

Key Cinema Drivers

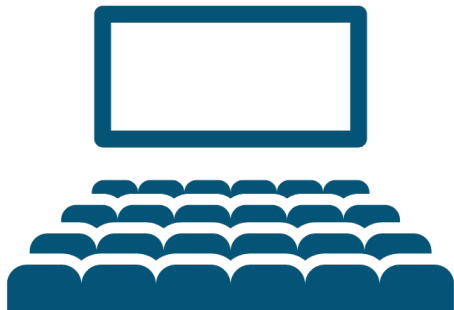


What does Cinema Advertising mean for Customers?

Movie-goers value the entire cinema experience, the superior technology, distraction free environment and social experience

Cinema offers a captive audience and an opportunity to deliver messages with maximum impact

Engage your local audience face to face at the cinema



Captive Audience and Maximum Impact

68% of the cinema goers are between 14-49 years old

68% of the total cinema audience attend at least once a month



Perfect for building brand love

People go to the cinema to be entertained and uplifted - associating a brand with this positive experience creates trust and emotional connection with the audience

Imagine your brand featured right before a feel-good comedy – a recipe for ongoing positive brand association



Standing out in the digital crowd

In the saturated world of marketing, cinema offers a way to cut through the noise

Regional Brands often struggle against national giants and can't compete on spend to get ahead in the digital advertising space. Cinema offers the solution

