

Planning & buying cinema

Cinema screen weeks commence on **Thursdays** coinciding with the launch date of new films



Follow Film

- A premium buying option providing alignment with a single film title and its audience, delivering synergy and maximum stand out in category
- Follow film is available at a national, metro and regional level by market. It provides both end of reel positioning and category exclusivity, ensuring competing clients can't advertise in the same block
- Contact your Val Morgan Account Manager for details of Platinum, Gold, Silver and Bronze tier movie titles and their projected audience delivery

Movie Mix

- A cost effective buying option to deliver a target audience, providing flexibility across multiple movie titles and geographical placement
- Programming is optimised each week to run across a range of movie titles appealing to the advertiser's target audience
- Campaign audience delivery is monitored and guaranteed against pre-campaign forecasts

Roadblock

- A new innovation to build reach quickly and create mass awareness
- Roadblock campaigns provide total coverage of the cinema audience over 1 week
- Delivering on average 1.5m to 3.0m people weekly, they run across all cinema screens within the Val Morgan network
- Contact your Val Morgan Account Manager for weekly costs and audience forecasts

Target Audience Package (TAP)

- An aggregated cinema buying option delivering an agreed audience with programming at Val Morgan's discretion and control
- This approach provides advertisers with greater buying efficiency and the opportunity to reach a CPM target within the campaign
- TAP is available on a national or national metro basis only

Digilites

- Digital poster network in the foyers of 100 key cinemas nationwide with 270 panels
- Availability limited to six advertisers in playlist, running a 15" spot length
- Available on a weekly basis by location

Cinema & buying process



How to get the best from your Val Morgan Account Manager

At briefing please share with us:

- Target audience
- Campaign timing
- Creative duration
- Markets
- Budget
- Campaign objectives
- Other media channels being considered
- Role of media
- How the campaign will be measured
- What has worked for the client in the past
- Relevant background on the category & brand
- Any consumer insights that will help us respond

Next steps

After briefing we will develop a proposal outlining the recommended cinema strategy. This will include supporting research and case studies, forecasted audience delivery, movie information, campaign weights, media and production costs and the billing breakdown. Cinema has limited availability and all proposals are subject to availability until the time of booking. To book a campaign we require a signed contract. Once the signed contract is received your Val Morgan Account Manager will confirm your booking.

Production

Once a campaign is booked our production team will contact the creative agency directly. Lead time for supplying creative is ten days to allow file testing and distribution to cinema sites.

Don't forget to remind the creative agency to clear talent rights for cinema. This is best done as early as possible in the campaign planning process.

Managing your campaign

Before the campaign begins your Account Manager will discuss the movie titles scheduled for release throughout the campaign with you. Through our CineTAM audience measurement platform we provide planned audience forecasts against your campaign target audience. We track audience delivery on a weekly basis and optimise scheduling to meet your campaign requirements.

Post campaign reporting

We provide full post analysis at the end of campaign.