

Cinema Fact Sheet

On The Day Films can get your business on the big screen! Having cinema experience and an alliance with the Event Cinemas ad distribution network not only do we get it right the first time we also save you money.

- You are in safe hands. Our director has experience with both small and large productions (e.g. the short film he directed, *Motherboard*, toured the global film festival circuit and won the best comedy scene award at the Las Vegas Film Festival).
- Our post-production team optimises your video for cinema which means you look just as professional as the main event.
- Our alliance with the Event Cinemas ad distribution network can save you over 50% in processing fees.

Why advertise in cinemas?

Cinema has seen a 23% increase in advertising in the past 24 months whilst all other major traditional mediums have seen declines. This is fueled by a growing trend away from mainstream TV, to paid services like Disney+, HBO, Netflix, Stan, Foxtel, Apple etc.

Do many people still go to the movies?

Yes, cinema is currently releasing a minimum of 6 to 8 Blockbusters per month. The Sunshine Coast recorded **over 2 million ticket sales in 2019** across Kawana (~600,000 tickets sold), Maroochydore (~1 million tickets sold), Noosa (~400,000 tickets sold).

Is cinema advertising right for me?

Cinema is being used by all types and sizes of business. We can help your business get on the big screen with the likes of Mercedes and Telstra. Be seen where your audience is choose to advertise locally, regionally or even nationally!

I'm still not sure...

Around 73% of Event Cinemas ad distribution network clients in regional areas of Qld, NSW and Vic are long term cinema advertisers, having an average tenure of over 7 years.