

# FROM A TOY'S EYE VIEW

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Toy Story 4

FLYING  
OBJECT

DOOM DCM STUDIOS

# AVERAGE DWELL TIME OF **20 MINS** IN CINEMA FOYERS

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Source: FAME 2018





## **FAMILY FILM: IN-CINEMA ACTIVATIONS**

Big family films are more than just trips to the cinema. They're a chance for parents and kids to bond, enjoy time together and build memories.

With Toy Story 4 set to be one of the largest titles in cinema in 2019, it is sure to create massive impact and become cultural moments for kids of all ages.

Through branded activations in cinemas around these films, there's a unique chance for brands to align themselves with these moments and make those family excursions even more fun and memorable

**FLYING  
OBJECT**

**DOOM DCM STUDIOS**

# **8 IN 10 CINEMAGOERS NOTICE IN FOYER ADVERTISING**

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Source: FAME 2018







## A TOY'S EYE VIEW

One of the most fun aspects of the Toy Story universe is its scale: seeing our heroes clambering over home objects, uncovering special qualities which humans take for granted.

How can a brand invite cinemagoers directly into this universe, allowing them a memorable moment of feeling like a toy, to accompany their trip to one of 2019's biggest family hits?

By showing that brand's own world - from a toy's eye view.



## A TOY'S EYE VIEW

The experience will bring to life this scale, through a construction of giant versions of objects, around which visitors can explore, take photos, and potentially play.

This installation will dramatise the cinema lobby space, creating a must-see moment and offering a chance for a brand's products to be seen in a whole new way.





# MOODBOARD

Seeing an object at an unusual scale - whether it's for giants or a dollhouse - is always intriguing, drawing in the crowds.







# PACKAGE DETAILS

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**We propose hosting the activity over the run of Toy Story 4 in cinemas, and across the summer holidays.**

**The experience would tour 10 sites across the summer, including weekends and weekdays.**

Three approaches

- Soft Play: A bespoke soft play experience, perfect for families with small kids.
- Immersive environment: A series of large-scale models for families to explore, take photos and make memories within.
- Playground: A custom playground like no other for 5-10 year olds.

The package includes:

- Production and design
- Build and derig at 10 sites across the summer holidays
- Travel and transport
- Brand ambassadors (two per activation)
- Focus on cinemas with highest footfall
- Summer holiday activation, around the opening weekend and run of Toy Story 4 in cinemas
- Videography and photography for social sharing





# TIMELINE

Client sign off – 10 May  
Client creative iterations and designs – 2 weeks  
Pre-production – 1 week  
Build time – 3 weeks  
Toy Story 4 release date – 21 June

Example 10 site tour schedule

- Cinema 1 – 21, 22, 23 June
- Cinema 2 – 25, 26, 27
- Cinema 3 – 29, 30, 1 July
- Cinema 4 – 3, 4, 5 July
- Cinema 5 - 7, 8, 9 July
- Cinema 6 - 11, 12, 13 July
- Cinema 7 - 15, 16, 17 July
- Cinema 8 - 19, 20, 21 July
- Cinema 9 - 23, 24, 25 July
- Cinema 10 - 27, 28, 29 July



# THE RIGHT LOCATIONS: MULTIPLEX

These cinemas are located within shopping hubs and attract huge audiences.



Vue Westfield London  
20,400 average weekly admissions



Odeon Manchester Trafford Centre  
17,700 average weekly admissions



Vue Reading (The Oracle Centre)  
12,600 average weekly admissions



# INVESTMENT/PRODUCTION OPTIONS

## OPTION ONE

**Soft Play: A bespoke soft play experience, perfect for families with small kids**

10 site summer tour

Media Value – £72,900

Media Gross - £58,320

Production & Staffing Net - £87,339

**Total Campaign Cost - £145,659**

## OPTION TWO

**Immersive environment: A series of large-scale models for families to explore**

10 site summer tour

Media Value – £72,900

Media Gross - £58,320

Production & Staffing Net - £102,714

**Total Campaign Cost - £161,034**

## OPTION THREE

**Playground: A custom playground like no other for 5-10 year olds**

10 site summer tour

Media Value – £72,900

Media Gross - £58,320

Production & Staffing Net - £118,089

**Total Campaign Cost - £176,409**

*All cost options are based off 1 x build which activates at various sites across a summer tour.  
Final production costs depend on final designs, tour dates and locations*