Gru



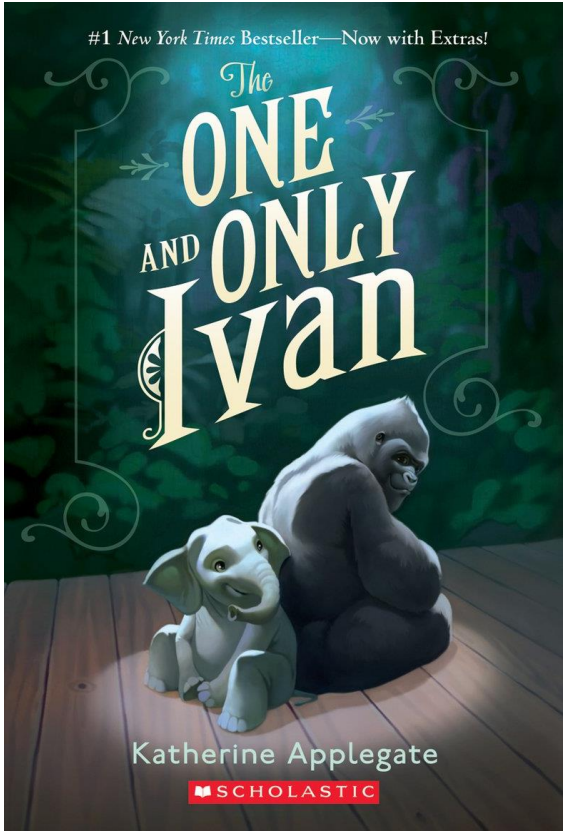
**RUMBLE**  
10 JULY 2020\*



In a world where monsters are tame and monster wrestling is a popular sport, Winnie seeks to follow in her father's footsteps as a manager by turning an inexperienced monster into a contender.

Written by Ethan Cohen and Matt Lieberman, *Rumble* stars Geraldine Viswanathan, Terry Crews and Will Arnett.

**THE ONE AND ONLY IVAN**  
14 AUGUST 2020\*



A gorilla named Ivan (Sam Rockwell) tries to piece together his past with the help of an elephant named Stella (Angelia Jolie) as they hatch a plan to escape from the captivity of Mall owner Mack (Bryan Cranston).

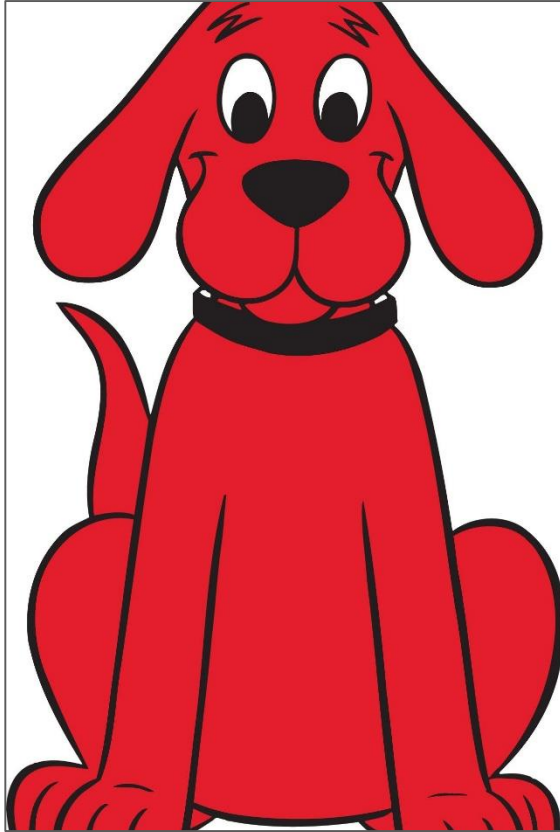
**THE MITCHELLS VS THE MACHINES**  
9 OCTOBER 2020\*



A Sony Pictures animation in which the eponymous Mitchell family road trip is interrupted by a tech uprising that threatens mankind.

# 2020 FAMILY SLATE

**CLIFFORD THE BIG RED DOG**  
20 NOVEMBER 2020\*



This is Clifford's first film following on from a successful 1960s book series and a children's TV series in the 2000's. An Amazon Prime tv series will also launch in 2020.

**RAYA AND THE LAST DRAGON**  
27 NOVEMBER 2020\*



Disney recently announced their big Q4 2020 animation will be a brand new story called Raya and the Last Dragon.

*Raya* will be an epic fantasy adventure with southeast Asian themes. Described as “a reimagined earth inhabited by an ancient civilization.”

**UNTITLED TOM & JERRY**  
23 DECEMBER 2020\*



A childhood institution for generations, the world's most famous cat and mouse duo returns for a cinema reboot at the end of 2020.



# FAMILY PARTNERSHIP OPTIONS



# CINEWORLD BE MORE CHILDISH

A MULTI TOUCHPOINT OPPORTUNITY FOR BRANDS TO REACH FAMILIES  
ENGAGED IN THE MAGICAL MOMENT OF FILM.

In a year of unrivalled family titles, CINEWORLD presents an opportunity for a brand to become part of the whole exciting cinemagoing experience, with access to this valued target audience across screen, online and foyer.

At CINEWORLD it is simple - adults pay child's prices – a 'family' of four can be any kind of combination of adult or child - offering incredible value for everyone. But more importantly, beyond the price, adults are encouraged to lose their inhibitions and engage with a number of activities pre and post film – all designed to enhance the overall experience at Cineworld. It's time to BE MORE CHILDISH...





# PACKAGE BREAKDOWN

## ON SCREEN

Brand ad runs in family titles across the Cineworld estate.

Co-branded ident promoting 'family ticket offer, brought to you by brand' (produced by Cineworld using brand guidelines).

## OFF SCREEN

Co-branded assets placed across Cineworld website, including Home Page and dedicated Family pages.

Co-branded banner across 1 x monthly email sent to full Cineworld database, aligning brand to latest exciting family releases.

Co-branded inclusion on organic social posts mentioning Be More Childish/Family Ticket offer. Switch on during 15 weeks of Half Term Time.

Co-branded collateral switched on during school holiday period (15 weeks) across the 12 month partnership.

Large format digital rotunda screens as well as other digital foyer assets.

Opportunity to reach customers in foyers through sampling/activations.



# PICTUREHOUSE FAMILY TICKET

**Drive brand affinity with a long term partnership at the UK's most established boutique cinema chain.**

The Picturehouse brand was founded in 1989 on a passion for great film coupled with a desire to deliver an unrivalled boutique cinema experience to customers. It has grown to become a nationally recognised and much-loved exhibition brand – boasting circa 150,000 paid up Members and over 25 sites around the UK.

The Family Ticket offer at Picturehouse offers upmarket families the chance to visit the cinema at a competitive price; adults go for children's prices – up to a total of four tickets – ensuring families don't miss out on some of the biggest titles across 2020.

The package includes screentime, online impacts, database email comms and social as well as opportunities to activate in foyers during busy periods.





# PREVIOUS ACTIVATIONS



ALWAYS  
ADDING  
EXTRA

Sponsors  
 Family Tickets

Grown ups  
pay **kids** prices





Win a family holiday  
with Villa Plus!

Find out more at  
spotlight.picturehouses.com

Family tickets are for four people, at least two of whom must be under 15. Terms and conditions apply



Family Tickets With Villa Plus

Everyone's a kid with a Picturehouse family ticket as adults pay child's prices

By [Tom Dwyer](#)  
@thomdwyr

26 January 2018

The Skylanders, The Tardisaurus, The Corleones... Families and films have always gone hand in hand, and to help you get the most out of your family's trip to the cinema, we've got an offer you can't refuse.

We've teamed up with Villa Plus to create a new family ticket where the whole family pays child's prices to meet time you take the family to the cinema, everyone gets to be a bit more childish.

Villa Plus offer holidays to over 1,500 exclusive villas, to destinations such as Spain, Portugal, Cyprus, the Greek Islands and Croatia, with new additions Puglia in Italy and Zante in Greece for 2018. They're always adding value to each villa: many pools are heated at no extra cost, pool and table tennis tables, VIP's, air conditioning, in-room representations and much more to make sure you love your holiday even more.



To celebrate the new family ticket, Villa Plus have an exclusive competition for one lucky winner to have a 7 night holiday in either Algarve or Lanzarote.

To be in with a chance of winning a week away, simply answer the following question:

**If you could visit a location from a film for a holiday, where would you go?**

Please read our competition Terms & Conditions.

☐ I accept the competition Terms & Conditions

 Cinema



Everyone's a kid with a Picturehouse family ticket

We've teamed up with Villa Plus to create a new family ticket where the whole family pays child's prices! So next time you take the family to the cinema, everyone gets to be a bit more childish.

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To celebrate the new family ticket, Villa Plus have an exclusive competition for one lucky winner to have a 7 night holiday in either Algarve or Lanzarote.

Find out [Spotlight](#) to find out more and enter!

[Find out more](#)



# KIDS CLUBS



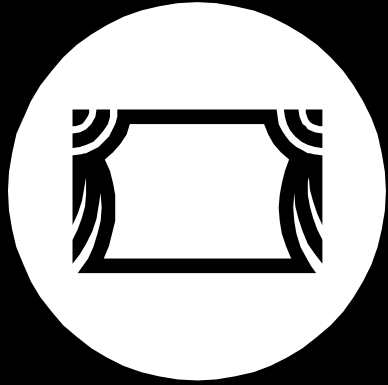
# KIDS CLUBS

Exhibitors want to ensure cinema is accessible for as many people as possible and Kids Clubs – on weekend mornings and daily during half term – offer heavily discounted tickets for parents and children.

Films shown tend to be big hits from the last six months.



# TYPICAL ASSET LAYDOWN



## ON-SCREEN

### **Kids Club Screenings**

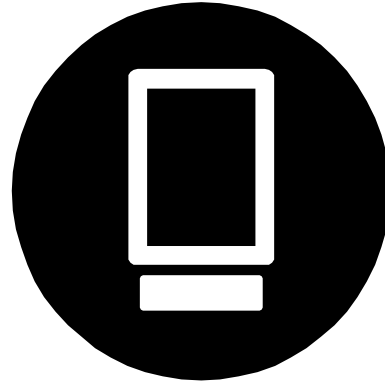
*Opportunity for long form content*

### **Family AGP**

*Brand ad running across major family titles across the partnership.*

### **Co-brand 'trailer' message**

*In addition to brand copy running in reels.*



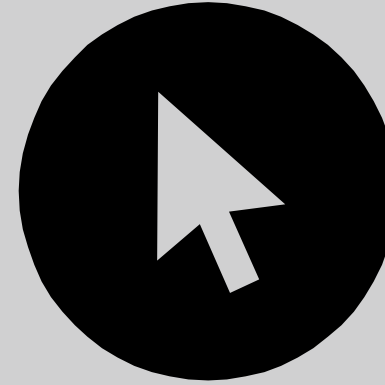
## IN-FOYER

### **Product Sampling**

### **Experiential Builds**

### **Digital panel support**

*Co-brand welcome message*



## ONLINE

### **Kids Club Landing page**

*Brand imagery, editorial.*

*Opportunity to run competitions with social inclusion.*

### **Co-brand logo**

*MPU, run of site*

### **CRM comms**

*Weekly newsletters, solus promotions.*





# PREVIOUS BRAND KIDS CLUB PARTNERSHIPS



# mini MORNINGS

SMALL PEOPLE. BIG EXPERIENCE

proudly sponsored by



## CRUSHA

### Vue Mini Mornings Partnership

Crusha, the much-loved milkshake brand recently premiered its first ever cinema ad creative.

A 30" brand ad and 10" ident premiered in the Gold Spot, the prime 60" directly before all screenings at Vue's Mini Mornings.

The 6 months partnership includes OOH advertising via Vue digital screens, digital display banners and tie-in displays across the Vue website, and sampling across six cinemas on the opening weekends Toy Story 4 (June) and Frozen 2 (November).

"Crusha is a brand that's remembered fondly from people's childhood. Parents remember it from when they were kids and the nostalgic fun of making their own milkshake. By partnering with DCM to broker a bespoke brand partnership for Crusha and Vue's Mini Mornings, this campaign will reintroduce a beloved brand to a new generation of parents and kids by tapping into the wonder of nostalgia and the magic of movies – inviting them to share little childlike moments of fun together."

**Zoë Crawford, the7stars:**





# THANK YOU

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Please contact your DCM rep for  
further information.

