



PICTUREHOUSE POP UPS

**CINEMA EVENTS TO REMEMBER THIS SUMMER
2018**



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**INCREDIBLE FILMS IN
STUNNING LOCATIONS.
PREMIUM AUDIENCES ATTENDING
UNFORGETTABLE EVENTS, ALL
BROUGHT TOGETHER BY YOUR
BRAND...**



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PICTUREHOUSE POP UPS

Returning for 2018, the Picturehouse Pop Up Season is back to deliver incredible cinematic experiences in some of the most striking, beautiful and unlikely cinema locations the UK has to offer.

In sites all over the country, the Picturehouse Team will be taking advantage of the glorious British summer to stage one-of-a kind cinema screening events for audiences to remember and talk about for the rest of the year.

In 2018, Picturehouse Pop Ups will be even bigger and better than before, creating an opportunity for a Headline Brand to own these incredible cinema moments.



WORKING TOGETHER

Picturehouse is the UK's most popular boutique cinema chain, trusted by over 3m people each year to curate the best and most anticipated film content in its equally stunning cinema locations.

In 2018, both Picturehouse and the dedicated DCM Events Teams want to make the summer pop up season BIGGER & BETTER than ever.

We want to deliver unique and memorable cinema events that will be talked for the rest of the year.

Both DCM and Picturehouse are looking to work together with a headline brand, interpreting a strong brief to create incredible themes and deliver a strong brand message within the already much loved Picturehouse Pop Up framework.



THE PICTUREHOUSE AUDIENCE

Picturehouse customers are loyal, discerning, affluent and engaged.

They place great trust in the Picturehouse brand to curate the best films, experiences and products for them.

Customers come to Picturehouse because they know they'll deliver incredible content in a luxurious, stylish environment. Truly, the perfect night out.

ABC1

Upmarket
cinema...
68% ABC1s



Even gender split.

**ABC1
25-44**

Grown up
cinema...
42% aged 25-44



Big spenders...
15% over £75k HH
income.



PICTUREHOUSE POP UPS 2018

Reach upmarket cinema goers as they relax and enjoy their favourite films in stunning locations

Property	Asset	OTS	Gross Value
ON SCREEN	30" Brand Ad in reel ALCOHOL AGP Runs during screening period Fri 25 May to Sun 16 Sept 17 Weeks	416,291	£ 83,258.20
	30" on screen co-branded trailer. Sits outside the Ad reel before the trailers. ALCOHOL AGP Friday 27 April to Thurs 13 Sept 20 Weeks	485,315	£ 63,090.95
	Up to 4 minutes on screen solus content at screenings	9,000	£ 4,320.00
EXPERIENTIAL	Headline Sponsorship of outdoor experiential: Experiential Sampling: Activity at all sites Branding at all sites Joint Logos Bar Stocking rights Sampling experience at all other sites On screen production		£ 50,000.00
FOYER	Quad poster in participating cinemas.	850,000.00	£ 17,000.00
	Flyers at participating cinemas	850,000.00	£ 17,000.00
ONLINE	Online presence throughout campaign to promote screenings and sell tickets. Where possible rich list content will be integrated (e.g. YouTube videos)	2,500,000	£ 35,000
	Co-branded emails promoting campaign (At least one from each participating cinema)	100,000.00	£ 750.00
ADDED VALUE	Social Promotion: FACEBOOK		
	Social Promotion: TWITTER		
TOTAL		5,210,606	£ 270,419

NET HARD COSTS: REQUIRED

Item	Description	Required/Optional	Net Cost
DCM Production	30" On Screen Brand Ad. DCM DCP Production. One Copy	Required	£ 500.00
DCM Production	30" Co-Branded Trailer. DCM DCP Production. One Copy	Required	£ 500.00
Ident Production	30" Co-branded trailer production. Includes PH creative production BBFC/Dolby Accreditation. One Copy	Required	£ 3,565.00
Blu Ray Conversion	Conversion of brand content to HQ Blu Ray One copy	Required	£ 250.00
Printing	Quad Poster Printing	Required	£ 425.00
	Flyer Printing	Required	£ 170.00
	Delivey of printed assets	Required	£ 930.00
Photography	3 x Event capture throughout campaign. Imagery shared with agency & brand.	Required	£ 1,200.00
Videography	2 x Event capture with voxpops. Video output shared with agency & brand	Required	£ 2,700.00
Total			£ 10,240.00

NET HARD COSTS: OPTIONAL

Optional improvements to events sourced by DCM.

Please note costs are estimated/based on current quotes and may not be final

Item	Description	Required/Optional	Unit Cost	Quantity	Net Cost
Branding	Cool box	Optional	£ 150.00	2.00	£ 300.00
	Banner	Optional	£ 150.00	2.00	£ 300.00
	Bar umbrella	Optional	£ 200.00	4.00	£ 800.00
	Gazebo	Optional	£ 1,000.00	2.00	£ 2,000.00
	Bean bag	Optional	£ 200.00	20.00	£ 4,000.00
	Tokens	Optional	£ 200.00	150.00	£ 200.00
	Opener	Optional	£ 2.00	900.00	£ 1,800.00
	Tote	Optional	£ 2.00	900.00	£ 1,800.00
	Cooler	Optional	£ 4.00	900.00	£ 3,600.00
	Blanket	Optional	£ 15.00	400.00	£ 6,000.00
	Chairs	Optional	£ 100.00	100.00	£ 10,000.00
	Cushions	Optional	£ 40.00	100.00	£ 4,000.00
	Vinly stickers (pack 5)	Optional	£ 150.00	2.00	£ 300.00
	Beer mats	Optional	£ 0.10	5000.00	£ 500.00
	Branded cups	Optional	£ 0.30	5000.00	£ 1,500.00
Event	Oak beer barrel table	Optional	£ 60.00	5.00	£ 300.00
	Festoon lighting (per week)	Optional	£ 60.00	13.00	£ 780.00
	Picnic tables	Optional	£ 150.00	5.00	£ 750.00
	Photo booth / props	Optional	£ 500.00	1.00	£ 500.00
	Generator (per day)	Optional	£ 30.00	40.00	£ 1,200.00
Total					£ 40,630.00



THANK YOU



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