

PICTUREHOUSE

LEAD CATEGORY PARTNER 2020

*Picture
house*



PICTUREHOUSE LEAD PARTNERS

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 brand has consistently delivered a unique experience to its customers, from expert film curation played out in beautifully decorated venues to previews, star-studded Q&As, outdoor cinema offerings and the annual hosting of Sundance London – the UK's biggest celebration of independent film.

Since Cineworld's acquisition in 2012, the brand has managed to accelerate growth whilst retaining the quirky charm that made customers fall in in love with Picturehouse in the first place. After 30 years, Picturehouse balances the best of both worlds; possessing the technical expertise of a multiplex and the charm of an independent.

Beyond Sundance, the brand maintains its commitment to expertise and curation of independent film through its own distribution arm Picturehouse Entertainment (God's Own Country, A Ghost Story) as well as a number of well-subscribed film strands designed for customers to enjoy seasons of cult classics and recently unearthed gems.

Following a logo rebrand in 2018, expansion and the latest new opening in London's Fulham Road – there has never been a better time to partner with the UK's most established boutique cinema exhibitor.



**BECOME
SYNONYMOUS WITH
THE PICTUREHOUSE
EXPERIENCE**



THE PICTUREHOUSE EXPERIENCE

An essential part of the high street...

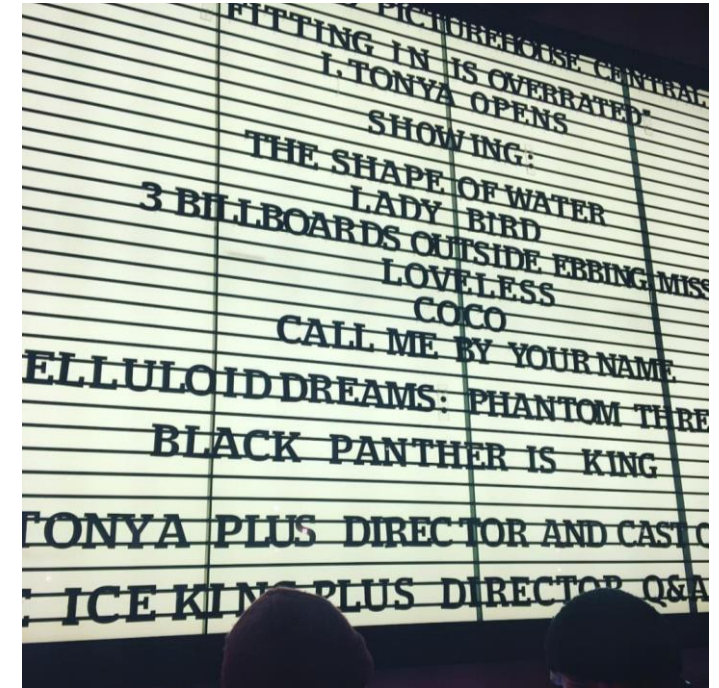
Community-centric venues



A complete social experience



Quality content for a discerning audience



ARCHITECTURALLY UNIQUE VENUES

A mix of classic and modern architectural beauty



AT THE HEART OF THE COMMUNITY

Picturehouse look to open cinemas in the heart of communities that have previously been underserved by what they believe they can bring to the local area



Brixton
Personalised messages, monthly film quiz, DJs, yoga and Disney Karaoke!



Hackney
Life drawing, documentary festivals and Black History Studies events



York
Comedy club, spoken word shows and record fairs

INDEPENDENT CINEMA IS THRIVING

We are in the midst of unprecedented growth in the independent cinema sector

“Independent cinemas are broadening what they offer and taking a more fundamental role in communities”

Ben Luxford, British Film Institute (BFI)

“Indie theatres are the new big thing. It’s looking like a new golden age”

Nada Farhoud, The Mirror

“Independent cinema has never known a time like it...reinventing themselves as the new entertainment hubs on the high street”

Rob Walker, The Guardian

A NATIONAL FOOTPRINT

LONDON

BRIXTON
BROMLEY
CENTRAL
CLAPHAM
CROUCH END
EAST DULWICH
FULHAM ROAD
GREENWICH
HACKNEY
HENLEY-ON-THAMES
NOTTING HILL
STRATFORD
WEST NORWOOD

REGIONAL

ASHFORD
BATH
BRADFORD
BRIGHTON – DUKE OF YORK'S
BRIGHTON – KOMEDIA
CAMBRIDGE
EDINBURGH
EXETER
LIVERPOOL
NORWICH
OXFORD
SOUTHAMPTON
STRATFORD-UPON-AVON
YORK



PICTUREHOUSE: GROWN UP CINEMA

Going to a Picturehouse isn't just about the film for its customers, it's about the whole experience

The majority of Picturehouse venues have bars and cafes/restaurants making cinema a true social destination – in fact they **sell more beer and wine than popcorn!**

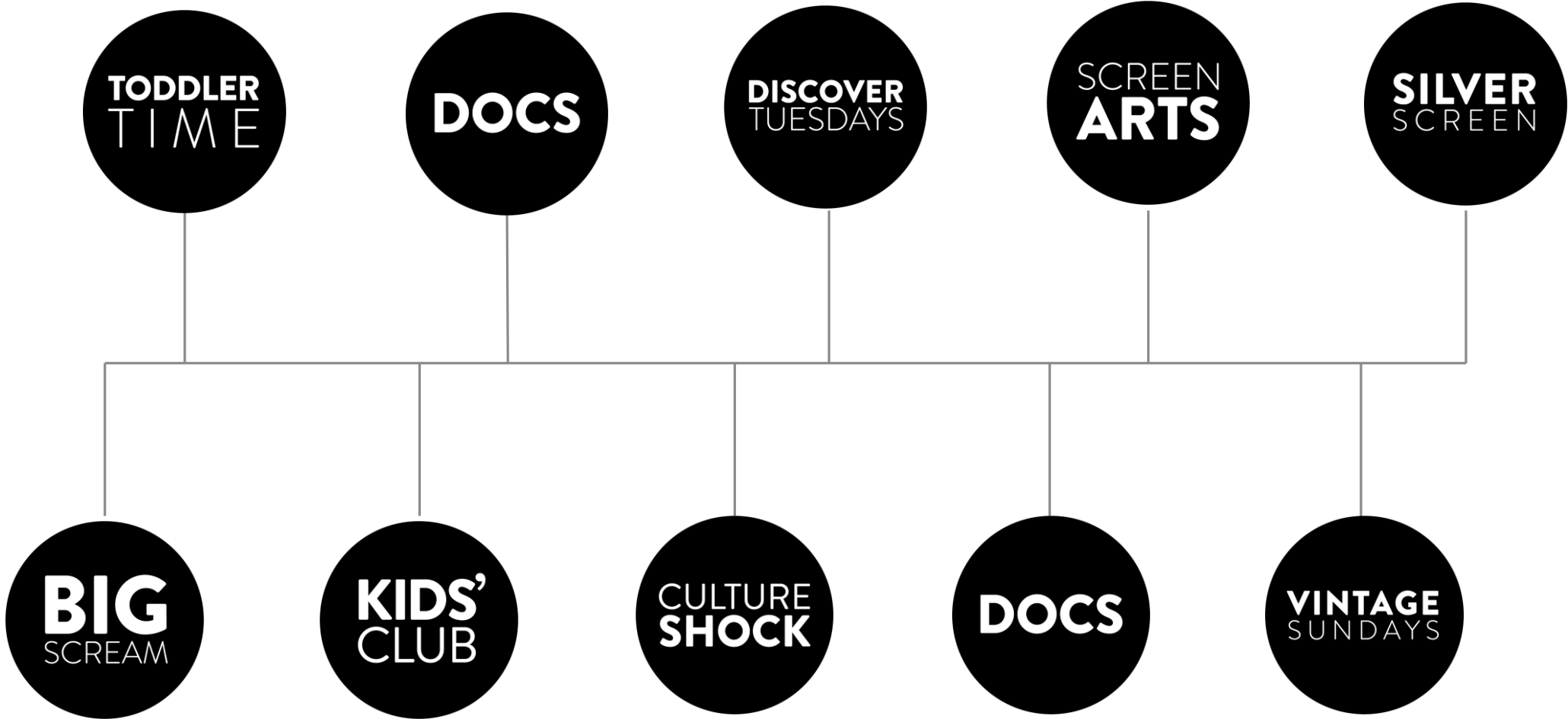
Picturehouse cinemagoers love film but going to one of its cinemas isn't just about the film – they go for the **experience** and the **environment**. It's a chance to enjoy a complete night out in one location.

It's this experience that's led **to c.150,000 people becoming Picturehouse Members** – giving them access to preview events, priority booking and food/drinks discounts in cinema and with local partners



PICTUREHOUSE CATER FOR EVERYONE

Each Picturehouse venue runs bespoke programming that caters for all ages and strives to make cinemagoing as accessible as possible for everyone.



Autism Friendly Screenings

Dementia Friendly Screenings

Bring Your Dog To The Movies

THE PICTUREHOUSE AUDIENCE

LOYAL, DISCERNING,
AFFLUENT, ENGAGED

THE PICTUREHOUSE AUDIENCE

Demographics

A highly affluent younger-skewing audience

	Regular Picturehouse cinemagoer	Average UK adult profile
15-34	40%	30%
35-54	32%	32%
55+	29%	37%
ABC1	78%	55%
> £100k	14%	5%

Lifestyle

Discerning and engaged

It's important to me know how products & services I buy are sourced and made
(Index: 157)

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

Visit an art gallery, museum or theatre once every 3 months
(Index: 336)

Media habits

Seeking interesting & premium content



THE PICTUREHOUSE AUDIENCE

Lifestyle and attitude breakdown

Affluent, upmarket audience

43% AB / 78% ABC1

16% Senior director/Professional
(e.g. doctor/solicitor) (Index: 138)

14% Household income >£100k (Index: 303)

40% **15-34**

32% **35-54**

29% **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 (8%, 132)

Get married (2%, 95)

Change jobs/career (21%, 181)

Well travelled

54% are passionate about travelling (121)

82% plan on holiday/a short break in next 12 months.
(127)

Love the arts and culture²

37% regularly visit a museum (319)

24% regularly visit the theatre (243)

34% regularly visit an art gallery (435)

Love a good tipple!

47% say it's worth paying more for good quality beer (123)
...and 40% feel the same about a quality wine! (120)

PICTUREHOUSE AUDIENCE & ALCOHOL

**73% of Picturehouse cinemagoers drink alcohol
once a week or more**
- 14% more likely than the average UK adult

**24 of Picturehouse cinemagoers visit a pub or bar
once a week or more**
- 44% more likely than the average UK adult

‘I like to try new drinks’
(Index: 112)

**‘It is worth paying more for
high quality beer’**
(Index: 123)

‘I pay more for good quality wine’
(Index: 120)

**Picturehouse cinemagoers are 50% more likely
to be craft ale or lager drinkers**
(Index: 150)

**Picturehouse cinemagoers are 19% more likely to
Be gin drinkers vs the average UK adult.**
(Index: 119)

PACKAGE BREAKDOWN

PACKAGE ASSETS

LEAD CATEGORY PARTNER

As an exclusive category partner, Picturehouse will work with your brand to create a unique and memorable long term partnership that offers both the brand and its customers special access to the UK

As well as placing your brand ad in reel across the estate, DCM Studios will work closely with you to create bespoke ideas that deliver on a brand strategy and goals.



OFF SCREEN ASSET EXAMPLES

Online

Co-branded assets across Picturehouse online channels including CRM email marketing web banners, social

Foyer

Sampling opportunity at bars, restaurants or a the foyer. Designed to develop integration with the brand and Picturehouse, as well as putting product in hand

Digital screen activity at Picturehouse Central and further digital sites.

Inclusion in Picturehouse Recommends Magazine

Added Value

4 x private screen hires to entertain employees, influencers or engage Picturehouse customers with free film screenings.

50 x comp tickets per month for employees or influencers to attend Picturehouse and sample the best in cinema for themselves!



ACTIVATION OPPORTUNITIES

PICTUREHOUSE RECOMMENDS

A unique opportunity to align your brand with premium film.

Each month, the Picturehouse Team selects a few of the films they are most excited or intrigued about, curating these as their 'Recommends' strand.

These are given special prominence across Picturehouse's assets including - uniquely - on screen in amongst their usual reel of trailers played out just before the Gold Spot.

A partner brand would have the opportunity to place 2 x 5" bumpers either end of the Picturehouse Recommends trailers creating in conjunction with Picturehouse their own section of the reel aligning the brand with the best the world of film has to offer each month.



THANK YOU!

*Picture
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LAPHROAIG – CASE STUDY

Picturehouse Recommends Partnership 2019

Single Malt Whisky brand, Laphroaig has partnered with Picturehouse Cinemas in a unique collaboration that will bring together the worlds of whisky and cinema.

The campaign encourages people to discuss and share their opinions of the whisky and its unique flavour.

#OpinionsWelcome content will form part of the partnership, with bespoke idents being shown on-screen ahead of Picturehouse members screenings.

A number of on-screen branded advertisements in 60 and 30 second formats will run prior to feature length films.

With Laphroaig stocked across all Picturehouse venues as part of the partnership, bar staff will be trained in Laphroaig, enabling them to create the perfect cocktail for consumers and to educate guests on this famously unique liquid.

There will also be brand inclusion within Picturehouse newsletters and the printed magazine, as well as digital panel support and members content showcasing the partnership on-site.

SPECIAL TASTING EVENT

Members preview

As part of a series of special Laphroaig tasting events held at Picturehouse across the partnership, Picturehouse Central hosted a night of #OpinionsWelcome servings, cocktails and a masterclass of flavour before a free screening of an upcoming film.

