

RECYCLED PLAYTIME

Toy Story 4



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

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

Source: FAME 2018





A THREE-PART OPPORTUNITY

The following idea has three components, maximising exposure for the brand and alignment with the cinema moment:

An installation: A physical installation is the hub for each idea, making a dramatic, photographable presence in a cinema lobby and providing opportunities for branding.

An experience - A fun activity for kids & parents designed to create a memorable day.

A partnership - An opportunity to partner with a cinema chain around one of the biggest opening weekends of the year.



RECYCLED PLAYTIME

This summer, Forky - a spork turned into a toy - arrives in the Toy Story universe.

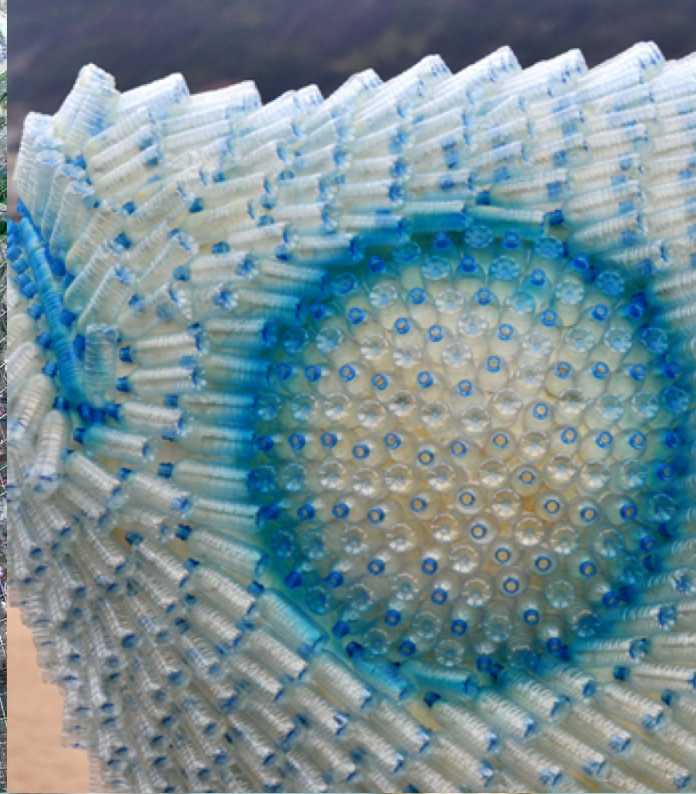
Recycled Playtime is an in-cinema activation designed to connect a brand with this moment.

It invites families to create their own recycled toys, and celebrates what can be achieved with recycled material plus creativity.

At the heart of the activation will be a large castle made from recycled material such as plastic bottles or cups, dominating the cinema lobby.

The castle will announce the activation and feature sponsor branding.

The area around it will host recycled craft workshops for families.



MOODBOARD

The artistic and structural potential of recycled material is almost endless, creating opportunities to make a shareable moment, with a bold ecological message, featuring a brand at its core.





PACKAGE DETAILS

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.

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 OPTION

10 SITE SUMMER TOUR

Media Value – £72,900

Media Gross - £58,320

Production & Staffing Net - £97,589

Total Campaign Cost - £155,909

*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*

