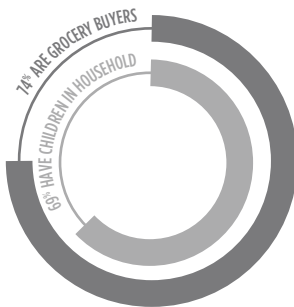
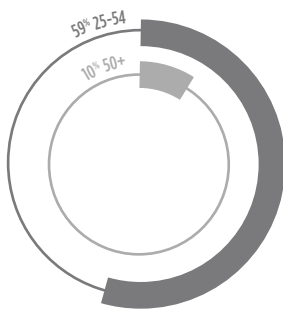


Cinema cuts through with Family Audiences

They are **more than twice** as likely to notice Cinema ads than TV ads and **over three times** more likely to notice Cinema ads than Online ads

Profile

Age profile (14+)



Cinema connects with families, reaching parents and children in a shared premium environment

- > **84%** look forward to going to the movies a whole family.
- > **84%** agree going to the movies is something the whole family can enjoy.
- > Family movies are a key holiday event – **82%** usually go to the movies in school holidays.
- > **1 in 5** parents say they enjoy the movie as much as the kids!

Family audiences are big spenders

- > They typically do a large grocery shop each week, spending **14%** more than the average moviegoer on groceries each week.
- > **35%** shop after the movies.

Source: CineTAM PLUS