

OUTDOOR CINEMA

2020 Cinema Partnership Opportunity

*Picture
house*



PICTUREHOUSE PAIRS

SUMMER NIGHTS

WITH MOVIES UNDER

MOONLIGHT.

PICTUREHOUSE OUTDOOR CINEMA 2020

Bringing the unforgettable moments of film to incredible locations UK-wide.

In 2020, Picturehouse Pop Up becomes Picturehouse Outdoor Cinema – with a brand new team and brand new kit – this summer festival of film back to deliver incredible moments in striking outdoor locations all over the UK.

A much loved and permanent fixture for Picturehouse audiences each summer, the Outdoor season offers brands the chance to create a number of memorable events for film lovers nationwide.

The Picturehouse Outdoor team has spent the winter months developing existing and scouting out new venues in order to deliver an even better experience for brands and customers this summer – all with the aim of bringing the magic of movies under the moonlight.

With 8 weekends booked in the regions thus far, this partnership offers brands the chance to shape this year's Outdoor offering through exploring venues in London and further cities to suit any brand brief.

DCM has also partnered with trusted event-extraordinaires Hels Angels to help develop each event beyond the big screen, according to the partner brand(s) brief.



THE PICTUREHOUSE AUDIENCE



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%
> £55k	38%	21%

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 (126)

24% regularly visit the theatre (115)

34% regularly visit an art gallery (125)

Love a good tipples!

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



**PICTUREHOUSE CINEMAGOERS
ARE OVER **4X** MORE LIKELY TO
BUY ALCOHOL AT THE CINEMA**

PICTUREHOUSE CAN HELP ALCOHOL BRANDS MAKE AN IMPACT

Picturehouse cinemagoers are more likely to enjoy a drink. Becoming a Lead Alcohol Partner at Sundance: London 2020 gives your brand the opportunity to reach and engage with a premium and in-market audience.

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)

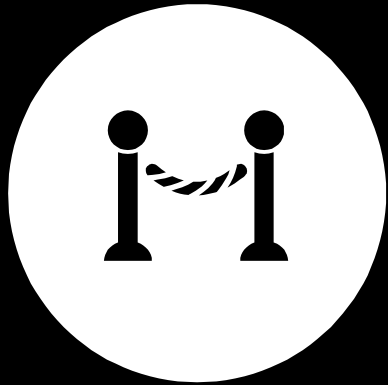
Picturehouse cinemagoers are 50% more likely to be craft ale or lager drinkers
(Index: 150)

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

PARTNER PACKAGE BREAKDOWN



THE PACKAGE



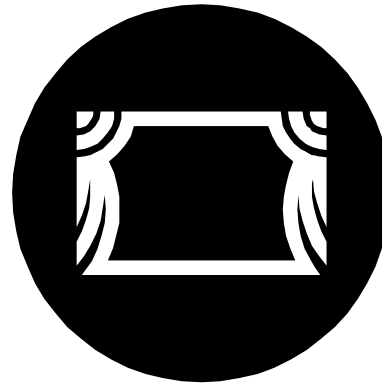
AT THE EVENT

Become your category Lead Sponsor of the Picturehouse Outdoor season.

Enjoy bar stocking rights, the opportunity to sample your product and offer tickets to customers/influencers.

Run brand content on screen before the film.

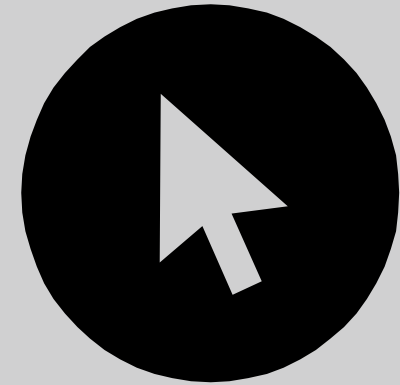
Work with Hels Angels to build out experiential and PoS ideas to fully immerse customers in your brand and product.



ON SCREEN

Run your brand ad in Picturehouse reels during the pre promotion and live event period.

Co-brand the Picturehouse Outdoor screenings trailer, promoting events to customers in the marketing section of the film (close to the trailers!) during both the build up and live event period.



OFF SCREEN

Co-branded presence across...

Picturehouse Spotlight Blog page, hosting ticketing information. May include brand information, competitions, external links...etc.

Co-branded presence across the revamped Picturehouse website.

Co-branded inclusion in promotional emails and social posts advertising the screenings.



PRODUCTION PACKAGE

Dedicated production team

- Event Manager
- Local Brad Ambassador
- Travel & Accommodation

Design & artwork for all event assets

Co-branded assets

- 1 x Pop up registration desk
- 1 x Pop up bar
- 2 x Pop up Gazebos (reg & bar)
- Drinks cups
- 100 x Deck chairs
- 150 x cushions
- 150 x blankets
- Uniforms (t-shirts)
- Picnic tables (non branded)
- Festoon lighting

Storage and Transport



PREVIOUS OUTDOOR CINEMA BRAND COLLABORATIONS



LEFFE

Picturehouse Pop Up Partner 2016

Leffe sponsored the summer Picturehouse Pop-Up series, with sampling available at all stops of the tour throughout the summer from June to September.

At each event Leffe was paired with fine cheese and cured meats allowing cinemagoers to taste their way through the history of Leffe. Branded Leffe deck chairs, blankets and popcorn boxes added to the cultural experience and ensured the brand was central to the pop-up experience.

As part of the brand's wider media strategy for the year, Picturehouse's Outdoor screenings helped contribute to sales of 40,857 hectolitres – a 5% increase YOY.



SAN MIGUEL

Picturehouse Pop Up Partner 2017

San Miguel partnered with Picturehouse Pop Ups across the summer of 2017, increasing brand awareness amongst Picturehouse audiences, and creating an association with relaxed cultural cinema events over the summer period.

San Miguel utilised partner ticket allocations to invite VIPs and influencers to the events across the UK, providing them on entry with VIP goody bag, merchandise, branded blankets and deckchairs, to enhance their Pop Up experience.



CURRENT OUTDOOR CINEMA 2020 LOCATIONS

CURRENTLY BOOKED...

... with the opportunity for more!

Clockwise...

- 11 – 14 June Preston Manor, Brighton.
- 3 – 5 July Mayflower Park, Southampton
- 16 – 19 July Preston Manor, Brighton.



CURRENTLY BOOKED...

... with the opportunity for more!

Clockwise...

24 – 26 Jul Mill Meadows Henley.

31 Jul – 2 Aug Hinksey Park, Oxford

6 – 9 Aug Museum Gardens, York



CURRENTLY BOOKED...

... with the opportunity for more!

Clockwise...

13 – 16 Aug Plantation Gardens, Norwich

4 – 6 Sep Double Locks Canal Bank, Exeter

TBC London venues

