

“BRAVO: ENCORE 2”

a collaboration of

the

ENCORE UPPER CANADA PLACE CINEMAS

and

ADFILMS LTD.

## **Characters**

### ENCORE UPPER CANADA PLACE CINEMAS

The UPPER CANADA PLACE CINEMA is a locally owned and operated six-screen cinema playing second-run films. It is located in the heart of downtown Burlington, Ontario at 460 Brant St. in the midst of street-front retail and adjacent to the Burlington City Hall.

### ADFILMS LTD.

Hamilton-based ADFILMS is the branding agency for independent Canadian movie theatres including the ENCORE CINEMAS.

ADFILMS coordinates revenue-generating marketing and promotional campaigns geared toward increasing theatre attendance and merchandising opportunity.

### THE ADVERTISER

THE ADVERTISER is eager to gain the attention of existing and potential customers in Burlington and Hamilton.

The ENCORE CINEMAS is an ideal venue at which to enhance your local brand and maximize loyalty.

ENCORE patrons are value-driven, primed for entertainment and receptive to branding messages.

***Build your business brand within Burlington (and Hamilton)!***

## **The Challenge**

The average person is inundated with as many as 5000 ads each day, so it's easy to extrapolate that people are becoming more immune to advertising.

The challenge in marketing is to find creative ways to break through the clutter and directly engage your *ideal* customer.

Audience surveys at the ENCORE UPPER CANADA PLACE have allowed ADFILMS to provide merchandising partners with vital audience demographic information.

Incorporating the ENCORE UPPER CANADA PLACE in your marketing plan is a terrific way to reach a captive, local audience.

## **The ENCORE UPPER CANADA PLACE CINEMAS ...**

... averages 2,600 patrons per week

- 54% are over the age of 35.
- 40% have dependent children living at home.
- $\frac{3}{4}$  are university or college educated.
- Almost half earn \$60,000 or more per year
- Over 60% of those between 35 and 49 attend at least a few times a month

*Let the numbers work for you!*

## The **ENCORE** Advantage

- 83% hail from Burlington (45%) or Hamilton (38%)
- Value-driven consumers have no problem travelling up to 30 minutes for a deal.
- More than half attend local events once a month or more
- *"We love it here ... stay small, cozy and family friendly"*
- Location in the midst of downtown Burlington retail and restaurants is an undeniable appeal.  
*"This theatre is part of the reason I love [Burlington] downtown."*
- 87% feel supporting a local business is an important factor in deciding what businesses to patronize
- 2/3 shop locally every week

### **Get local:**

ENCORE UPPER CANADA PLACE is a part of the Burlington community, where *your* customers live!

Engage potential customers! Re-engage existing ones!

## **The Solution**

### **d-Pre**

The d-Pre (digital preshow) is an entertaining mix of movie trivia, theatre policy and advertising that runs in the 20 minutes prior to each film. With options starting from \$75 per week, your brand will be featured on-screen, in front of a captive, receptive audience.

### **film.ca**

1000

The ENCORE film.ca website receives ~~750~~ unique views each day! Enhance your d-Pre booking with a banner ad on their site. Your business will reach a wide audience, and links to your company website can further brand your business to your target consumers.

### **Lobby Displays**

Bolster your on-screen presence with passive lobby displays, such as posters, free-standing displays, banners, brochures and postcards. Increase top of mind awareness through more frequent brand exposure.

### **Sampling**

Your lobby display on steroids!

Directly promote your business, demonstrate your service, or capture public attention through sampling, couponing, or contest draws.

Sampling programs are directly facilitated by well-trained and professional ADFILMS representatives.

**Cinema is the '100% medium'. Unlike every other advertising vehicle, 100% of the audience is exposed to, and impacted by, your brand. It is an advantage that cannot be overstated, and also the chief reason why recall rates for cinema campaigns are up to 6 times higher than other forms of media.**

**Cinema advertising works!**

“THE END”

For rates and information, contact:



22 Wilson St.  
Hamilton ON L8R 1C5

[www.adfilms.com](http://www.adfilms.com)

905 522 5695

1 866 233 4567

adfilms@cogeco.ca