



Insight

April 2009

What is it about going to the movies that makes us get off the comfort of our sofa and head down to the 20+ Plex? We surround ourselves with strangers in relatively cushy seats. Leg room for 6 foot plus folks like me is not great. Yet, in the times in which we live and for what seems like forever, the movies have always provided a "great escape" from reality. And, sharing that experience is comforting.

Today, we accept the idea of cinema advertising because marketers have gotten smarter on how they use the opportunity to communicate with a captured audience. Read on and find out more about how cinema advertising can be a valuable avenue to reach your target audience. And, see how you can win a Family Pack of 4 movie tickets and a \$50 gift card brought to you by National Cinemedia Advertising! Check out the rules below.

Enjoy!

Ira
Your Virtual Media Director

IB Up Close:

It's April 1st and that means only one thing. It's Red Sox time!! Gotta love them Sawx. Can't wait to go to Fenway Pahk!! Uh, no.



April Fools! Yanks Rule.

Lights! Camera! Escape! **401K Bringing You Down? Go To The Movies.**

Since the first movies arrived in theatres over a century ago, audiences have been drawn to the silver screen. While a lot may have changed in the entertainment landscape over the years, this original sight-sound-and motion medium continues to captivate as people flock to the movies to escape the daily pressures of life. And reaching your target is easy and cost-effective.

Cinema is a big part of our culture, and people love the shared social experience of the movie theatre as the lights go down and the smell of fresh popcorn fills the air. In fact, the U.S. box office has shown steady growth over the past three years, breaking records in 2008 with mega-hits like *Dark Knight* and the new James Bond film *Quantum of Solace*. Movie-going typically increases during times of economic recession and films continue to be the best value in out-of-home entertainment. Going to the movies allows consumers to escape daily pressures and enjoy the heroes and stars they know and love.

Hollywood spends an average of \$38 million in advertising on every film release to drive audiences to the movie theatre, and smart marketers who are also interested in reaching those audiences are paying attention.

While cinema advertising has been around in various forms since the beginning, the recent advent of digital and satellite technology has finally made it easy and cost-effective for marketers to reach movie audiences. National CineMedia, operating the largest digital in-theatre networks in North America, can distribute ads to its entire national audience or to target by geographic regions. Marketers can even target to specific theatres closest to their business to connect with local customers, which makes cinema advertising especially appealing to regional advertisers. Its capabilities also include turn-key solutions to full-service agencies: from graphic design, to printing/shipping/fulfillment, to video/sound production and editing.

Research even proves that those "wonderful people out there in the dark" are highly engaged and receptive to cinema advertising. Industry studies show that consumers pay attention to cinema ads at a rate of 2.5 times greater than television commercials, and cinema ads are TWICE as effective as TV ads in driving consumers to consider purchasing a product. Thanks to 40-ft screens and the lack of remote controls/TiVos, studies have demonstrated that moviegoers remember advertiser messaging five to six times better than television viewers.

Source: Myers Publishing/OTX, October 2006, NCM Primary Studies May 2003 - June 2007; NATO (National Assoc. of Theater Owners), Box Office Mojo

About National CineMedia

Through its groundbreaking preshow, FirstLook, Lobby Entertainment Network (LEN), NCM.com Web site and other movie theatre promotional products, National CineMedia (NCM) offers multiple ways for marketers to interact with theatre patrons. NCM operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC's national network includes over 17,000 screens of which approximately 14,700 are part of the company's Digital Content Network (DCN). During 2007, approximately 685 million patrons attended movies shown in theatres currently included in the network (excluding Consolidated Theatres and Star Theatres).

As part of this month's IB Media Insight, we're giving away a Family Pack of 4 movie passes plus a \$50 gift card. All you have to do is email IBMedia@carolina.rr.com and say you'd like to enter. This promotion is brought to you by National Cinemedia Advertising. The winner will be announced April 15, 2009 (a little gift on tax day).

Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, pass it on to someone who will appreciate it.

Next month? The time is now for mobile marketing outreach. Common short codes (CSC's) represent the only universal way in the United States for brands to connect with almost all mobile users.

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

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