PARTNERSHIP OPPORTUNITY

ODEON WE ARE CINEMA

2020

DCM STUDIOS

WE ARE LAUGHTER
WE ARE WOWS
WE ARE LOST FOR WORDS...
WE ARE CINEMA

DCM STUDIOS

ODEON

ODEON WE ARE CINEMA 2020

AN INCREDIBLE LONG TERM OPPORTUNITY TO ALIGN WITH ODEON AS THEY DRIVE EXCITEMENT AROUND ANOTHER MOUTHWATERING YEAR OF FILM…

Following the initial successful soft launch of ODEON's WE ARE FAMILY cinema proposition – designed to offer customers extra value in one of the most crowded years of family film in recent memory - ODEON plans to launch the wider WE ARE CINEMA proposition to the market in 2020.

WE ARE CINEMA is all encompassing, covering all audiences and all films, offering the partner brand the chance to align with the excitement and anticipation of yet another mouthwatering year of film content. From Award winners to comic book heroes. From the universal appeal of reinvigorated Disney classics to the rugged menace of Daniel Craig's Bond. The partner brand will be at the forefront of ODEON's comms as they look to engage their existing customer base as well as gain market share.

The package contains considerable screentime exposure, with impacts driven through co-branded comms across ODEON's online, social and other platforms.

DCM STUDIOS

THE ODEON AUDIENCE

Demographics
Younger skewing ABC1 audience

	Regular Odeon cinemagoer	Average UK adult profile
15-34	40%	31%
35-54	35%	33%
55+	24%	37%
ABC1	58%	55%
> £35k	44%	39%

Lifestyle
Busy lives but ad/brand-receptive

“Always on the go”
(Index: 118)

Celebrities influence my purchase decisions
(Index: 118)

“Ad Impressionable”
(Index: 122)

Media habits
Broad, mainstream entertainment tastes

NETFLIX
4
KISS
COMEDY CENTRAL
Spotify®
BBC RADIO 1
FREE METRO

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

ODEON IN 2020

ODEON is the UK's heritage cinema brand – founded in 1928 . But it is by no means stuck in the past…

Now owned by Wanda – THE BIGGEST cinema company in the world, investing heavily in the UK estate, ODEON cinemas are undergoing huge transformation in 2019.

At the forefront of driving experience led cinema for customers is **ODEON LUXE** – the brand's premium cinema offering, rolling out across sites all over the UK.

Each LUXE cinema offers customers the chance to enjoy the film in even more space and comfort with handmade reclining seats, allowing them to truly immerse themselves in the moment and escape into the big screen experience.

LUXE cinemas also cater to customers from a high end food and beverage perspective with a selection of fine wines and beers at Oscar's Bar (named after ODEON's original founder Oscar Deutsch)

No stranger to tech and innovation, ODEON also has 23 Premium Large format (Isense and IMAX) screens across the UK with more refits planned across the year.

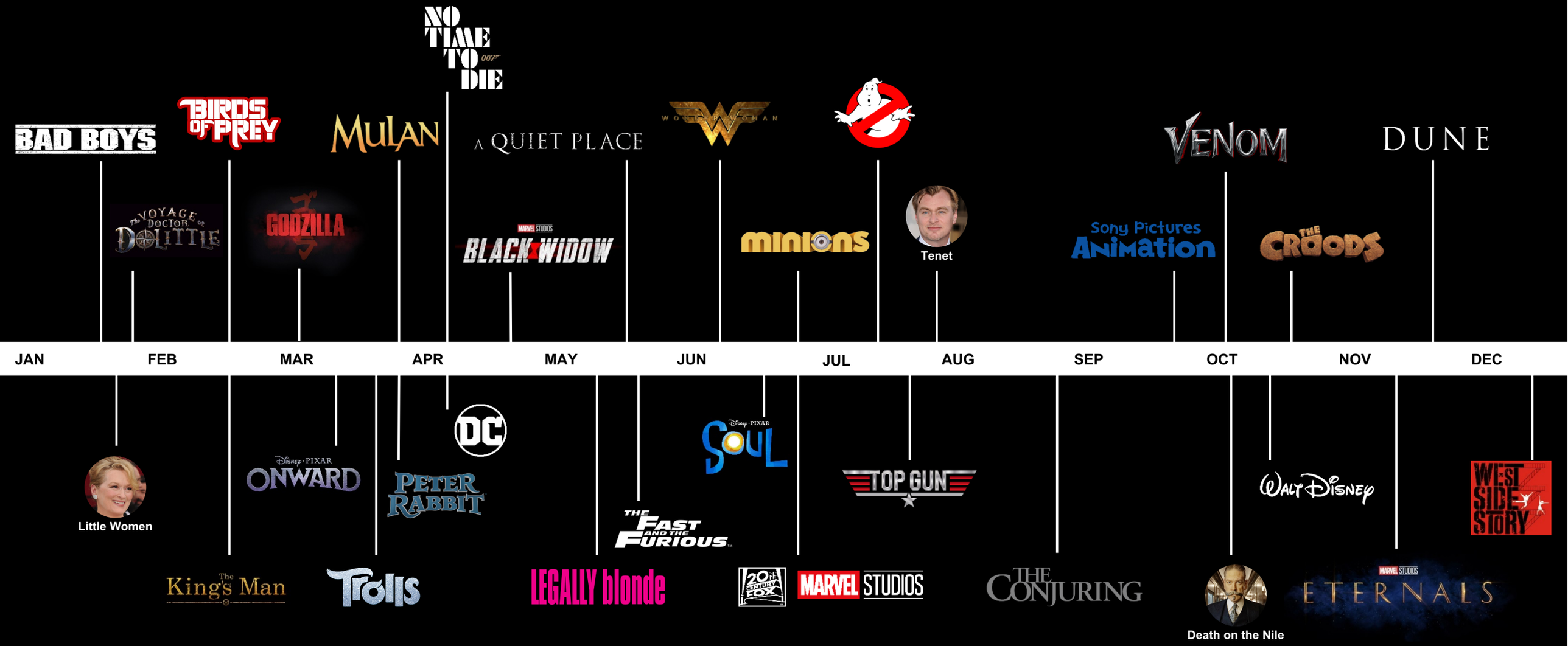
DCM STUDIOS

ODEON LEICESTER SQUARE

THE HOME OF PREMIERES

In December 2018, ODEON re-opened its famous refurbished Leicester Square site – THE HOME OF PREMIERES –and the first Dolby cinema in the UK, delivering the best in both the LUXE experience as well as state of the art Dolby screen and speaker technologies.

2020 ON ODEON SCREENS



THE PACKAGE
12 MONTHS
2020

THE PACKAGE

ON SCREEN

Brand Ad running in reel across 12.5m admissions across ODEON cinemas.

Co-branded ident promoting the partnership to all 38m(!) ODEON audience members, placed in premium ODEON marketing section of the ad reel.
Brand logo will form final 5” of ad.

ONLINE

ODEON OFFERS PAGE DOMINATION
Co-branded assets will own the ODEON offers page and channels, where customers will visit to find out the latest initiatives and offers by ODEON.

Option to include brand content and competitions to drive further positive affinity.

ODEON CINEMA PAGES DOMINATION
Always on co-branded asset across each local cinema site directing customers to offers page information.

EMAIL CRM
Solus and co-branded emails to ODEON database.

Ownership of ODEON social channels through co-branded headers on Facebook, bolstered by paid organic posts.

FOYER
Co-branded digital screen activity.
Sampling options.
Staff branded T-Shirts
Printed assets.

DCM STUDIOS

ADDED VALUE ELEMENTS

PREVIEWS & PREMIERES!

10 x Premiere tickets for partner brand!

4 x pre release screenings for brand employees
(1 site, 1 per quarter)!

EMPLOYEE BENEFITS

10% off ODEON tickets and retail products for all brand employees.

CO-BRANDED PAID MEDIA

In order to promote the various ODEON offers for customers, the brand will be part of a number of paid media initiatives.

All media will be co-branded, with the partner being cited as ODEON's sponsor.

Forecast channels and spend for 2020

CHANNEL	REACH	VALUE
PROGRAMMATIC AUDIO	5.3m	£50k
PAID SOCIAL	15m	£50k
PROGRAMMATIC ONLINE DISPLAY	5m	£50k
YOUTUBE SPOTS	8.1m	£50k

THANK YOU

Please get in contact with your DCM rep for further information.

DCM STUDIOS