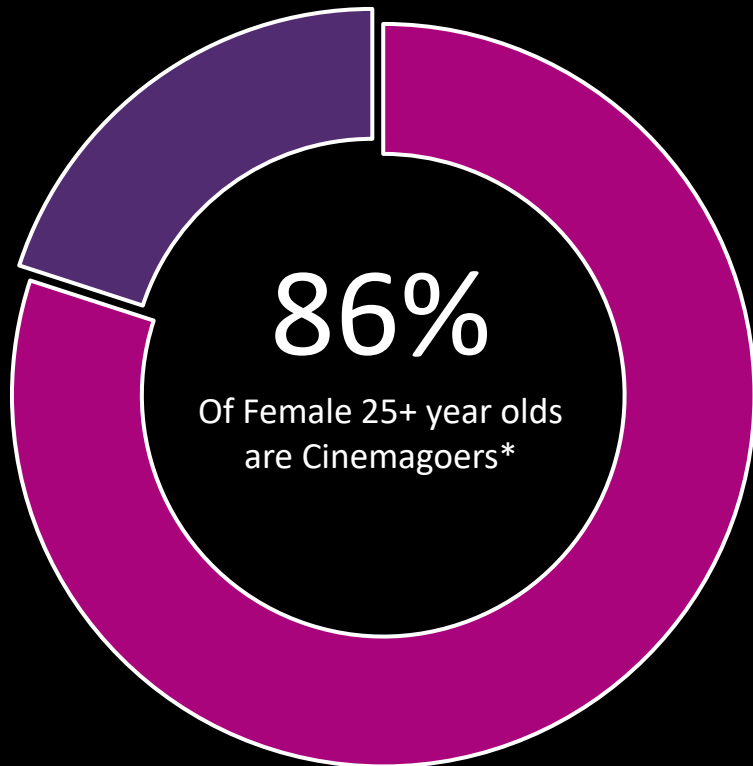


A red tufted armchair is centered against a black background. A bowl of popcorn sits on the seat, with some popcorn spilled out. The chair is framed by a white rounded rectangle.

25-54 Year Old Females

Go to the Cinema

PEARL
& DEAN



66% are Light
TV Viewers*

19%
go at least
once a
month*

6
Visits per
year

3.7 M
Admissions per year

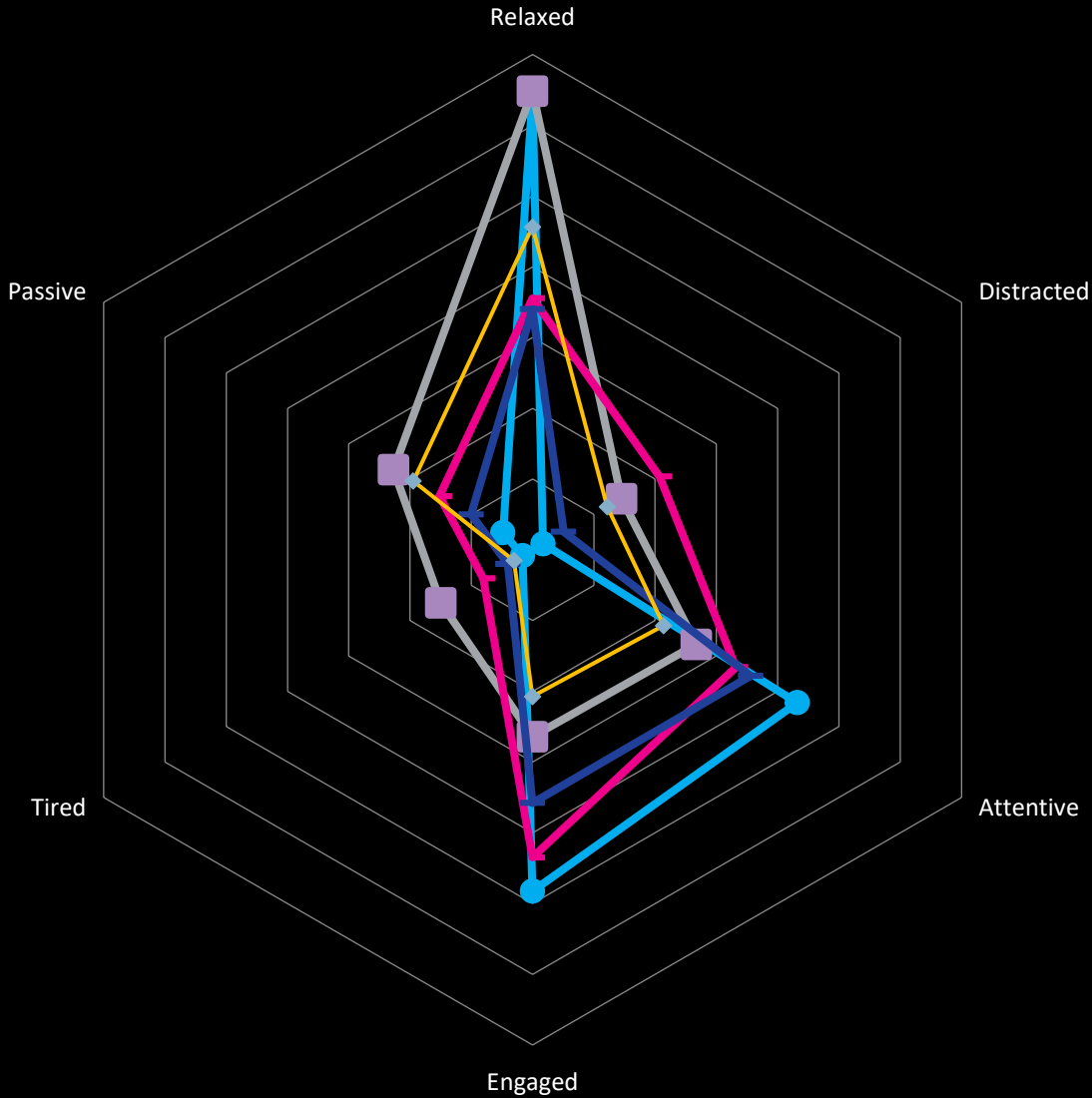
That's
24%
of all
admissions



They like musical movies with a splash of music and a dash of humour!



Frame of Mind Consuming Media – Female 25 – 54



Female 25-54 yr olds sitting in the cinema are

- 80% More Relaxed
- 30% More Attentive
- 11% More Engaged

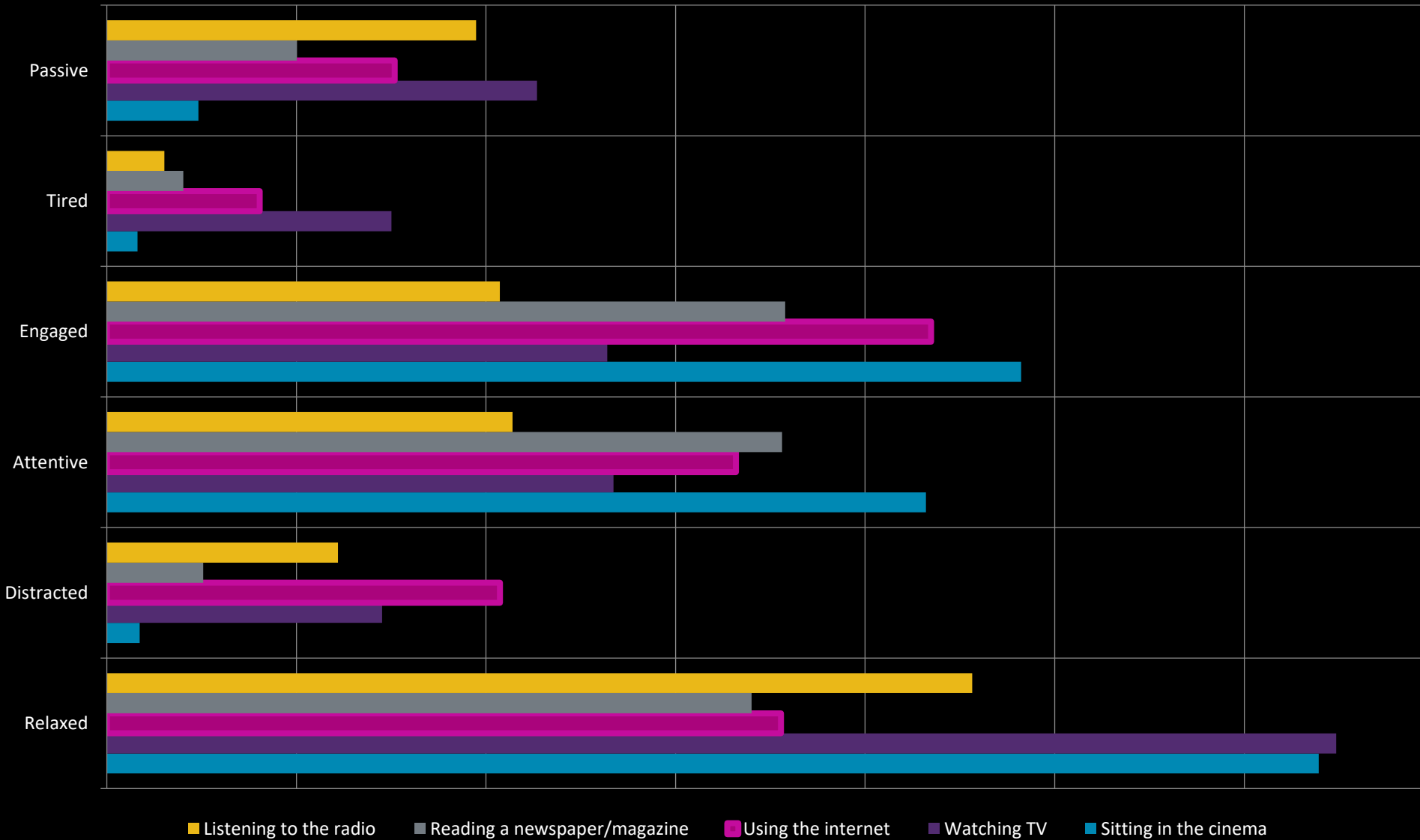
than browsing the internet

& female 25-54s browsing the internet are

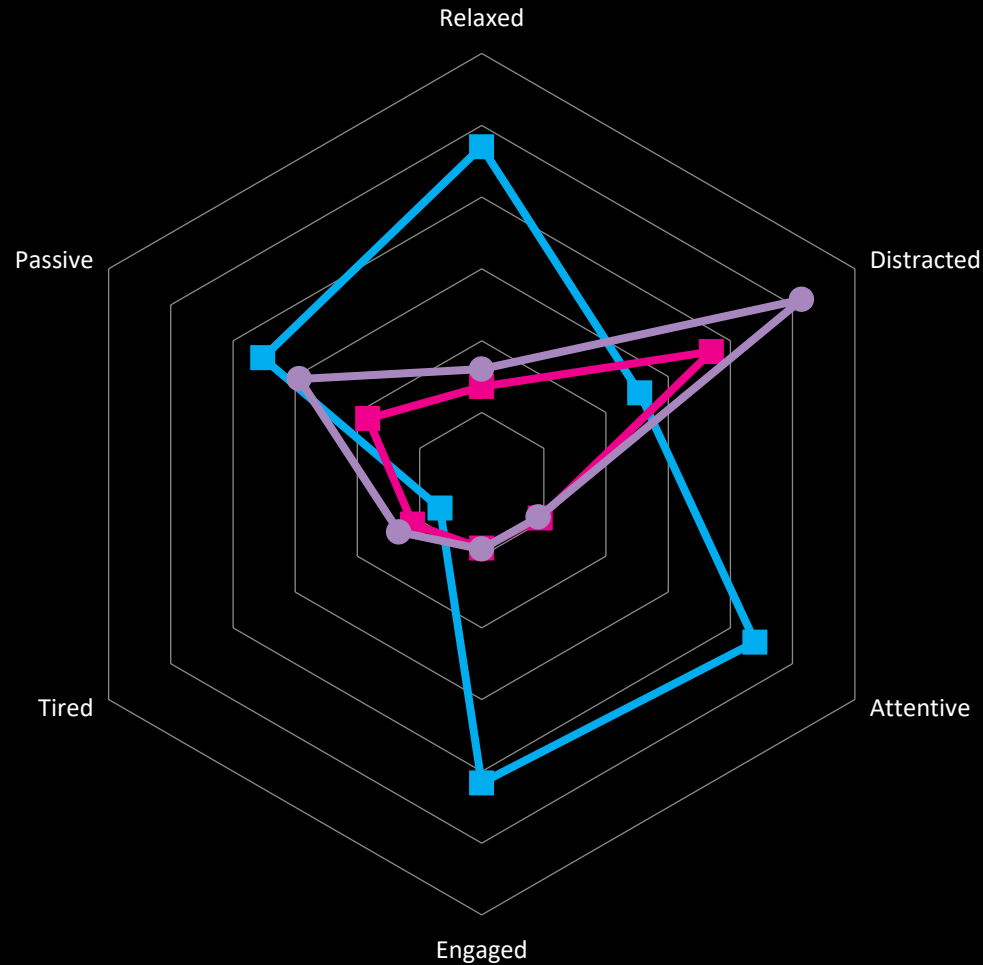
- 5x More Tired
- 12x More Distracted
- 3x More Passive

than 25-54 year old females sitting in the cinema

Frame of Mind Consuming Media – Female 25 – 54



Frame of Mind Watching Ads – All Male 25+



■ Watching adverts in the cinema

■ Watching adverts on catch up services

+25 Adults watching ads in the cinema are

2.2x More Relaxed

3.5x More Attentive

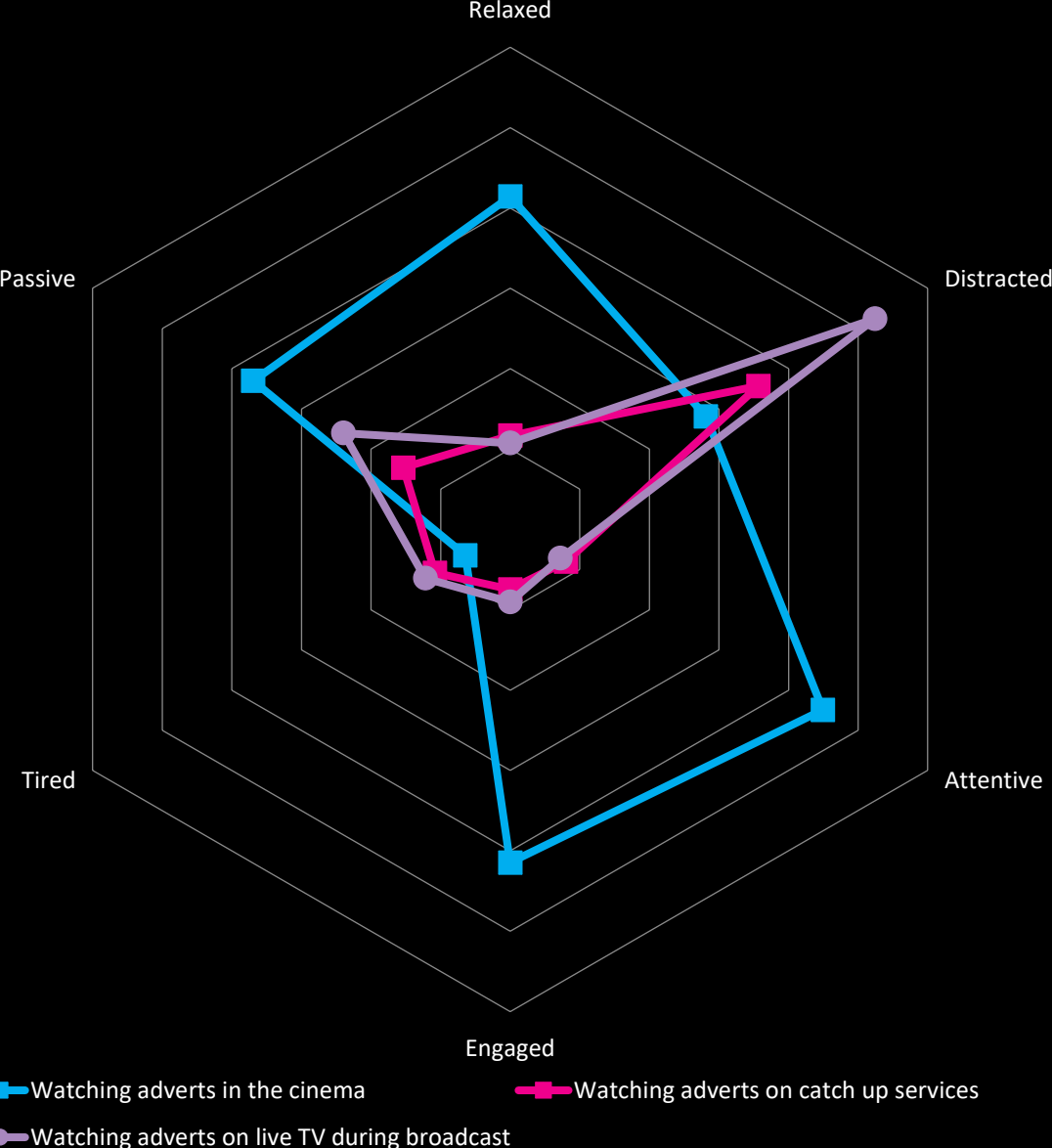
3.9x More Engaged

45% Less Distracted

53% Less Tired

...than watching ads on live TV

Frame of Mind Watching Ads – Female 25 - 54



Female 25-54 yr olds watching cinema ads are

3.9x More Relaxed

6.2x More Attentive

4.6x More Engaged

1.9x Less Distracted

1.9x as Tired

Than watching ads on live TV

Source: FAME

The cinema is a great way to spend quality time with family & friends
- 74% All females 25 – 54 years old

I love the hype surrounding big film releases at the cinema
55% All females 25 – 54 years old

The ads and trailers at the cinema are a big part of the whole cinema experience
- 50% All females 25 – 54 years old

You can't replicate the cinema experience on TV/laptop/tablet/mobile
- 79% All females 25 – 54 years old

I'm less distracted watching ads at the cinema than elsewhere - 57% All females 25 – 54 years old

A trip to the cinema lets me escape from everyday life - 79% All females 25 – 54 years old

