

FILMGOING Q1 OPPORTUNITIES



INSIGHT

- The UK box office broke its all time record for the 2nd consecutive year in 2016 reaching £1.3bn up 1.5% from 2015
- In 2016 the top 5 films accounted for 26% of ticket sales mainly driven by Star Wars The Force Awakens and Spectre, whereas 2015 was led by a broader range of titles accounting for 18% of sales
- In 2017 the top 5 films to date made a total of £240m nearly 20% of 2016 ticket sales
- 2018 marks the 90th Academy Awards ceremony
- Recent scandals surrounding Hollywood and the film industry has seen surge in coverage of key events and increased interest

RATIONALE

- Q1 traditionally sees the release of the films that will be nominated for awards such as the Golden Globes and the BAFTAs, with the quarter being coined the 'Oscar corridor' of film releases
- This is the perfect time to associate brands with the high quality film fare of the awards season e.g. up-weight of existing campaign
- Jan-Mar ABC1's make up 71% of all cinema admissions (up 6% on the rest of the year)
- The 25+ audience rises by 12% in same period
- In 2014, 88% of all ABC1 25-44 year olds went to the cinema in Awards Season. Their average dwell time in the foyer is 20mins, 3mins more than average cinema goers
- We are 48% more likely to see a film if it's been BAFTA or Oscar nominated