

MARKETING

Bold storytelling is key to making an impression on audiences: Spotlight

February 3, 2017



Spotlight Cinema Network in Miami

By BRIELLE JAEKEL

Spotlight Cinema Networks is a film theater network that provides engaging advertising experiences for luxury brands, which focuses on storytelling to drive engagement in an overcrowded space.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With so many brands vying for consumers' attention, Spotlight hopes to provide a powerful ad experience in which brands' commercials air directly before previews in the theater. The network believes that today's short-attention spanned consumers need ads that create more of a connection through storytelling, entertainment and an exceptional environment.

In this Q&A with Michael Sakin, president of [Spotlight Cinema Networks](#), he discusses how brands can make an impact with visual storytelling and why screen advertising is still highly relevant to today's digital focused audience.



Michael Sakin

How can Spotlight Cinema Networks help, specifically, luxury brands?

First of all, we reach an affluent, upscale and sophisticated audience in the distraction-free environment of a movie theatre. Luxury brands are looking for specific consumers who are hard to reach.

They are light TV viewers and live active lives professional and recreationally. Spotlight provides a targeted luxury audience in a captive environment.

What are the trends you see in cinema advertising and how will they impact the luxury consumer?

We're seeing general multiplex advertising skewing towards younger audiences ages 12 to 24. Examples of this trend in multiplex environment include games on the big screen, interactive lobby displays and the lengthening of the preshow to 25 minutes so that more commercials can be shown.

Cinema advertising targeted to this age group in this environment will not resonate with the luxury consumer. Spotlight Cinema Networks provides several touch points for luxury advertisers.

The three most effective are video advertisements on the big cinema screen, the ability to showcase unique custom content created for or provided by the luxury advertiser and experiential.

What are some of the best ways to advertise luxury brands to the Spotlight audience?

Luxury advertisers should strive to create cinema advertising that is bold, visual and striking. They must never forget that audiences come to the theatre to be entertained and transported into another world.

Content that delivers on that promise is content that will connect meaningfully with the upscale audiences in Spotlight's network.

How can creative/narrative content make a bigger impact?

Spotlight treats our on-screen advertising as content. The advertiser should create a compelling story.

The ad should be cinematic, informative and entertaining. Advertisers who have more touch points with Spotlight will create a more effective campaign.

Marrying a commercial message with custom content would create the greatest impact. On a more specific market-by-market basis, holding events at our luxury locations allows advertisers to put their products in the hands of

consumers.

Examples of this are screening events, customer appreciation events or product introductions.

How relevant is screen advertising now that the world has gone digital?

It's more important than ever. Advertisers are shrinking their visual messages onto screens not much bigger than postage stamps trying to reach the ever-mobile, ever-distracted consumer.

Screen advertising does the opposite. It reaches consumers on a vast white canvas on average 40x50 feet.

And it reaches them in a darkened space when they've tucked away their mobile devices as they're ready to be transported by the medium of film. Cinema advertising is one of the most relevant and efficient way to reach luxury consumers in 2017.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.