

Luxury FirstLook 2017



SPOTLIGHT
CINEMA NETWORKS

SPOTLIGHT...WHERE BRANDS SHINE

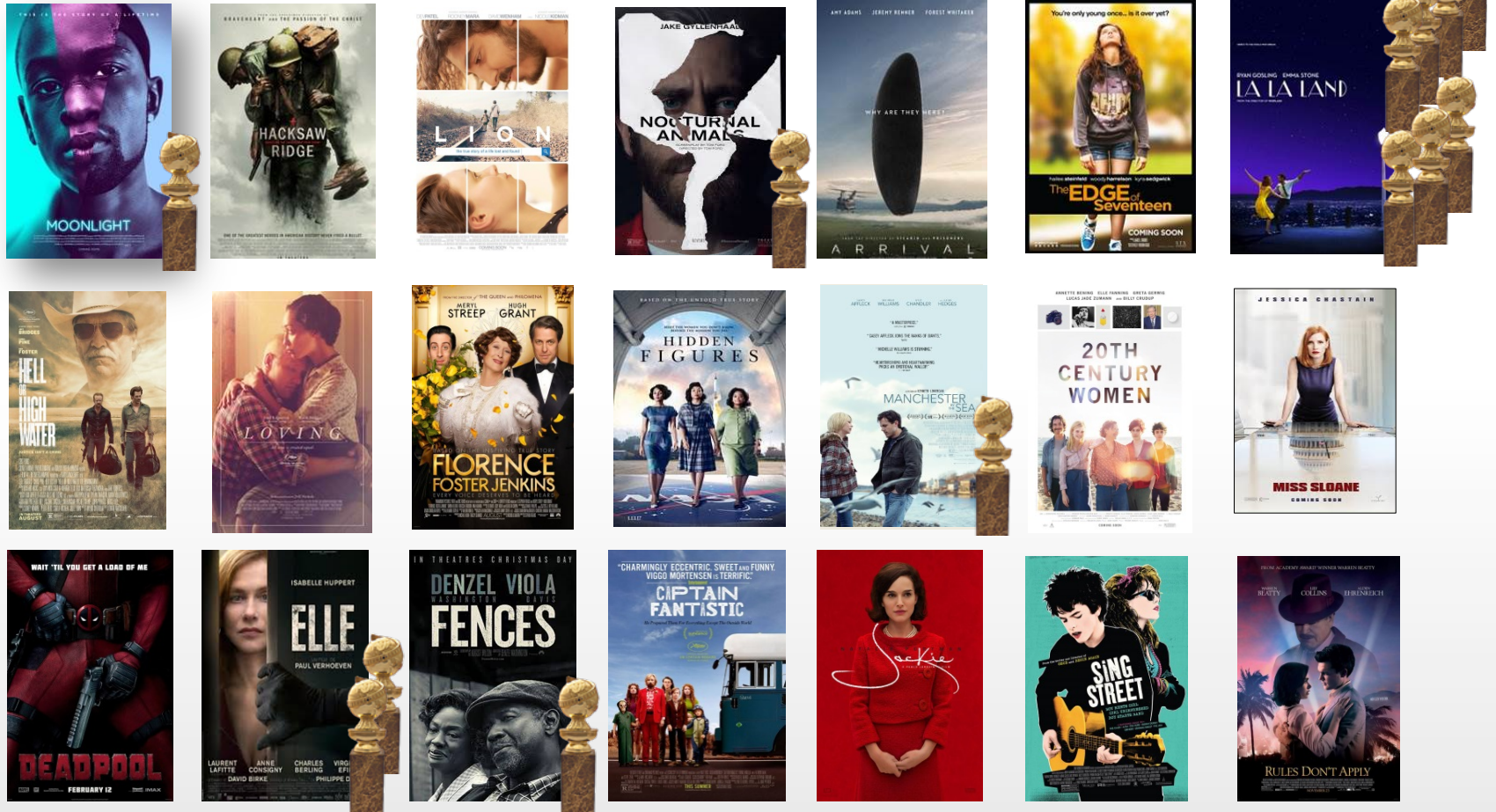
- Only cinema advertising platform 100% dedicated to the luxury consumer
- Coveted, but hard to reach, affluent and educated consumer 25-54 makes up over 90% of Spotlight's moviegoing audience
- Network of iconic Art Houses and Luxury cinema locations



SPOTLIGHT
CINEMA NETWORKS

ON SPOTLIGHT SCREENS – AWARD NOMINEES AND WINNERS

Each are receiving accolades, nominations and awards: Critic Choice Awards, SAG Awards, Golden Globes and significant Oscar buzz

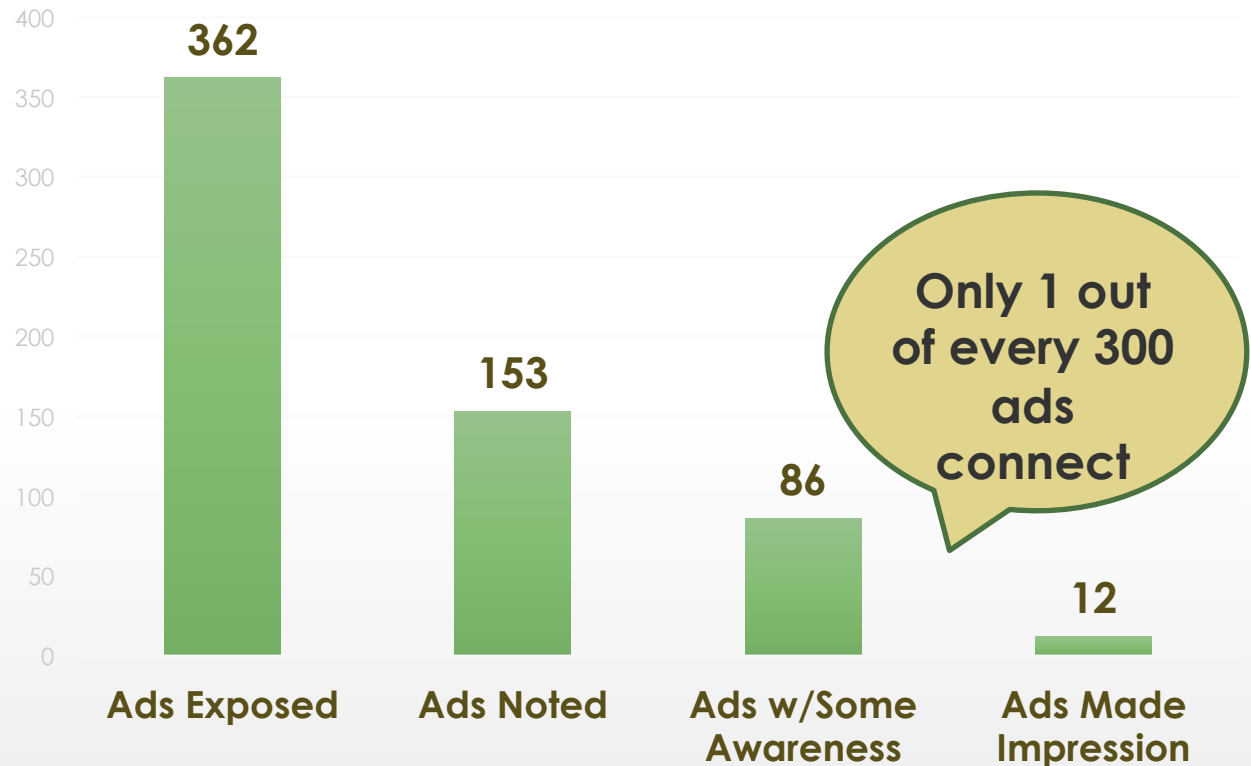


SPOTLIGHT
CINEMA NETWORKS

MARKETERS ARE SEARCHING FOR WHITE SPACE

- Too many ads
- Too little connection

Average Adult's Daily Advertising Exposure



Source: Media Dynamics, 9/14

Find White Space

with

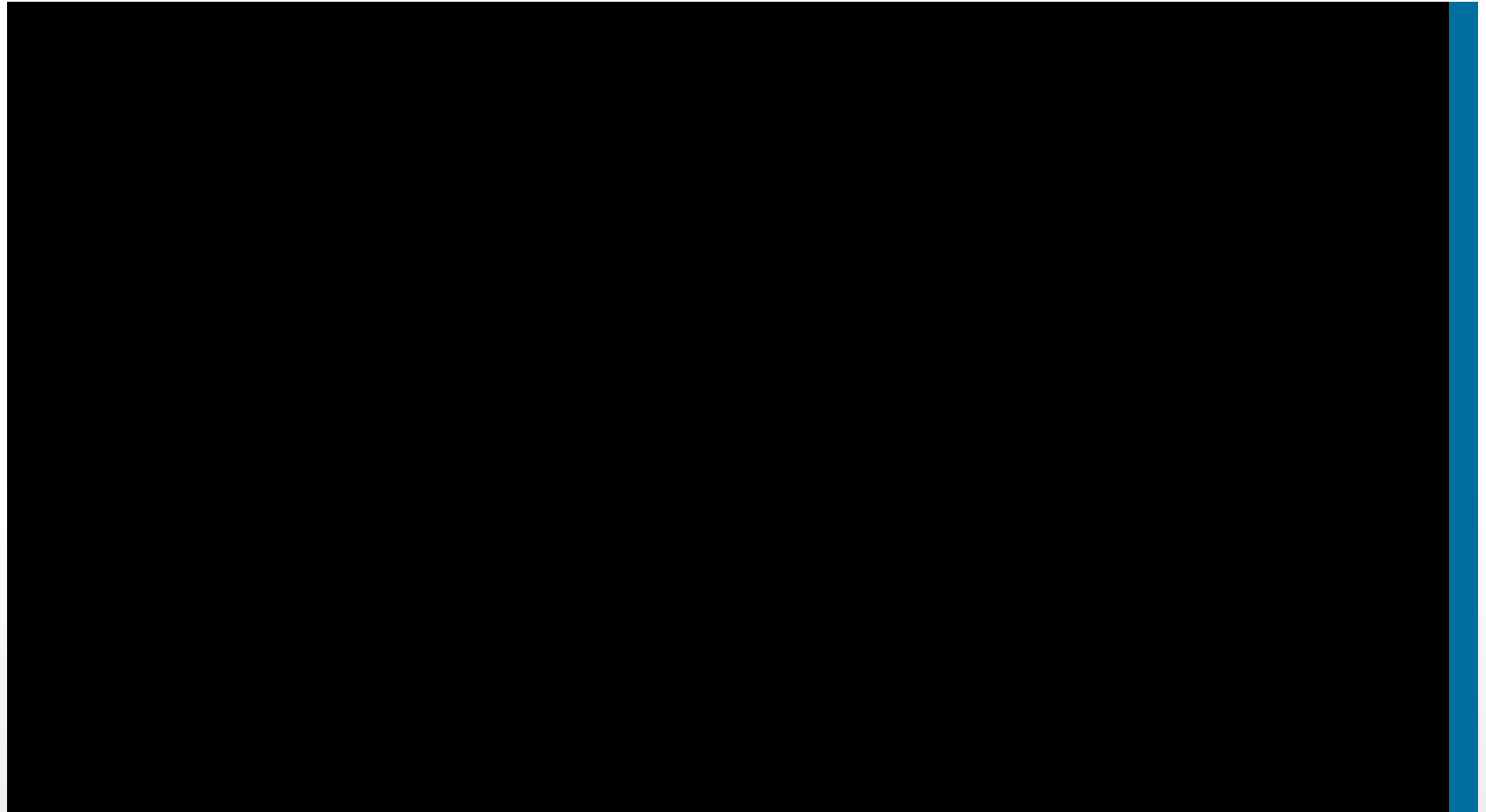
SPOTLIGHT

CINEMA NETWORKS



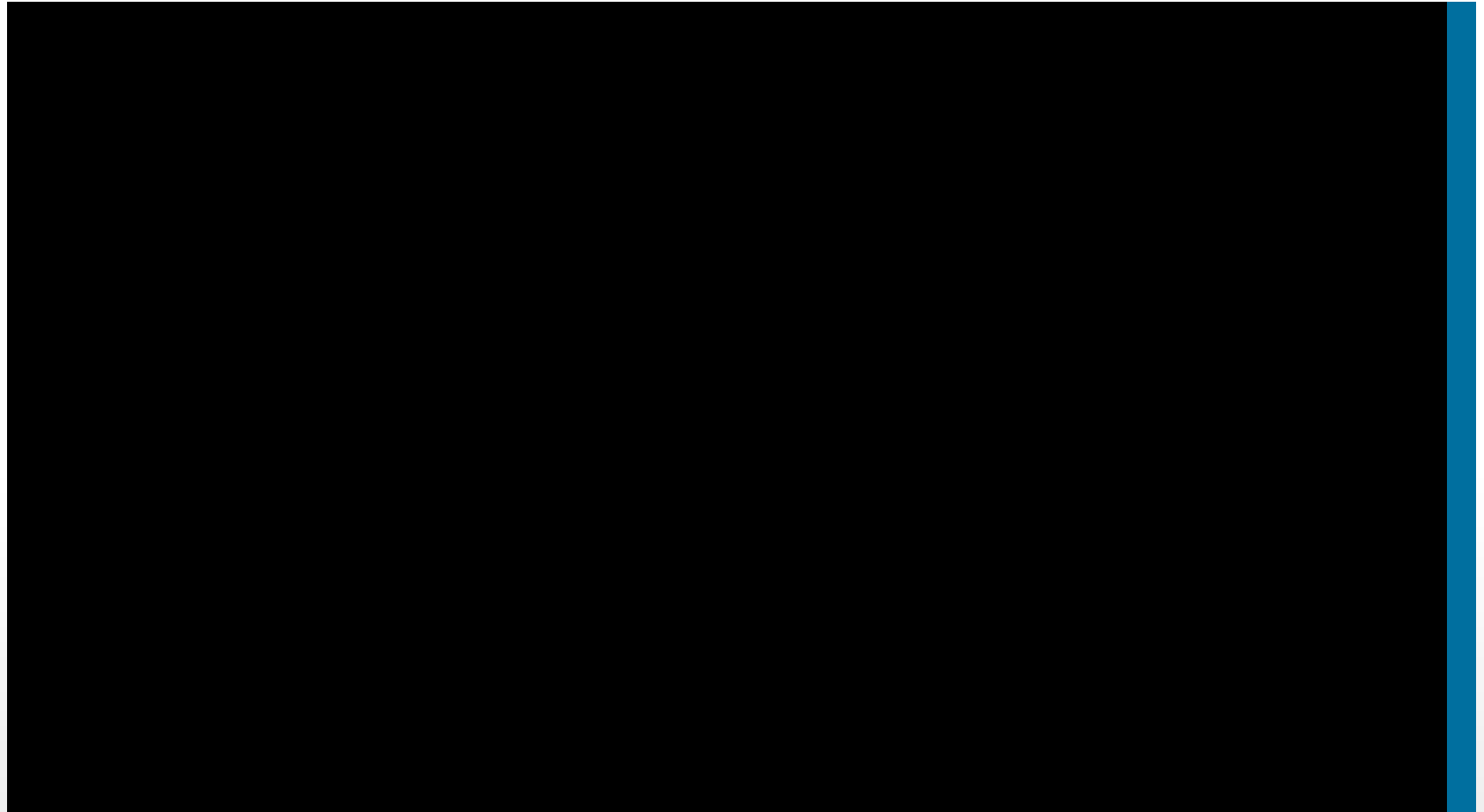
**Not More Ads,
But More EFFECTIVE Advertising**

BE SEEN, BE HEARD, BE EXPERIENCED

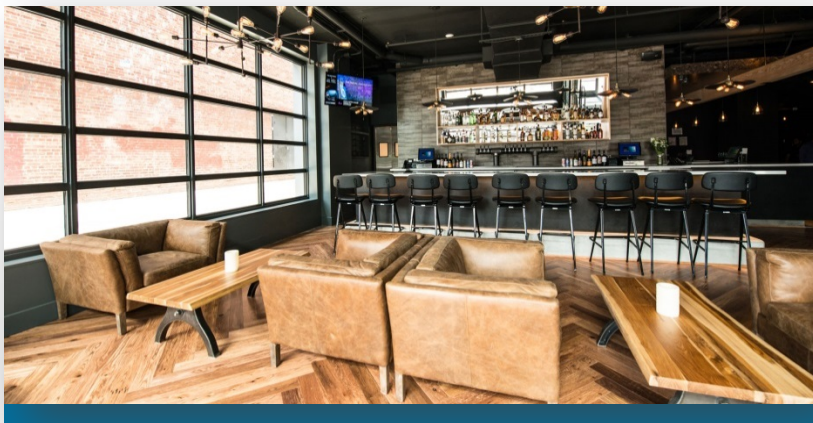


SPOTLIGHT
CINEMA NETWORKS

UNIQUE CONTENT



SPOTLIGHT ELEVATES THE MOVIEGOING EXPERIENCE



“We’re looking for people that have a sophisticated mindset – referring to progressive luxury...for the artistically minded, this is an audience you can capture at Spotlight,” Jason Croddy, VP/Group Director of Strategy for Canvas Worldwide

SPOTLIGHT
CINEMA NETWORKS

LUXE ENVIRONMENT

*“The luxury concept is very high-end, upscale, that reminds me of the upscale hotel lobby lounge area where you walk in...we have leather, reclining stadium seating...you have plenty of room, and you’re able to **recline,**”*

April Mendoza, VP/Sales and Marketing, Cinepolis Luxury

Cinemas



SPOTLIGHT
CINEMA NETWORKS

LUXE DRINKS AND DINING

“We’re doing a series of Sergio Leone’s spaghetti western films, the ‘Dollars Trilogy.’ Prior to the screening, we have a film historian speak about each one...and they have a spaghetti dinner,” Randi Emerman, VP/ Marketing, SilverSpot Cinema



LUXE AUDIENCES

“For the artistically minded, this is an audience you can capture at Spotlight... the whole arts and entertainment space and the luxury mindset that we look for with Spotlight is somewhat difficult to reach within print,” Jason Croddy, VP/Group Director of Strategy for Canvas Worldwide

**Millionaires rank MOVIE THEATRES #1
leisure and cultural pastime**

Schullman Research



SPOTLIGHT
CINEMA NETWORKS

PRIMED AND READY TO ENGAGE



“That’s what’s so good with screen advertising in general. From an advertiser’s point of view, you have a captive audience. They’re sitting there, looking at the screen. They’re not changing the channel...it’s a captivated audience. They’re interested,” Randi Emerman, VP/ Marketing, Silverspot Cinema

SPOTLIGHT
CINEMA NETWORKS

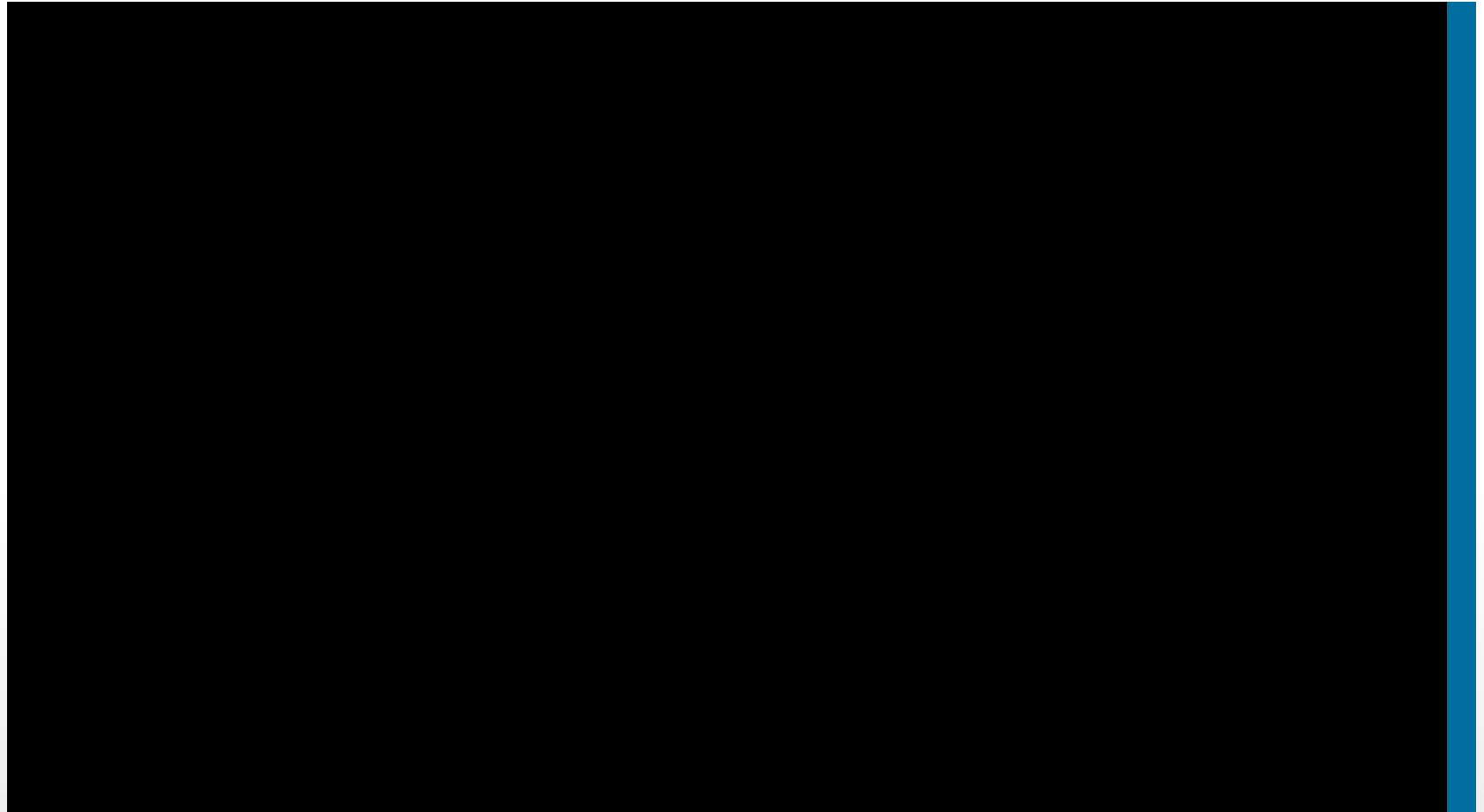
LUXE CINEMATIC PRESENTATION

“Storytelling is very important to us and we are looking for places that are organic to be telling stories. I think Spotlight is the perfect place for us to be doing that. It’s an uncluttered environment where we have lots of flexibility,”

Jason Croddy, VP/Group Director of Strategy for Canvas Worldwide

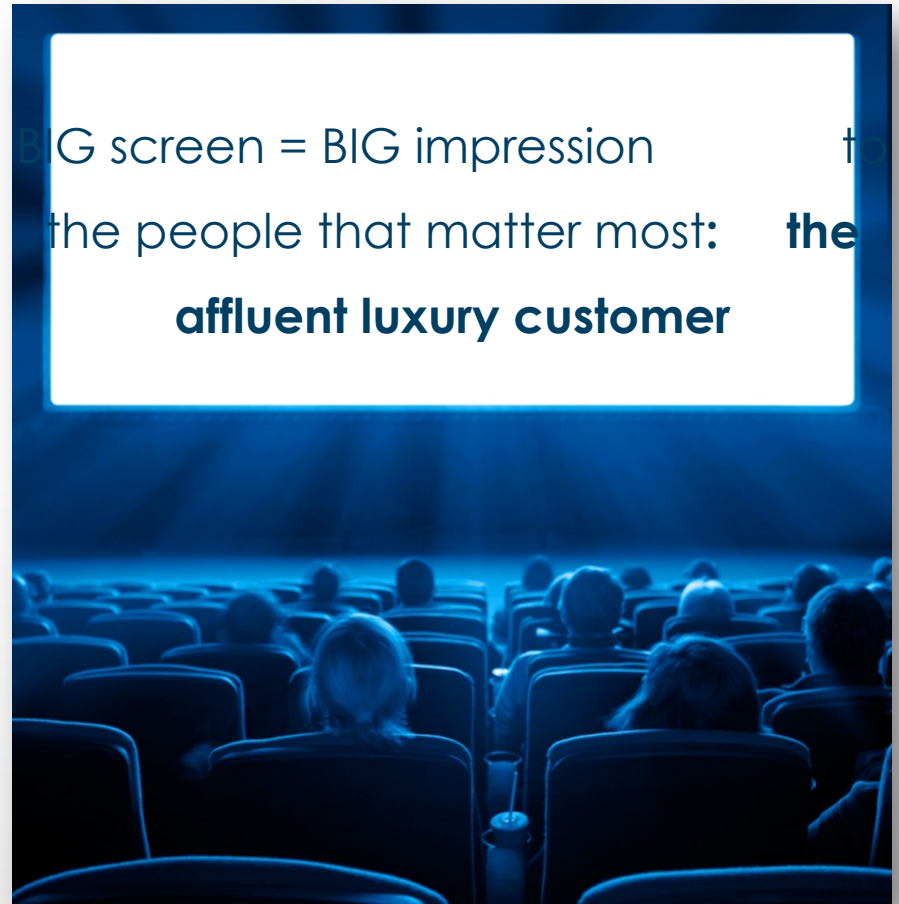


QUALITY CONTENT



SPOTLIGHT OFFERS AUDIENCES A 360° LUXE EXPERIENCE WITH LUXURY BRANDS

- **Significant brand influence platform in a dynamic way reflective of your luxury brand**
- **Entertainment and an exceptional environment are essential for passionate film enthusiasts**



SPOTLIGHT ORIGIN

- **Cinema, the most impactful medium with the highest recall, offered no niches**
- **The development of Spotlight was essential**
 - Out of pocket was enormous
 - Clutter
 - Tremendous waste delivery (too much of the wrong audience)
 - Poor quality advertisements onscreen
 - Ineffectual advertisement placement onscreen
 - Growth of reserved seating
- **Spotlight provides**
 - Desirable demographics and less waste
 - No clutter
 - Trailer Pod positioning – advertisements air right before the movie trailers
 - Quality cinematic advertisement environment
- **Where is Spotlight headed?**
 - Growth

SPOTLIGHT EXPERIENTIAL MARKETING



“There are opportunities for us to do in person experiences, if we want to do event activation. They have a lot of relationships with things like film festivals that we could tap into, to help tell our story that way,” Jason Croddy, VP/Group Director of Strategy for Canvas Worldwide

SPOTLIGHT
CINEMA NETWORKS

BRAND STORYTELLING

Brand Storytelling is increasingly becoming the new way to create meaningful dialogs with luxury consumers

Vimeo – The Vimeo Brand Studio creates authentic brand shorts to converse and engage with consumers. Most recently, Vimeo Brand Studio films “The Irrational Fear of Nothing” for Olympus and “Hearing Colors” for Samsung were selected as finalists for the inaugural Tribeca X Award given by the Tribeca Film Festival. “Hearing Colors” for Samsung was selected as the winner.

Made to Measure (M2M) is a new fashion video network. M2M covers the world of fashion and style - past, present and future - through fresh and culturally relevant storytelling. M2M's custom content includes highlights of the people, trends and events that have defined and transformed the fashion landscape.

The Vimeo logo is written in a bold, black, lowercase, sans-serif font.

SPOTLIGHT
CINEMA NETWORKS

CARTIER UNIQUE LONG-FORM CREATIVE

