

# Welcome to



# Theatre Advertising

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# *On The Wall!* *Theatre Advertising*

## ***Why On The Wall!, inc.?***

It is well documented Movie Theatre advertising is the most captive and cost-effective form of advertising anywhere.

On The Wall!, inc was conceived by the realization that most local small and medium sized companies across the country have not been able to find a source in which to market themselves in a focused and efficient way in their local marketing areas.

We also knew that if we raised the quality of the "Entertainment Experience" in Theatres, that we would also increase the attendance and therefore give the advertiser even larger target audience awareness in the markets our Theatres serve.

## ***What Makes Cinema Advertising Work?***

Effective, persuasive and attention grabbing advertising is the key to success for any well thought out marketing campaign.

A successful campaign is achieved through a clear, crisp and creative communication of your message.

Cinema advertising has the high frequency needed, appearing every 4-5 minutes before each show and during every intermission in all the theatres contracted.

The moviegoer, on average, arrives 19 minutes before the advertised start time.

Cinema advertising produces more than 3 times the recall of TV, radio and newspaper, at a fraction of the price. The customer remembers you! (MPAA)

Advertising on the silver screen lets you put the power and glamour of Hollywood's "Larger than Life" aura to work for you.

Cinema advertising delivers a receptive audience of high spending, affluent entertainment-seeking people in a positive and exclusive environment.

The moviegoer is a captive audience, relaxing in a comfortable seat, in a dimly lit auditorium, and facing forward watching the screen while patiently waiting for the movie to start.



## ***Why Does Cinema Advertising Work?***

### ***A Captive Audience:***

The movie patron is relaxed and in a receptive mood while sitting in a darkened auditorium, on comfortable seats, focused on the screen watching an advertisement for your company.

### ***The Silver Screen:***

Your advertisement is seen on a larger than life size silver screen in full vivid color, leaving a positive, memorable and lasting impression.

### ***Targeted Audience:***

Cinema advertising offers the geographic targeting of consumers right in your neighborhood. Expand your business through the marketing of new customers from across town. A theatre usually anchors a retail center or high traffic area near your business and customers.

### ***Great Demographics:***

The average movie patron is affluent and well educated. They are entertainment-seekers who are out of home and have money to spend in all stages of life.

### ***Attention Grabbing Entertainment:***

The trivia games and movie questions are interactive and keep the movie patron watching the screen for the answers and, therefore, see your advertisement.

### ***No Channel Surfing:***

In a theatre, there is no channel surfing. The audience cannot change the channel, turn the page or worse, turn it off.

### ***Repetition:***

Your customized advertising message runs individually 4 or more times before every performance, every theatre, every day, every week.

### ***Uncluttered Exposure:***

Only one advertiser is shown at a time, with no competition. Use 2 or even 3 different slides to make sure you deliver the desired message to this huge potential client base.

### ***Let The Studios Help You Advertise:***

The Motion Picture industry spends an average of \$8 million promoting each movie to get consumers into the theatres. Last year there were 425 movies released which means that over \$3.36 Billion is spent to get people to see their movies and your advertisement. Use the leverage of this glamour industry to promote your business or service.



## ***Will My Cinema Advertising Be Seen?***

Each week thousands of people go to the movies at any given theatre

Imagine your advertisement in bright colors and vivid contrasts

Thousands will see your advertisement in full eye catching color

Have your advertisement shown larger than life on the giant "Silver Screen"

A captive entertainment-seeking audience will see your cinema advertisement

The audience will remember your creative, attention grabbing communication of your message

The audience will be sitting in comfortable, reclining chairs in a dimmed cinema, facing the screen, watching your compelling advertisement

Your advertisement will reach an audience of educated, upscale and active consumers with open minds and money to spend

The most coveted age demographic for advertisers, the 18 – 49 year old, is the largest group (over 75%) of movie patrons

The average theatre patron is a high spending, affluent entertainment-seeking person that is sitting in a positive and exclusive environment

## ***How Many Times Will My Cinema Ad Be Seen?***

There are 6 cinema ads per showing: 6

There are 5 showings a day: x5

Number of cinema ads per screen: 30

Multiplied by the number of screens in the theatre: X10

Number of cinema ads per day: 300

Multiplied by the days in a week: X7

***Cinema Advertisements per week 2,100***

***Per month 9,030***



## ***Who Makes Cinema Advertising Work?***

**72%** of the American public are moviegoers

**80%** of all adults with children under 18 go to the movies

**60%** of all movie theatre audiences are between 16 and 39 years old

**78.5%** of all movie theatre audiences are between 18 and 49 years old

**62%** of all movie theatre audiences are 25 years old and older

**93%** of all teenagers (ages 12-17) go to the movies

**84%** have Household income over \$40,000, nationally

**65%** of people with a House Hold income of \$75,000 and above go to the movies at least once every three months

Professionals/Managers go to the movies **85%** more than the average American

**69%** of all movie audiences combine shopping with a movie

**96%** have shopped at a Mall/Shopping Center in the last 3 months

**72%** of the movie-going public combines dining out and a movie

**89%** of all movie patrons have dined at a restaurant in the last 30 days,

**45%** in the last 7 days

The average movie theatre patron is 34 years old, educated, affluent and attends **12 movies a year** as his primary source of entertainment

Last year, movie theatres outdrew all professional team-sporting events combined **11 – 1**

**On-Screen advertising yields a next day recall of 83 percent,**

**68 percent higher than Television, Radio and Newspaper!**



## ***The 10 Truths of Marketing***

1. The market is constantly changing. Faces and needs change. When you stop marketing, you miss a wealth of opportunity.
2. People don't retain information. Our society is bombarded with messages. You will stand out for a moment, then be forgotten unless it's reinforced through repetition.
3. Your competition isn't quitting. New business needs and opportunities arise every day. If you don't present yourself as the best choice, someone else will.
4. Marketing strengthens your identity. Marketing builds your reputation and credibility. You move ahead of the unknowns to, "Oh yes, I've heard of you." It's called having top-of-mind awareness.
5. Marketing is essential to survival and growth. If you stand still, you will lose ground. To merely survive, you need continuous marketing. To move ahead, you need smart marketing.
6. Marketing builds the confidence of clients. When there's a constant buzz about your name, people who have already given you opportunities feel good about their decision and offer you more.
7. Marketing maintains your own morale. When you market your positive achievements, you're building your self-esteem and courage to move ahead.
8. Marketing gives you an advantage over those who have given up. When you're in it for the long haul, you will eventually surpass those who lack tenacity.
9. Marketing allows you to continue to work. You never know when you might be out of a job. With good marketing, you'll avoid long periods of down time.
10. If you quit, you'll lose all the time and money you've invested. You could take time off, but you'll have to start from the beginning. There's no picking up where you left off. Your message will be history, taken up by competitors.

### ***Frequency is Key***

- The first time someone sees an advertisement, they do not see it.
- The second time they do not notice it.
- The third time they are conscious of its existence.
- The fourth time they faintly remember having seen it before.
- The fifth time they pay attention to it.
- The sixth time they turn their nose up at it.
- The seventh time they look at it thoroughly and say, "Oh Brother".
- The eighth time they say, "Here's that confounded thing again".
- The ninth time they wonder if it amounts to anything.
- The tenth time they ask a neighbor about it.
- The 11th time they wonder how the ad makes its pay.
- The 12th time they think perhaps it may be worth something.
- The 13th time they think it may be a good thing.
- The 14th time they remember how long they've wanted such a thing.
- The 15th time they're tantalized because they can't afford to buy it.
- The 16th time they think they'll buy it someday.
- The 17th time they make a memorandum of it.
- The 18th time they complain about their "poverty".
- The 19th time they count their money more carefully.
- The 20th time they see it, they buy it.