

brightfish.be

**EVERYBODY
LOVES AN
EXPLANATION
ABOUT THE
BIG SCREEN**

(or: How I learned to stop worrying and love the cinema.)





WHO?

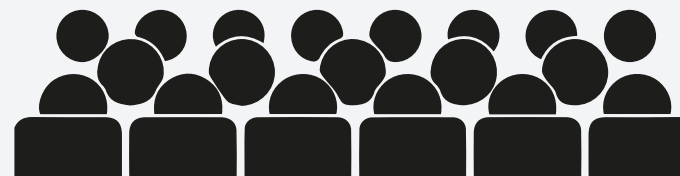


A CINEMA CAMPAIGN

WHO IS BRIGHTFISH ?

Brightfish is the Belgian market leader in cinema advertising and commercializes a wide range of media channels in and around the Belgian cinemas. We are a subsidiary of Kinopolis, but our work goes beyond the theatre halls of Kinopolis: Pathé, Euroscop, Cinepointcom, Imagix, ...

Whether you need to get your ad onto the BIG cinema screen, or you would like to put up OOH-posters, or you would like to throw an event at the movie theatre: all this and much more is possible with Brightfish.



CITYSCOOP.be



WH TE



CINES WELLINGTON



IMAGIX

studio

cinemakoksijde

MOVIE CINEM



OUR AQUARIUM

“THE (WORK-)FORCE IS STRONG WITH THIS ONE”

Each project has a different need and that is where our departments come into play. They coexist to bring ad magic to the cinema.

Sales Department

Dedicated sales professionals with great knowledge of our medium guaranteeing an excellent ROA.

Creative Services

Writers, editors, creatives that want to go above and beyond. A full service in-house (post) production agency.

Field Activation & Events

A pro team of event organisers and activation specialists. From small locations to gigantic venues, across the country.

Marketing & Research

Profilers and data specialists working hard to get the facts and only the facts behind all of the movies and campaigns.

I.T. & Development

Technical wizards, in support of every digital aspect of your campaign, building applications and in charge of our planning software.

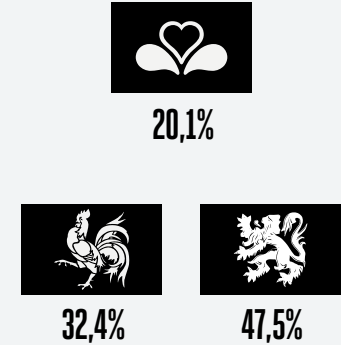
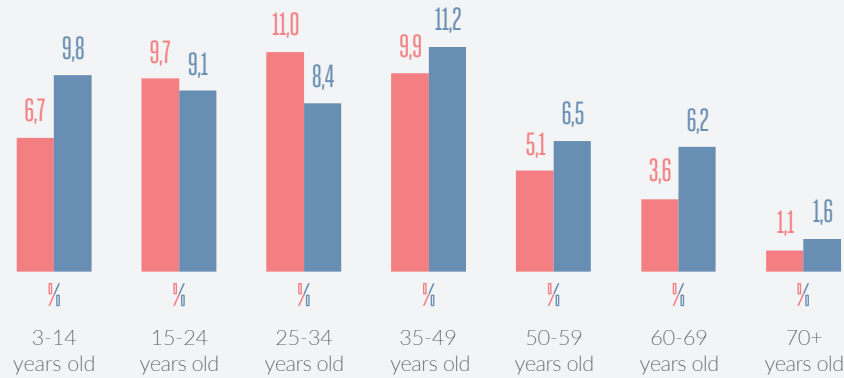
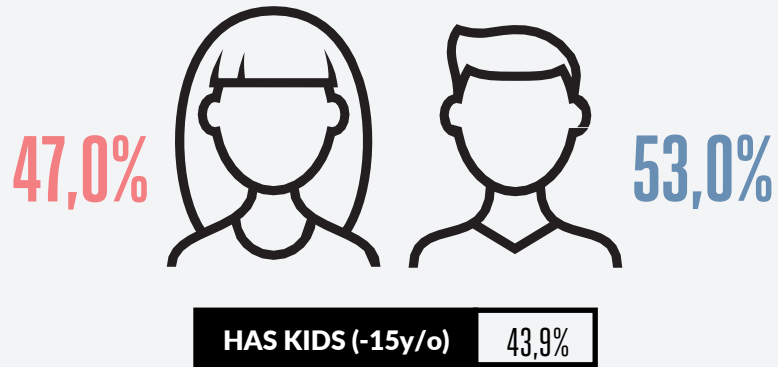
Contracting / Planning

Making sure each and every ad takes its well-deserved spot in our glorious ad reel.

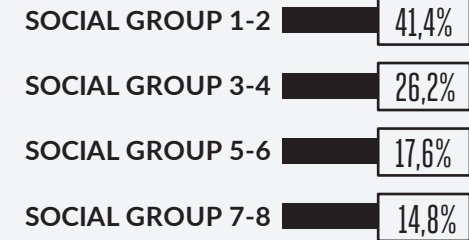
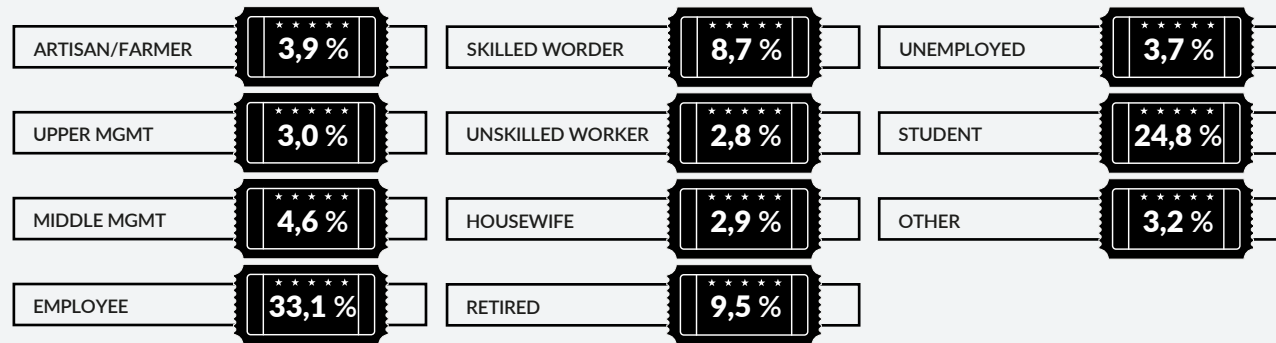


OUR AUDIENCE

- Declarative data -



THEY ARE...

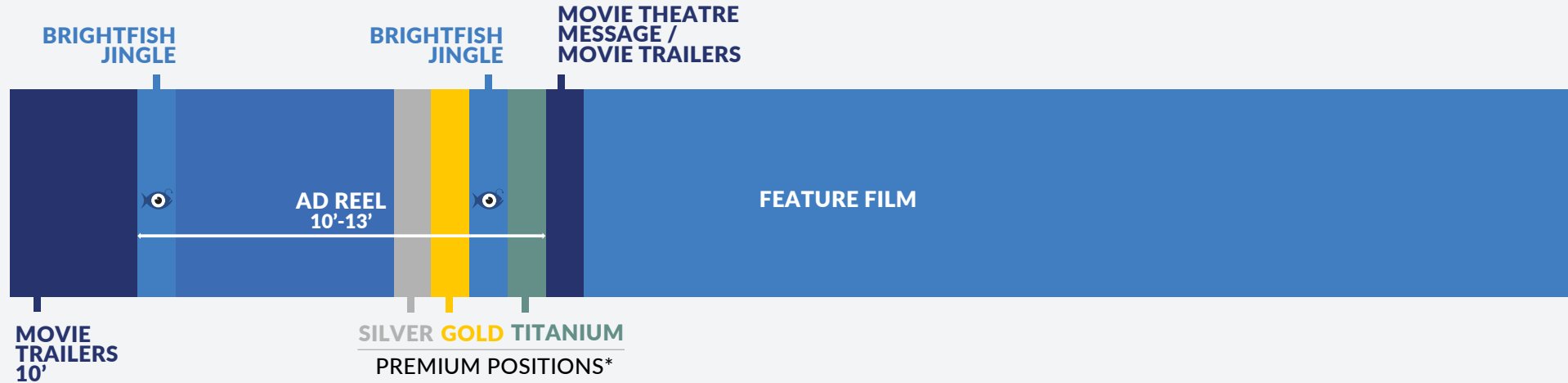


Source: NOVAK 2023 n= 18.004 (powered by Vertigo Research)



OUR PRESHOW

Our preshow appears ahead of every movie at the cinema.
Every week, every day, every screening hour.
A "Cinema Week" starts on Wednesday and ends on Tuesday.



SILVER



The second to last ad in the Brightfish ad-reel.

PREMIUM INDEX: +10%

GOLD



The last ad of the Brightfish ad-reel.

PREMIUM INDEX: +20%

TITANIUM



A premium position outside the Brightfish ad-reel.

PREMIUM INDEX: +30%

87,8% of the cinema audience is in their seats before the preshow start.

98,3% of the cinema audience is in their seats before the movie starts.

Source: Vertigo Survey / n=5.008 / jul-nov 2023

* Premium Positions are only available for Mission Everyone / Mission Restrict (No Kids)

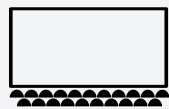


OUR STRENGTHS

Besides the fact that a cinema theatre is a dark room with individual chairs for each person? And where it's frowned upon to talk or use a mobile device? And where ads are considered the least annoying of all screens?

Grab their attention

Ads in cinema get 85% of the viewer's attention.



cinema

85%

of the ad viewed



television

23,1%

of the ad viewed

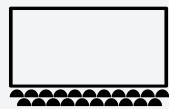


online

14%

of the ad viewed

Expensive? Check out the actual costs, expressed in Euro per Effective Views.



cinema

2,6€



television

3,1€



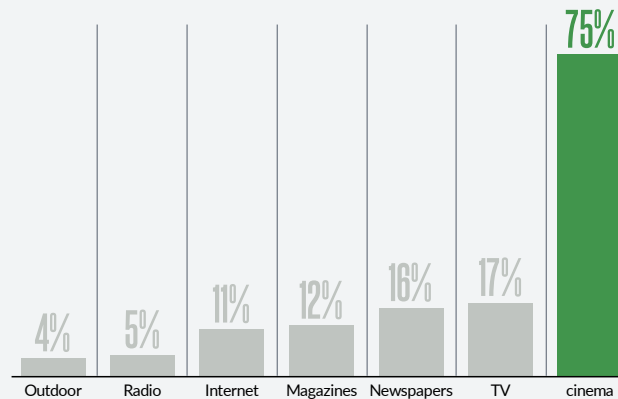
online

62,6€

for 1000 contacts for 1 second (aCPM)

with a screen that matters

The memorization rate of 'The Big Screen' is the highest of all media.



Source & Methodologie: Lumen & Profacts 2016 - "Biometric Research"

Source: A. Morgenstern - "Memorization Beta Score" / 2004

or make it the cherry on top!



television

+



cinema

- Ad Awareness:** Cinema increases the effect on TV by **124%**
- Understanding the message:** Cinema increases comprehension by **46%**
- Ad Liking:** Cinema increases the effect of TV by **67%**
- Positive Image:** Cinema increases the effect of TV by **142%**
- Brand Consideration:** Cinema increases the effect of TV by **233%**

Source: SAWA - "Brand Consideration"



OUR CINEMAS



40 cinemas



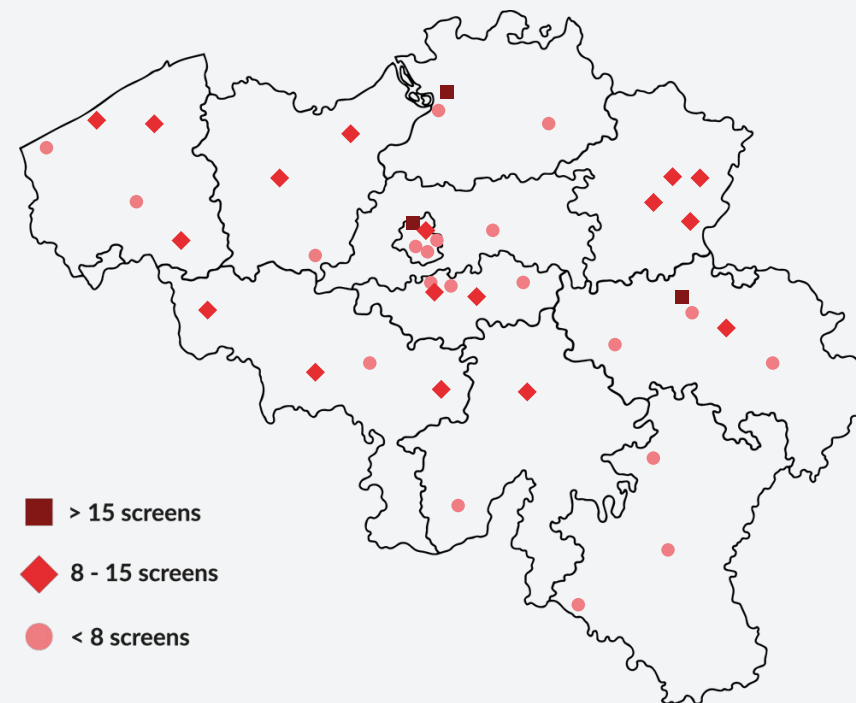
320 screens



+70.000 seats

REACHING INFINITY & BEYOND

The love for advertising is nowhere greater than in the cinema, both with us as with the audience in the movie theaters. In cinema there are still crazy emotional moments that create brand magic and produce a demonstrable positive association to your brand. Worry-free and completely brand-safe.



DISTRIBUTION

As the Belgian Market leader in Cinema Advertising, Brightfish markets over 300 screens in the country's major cinemas. With our cinema park you can reach 85% of all Belgian cinema admissions.






40 cinemas






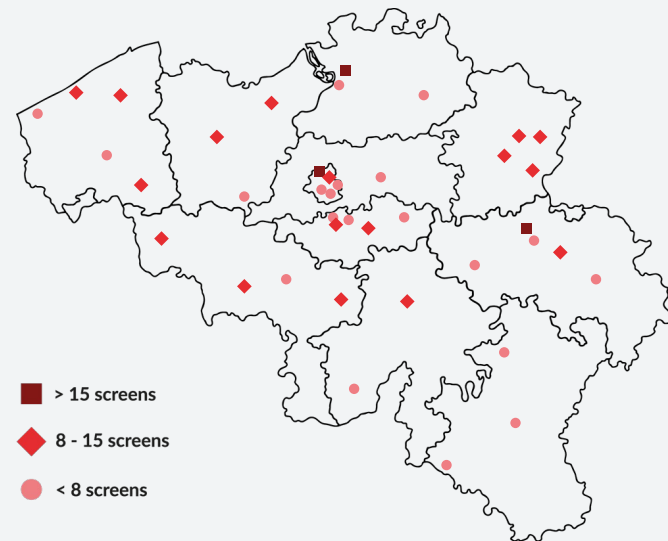
320 screens



+70.000 seats

 cinema	 #screens	 #seats
Kinepolis Antwerp	24	7.271
Kinepolis Brussels	25	6.208
Kinepolis Liège	16	4.746
Pathé Charleroi	15	3.747
Imagix Mons	14	3.567
Kinepolis Gent	12	3.107
Kinepolis Hasselt	13	2.868
Cinescope Louvain La Neuve	13	2.875
Acinapolis Namur	12	2.549
Kinepolis Kortrijk	10	2.377
Kinepolis Braine	10	2.192
Siniscoop Sint-Niklaas	8	2.256
Euroscop Maasmechelen	11	2.041
Euroscop Genk	10	2.054
Imagix Tournai	10	1.946
Kinepolis Leuven	7	1.650
Kinepolis Oostende	8	1.689
Pathé Verviers	8	1.573
Kinepolis Brugge	8	1.481
Imagix Huy	7	1.423

 cinema	 #screens	 #seats
Wellington Waterloo	7	1.205
Cityscoop Roeselare	7	1.199
Studio Geel	4	1.124
Cinema Koksijde	6	1.111
Euroscop Lanaken	8	1.096
Stuart La Louvière	7	1.026
Kinepolis Palace Liège	5	1.015
White Cinema Bruxelles	8	994
Vendome Bruxelles	5	838
Movie Mills Malmedy	5	736
Focus Geraardsbergen	4	719
Pathé Marche	3	415
Le Stockel Woluwe St-Pierre	1	396
Galleries Bruxelles	2	395
Cine Centre Rixensart	1	275
Pathé Libramont	2	239
L'Etoile Jodoigne	1	235
Bouillon Cine	1	165
Studio Rubens Zwijndrecht	1	143
Cine Chaplin Nismes	1	100



MEANT TO BE SHARED

"Happiness is only real when shared."
Into The Wild (2007)

CINEMA, A SHARED EXPERIENCE

A queue for the cinema animates a sense of joining others in a shared experience: you pick up the responses from the rest of the audience, and quite often, conversations about the film are shared as you emerge.

Only a visit to the cinema brings that sense of total immersion in the parallel world of the story. You've been instructed to turn off your phone, and you are in Wakanda, or in the newsroom of the Washington Post with Meryl Streep and Tom Hanks, or in that world of the Jedi. Together. With everyone in the audience. What you feel in that moment, everyone in the room feels.



ENTERTAINING

BONDING

HAPPY MINDSET



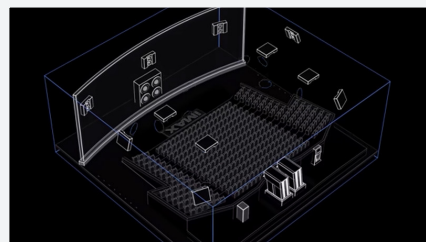
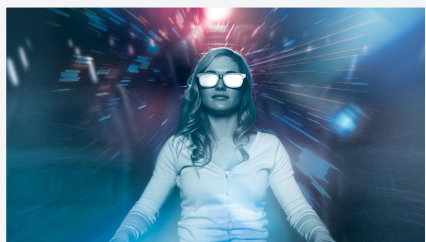
THE BEST TECHNOLOGY

L A S E R
ULTRA
IMAX®

4DX
REAL D 3D

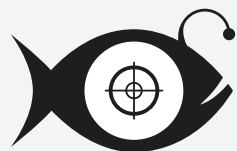
SCREEN X
DOLBY
ATMOS™

Cutting edge technology and the digitization of the cinema means that a wide range of new and diverse technologies are now being incorporated into the cinema experience. Premium cinema theatres such as IMAX, Dolby Cinema and Screen X equipped theatres offer a higher quality picture, heightened realism, pristine audio systems customised for an optimal experience. This includes all aspects of the theatre experience, from the size and resolution of the screen, the audio system, lighting, and of course to the in-house style and comfort – the quality of the seats and any other hospitality services which may be available such as food and drink.



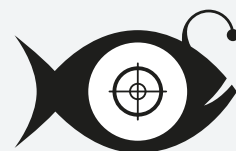
ADVERTISING ON THE BIG SCREEN

No more 'zapping', 'skipping' or 'swiping' your ad away. Cinema ads have grown to be a part of the movie going experience. Brightfish offers different kinds of solutions for you to be a part of that experience. Whether you would like to be present in the movie theatre every day, at every screening, or whether you want to be present every time THAT specific movie is showing: there is a way.



MISSION EVERYONE

Give your ad campaign the screen it deserves! Your ad in front of everything and everyone we have to offer.



MISSIONS RESTRICT

Solutions for companies with advertising restrictions. e.g.: alcoholic beverages, gambling, fast food,...



OTHER MISSIONS

There are 12 other kinds of Missions, depending on the target audience you would like to reach, from families to gamers. See the next page for a quick look at our pre-defined Missions.



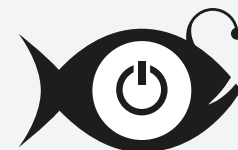
MOVIE MATCH

Advertise with a specific movie that fits your brand and reach the audience that you want to appeal to.



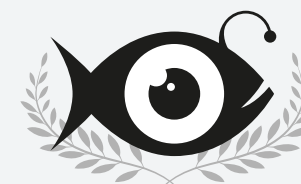
12FLEX

Give your ad campaign the room to breathe in multiple waves! '12 Flex' is your advertising campaign on the big screen, 12 weeks long, in front of an attentive target group, in an optimal environment.



ALWAYS ON

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.



PREMIUM POSITION

Position your ad in a premium position, just before the movie starts.



THE CATEGORIES

AN AUDIENCE FOR EVERYONE

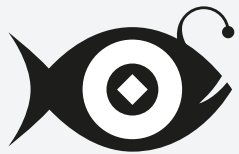
As of now, within the 6 categories, there are already 17 pre-defined Missions.
But there could be more down the line.

	EVERYONE	NO HORROR	RESTRICT SUGAR	RESTRICT ALCOHOL	RESTRICT MINORS	MALE	FEMALE	PURCHASERS	FAMILIES	YOUNGSTERS	-35	+35	NO-KIDS	MAINSTREAM	PREMIUM	GAMERS	ART
Young Kids	✓	✓					✓	✓	✓		✓						
Older Kids	✓	✓	✓				✓	✓	✓	✓	✓			✓			✓
Adolescents	✓	✓	✓	✓		✓				✓	✓	✓	✓	✓			✓
Grownups	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓	✓	✓	
Horror	✓		✓	✓	✓		✓			✓	✓		✓	✓			
Art	✓	✓	✓	✓	✓	✓		✓				✓	✓		✓		✓



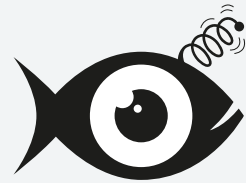
ADVERTISING NEXT TO THE BIG SCREEN

If you think that a cinema campaign only consists of an ad on the Big Screen, then you are gravely mistaken. (Digital) Posters in- and around the movie theatre in all kinds of sizes, physical presence of your product or even handing your product directly into the target group's hands? Let's talk.



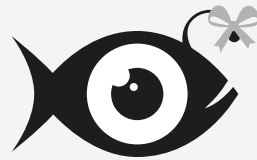
CINECUBE

The Cinecubes are large, fully lit and they are strategically placed in the cinema complexes.



FIELD ACTIVATION

Surprise your target audience with an original promotion or sampling in the Belgian cinemas.



CINEGIFT

A luxurious, resealable tissue package for 'movie emotions'. Containing 3 tissues, along with your advertising message.

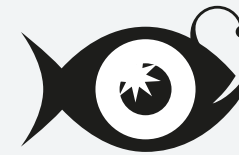


CINEPOSTER

The Cineposter network consists of 186 'classic' sides and 43 digital sides, around 19 cinema complexes.

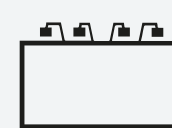


[Click here for the Customer Journey](#)



CINESTAR

Mega Impact! These mega textile cloths with backlite LED, are guaranteed to attract attention.



CINEPOSTER TOUCH

Go digital and/or 'Touch' with your poster campaign. The network consists of 57 totems in 19 cinema complexes. We can assist.





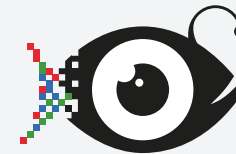
Are you looking for a reliable, experienced and creative partner for the organization of your event? Then you are at the right place at **Brightfish Events**: a full-service event agency with several high-profile events on their list of achievements. Link your brand to an event full of glitter and glamor or treat your target group to a unique film party, with exclusive screenings and previews.

(examples of big events + in-house creations)



OUR SERVICES

Whether you want to create an event or an ON-or OFFscreen campaign, the Brightfish services can help. From the birth of the idea, up to the multi-platform distribution of the finished product and the briefing of the host on the day of the event.



CREATIVE SERVICES

In need of some extra spice or do you want us to build an entire four-course meal? We'll help you adapt your ad, create a new one, think outside of every single box and make sure your brand fits perfectly within our Creative Playground. Have a look at some of the stuff we did.

Welcome To The Creative Playground



SOMETHING EXTRA

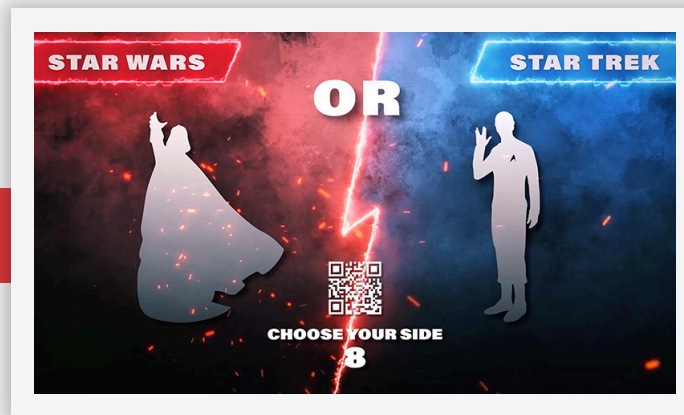
BRIGHTFISH

LIKE A TAILOR WOULD!

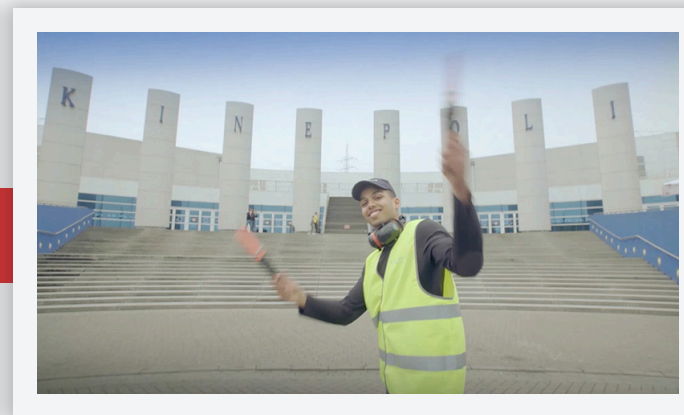
Are you looking for a custom solution? Anything is possible!
Together with our in-house creative production team, we can build your idea/desire
from a blank sheet of paper, all the way to the actual creation.



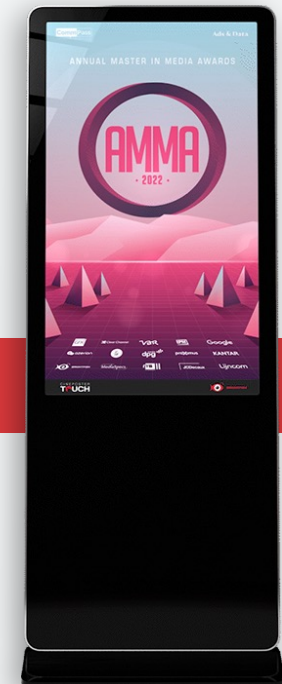
static poster creation



on-screen creation



aftermovie creation



animated poster creation



"Your insight serves you well."
Star Wars - Episode V (1980)

A SURVEY. SHAKEN, NOT STIRRED.

BLACK BOX takes place in the ultimate immersive environment: the Cinema. A highly engaged and diverse audience is invited to the cinema and we offer them a free movie in exchange for their participation to the survey.

A natural setting to review trailers, ads, samples, movies,...
Black Box is the perfect research tool for ... well ... anything!
And it has proven to be a success.

Brightfish hosts this event 3-4 times per year. If you have anything to ask our audience, get in touch with our "Guy" @ Brightfish headquarters.



LENGTH MATTERS

"The length of a film should be directly related to the endurance of the human bladder."
Alfred Hitchcock

THE AD LENGTH COEFFICIENT

= Price variation according to the length of the ad (measured in seconds), with the epicenter set at 30sec.

15"	20"	25"	30"	35"	40"	45"	50"	55"	60"	65"	70"	75"	80"	85"
70%	85%	95%	100%	115%	130%	145%	160%	170%	180%	190%	200%	210%	220%	230%
90"	95"	100"	105"	110"	115"	120"	125"	130"	135"	140"	145"	150"	155"	160"
240%	250%	260%	270%	280%	290%	300%	305%	310%	320%	330%	340%	350%	360%	370%



OUR WEEKS

	january					february				march				april				may				june				
ISO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
CINE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Monday	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
Tuesday	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20
Wednesday	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
Thursday	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
Friday	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
Saturday	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
Sunday	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25

AN ISO WEEK-NUMBERING YEAR

has 52 full weeks (or 53 in 'leap' years). The ISO 8601 definition for week 01 is the week with the 1st Thursday of the Gregorian year (i.e. of January) in it. The last week, i.e. W52 or W53, is the week before W01 of the next year. It has the year's last Thursday in it.

Weeks start with Monday and end on Sunday.

	july					august				september				october				november				december						
ISO	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1
CINE	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2
Monday	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1
Tuesday	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2
Wednesday	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3
Thursday	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4
Friday	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5
Saturday	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6
Sunday	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7

A CINEMA WEEK-NUMBERING YEAR

is the year that starts on the first day of the screening week of one or more cinema schedules that has the 1st of January and ends on the last day of the screening week that has the 25th of December.

Weeks start with Wednesday and end on Tuesday.



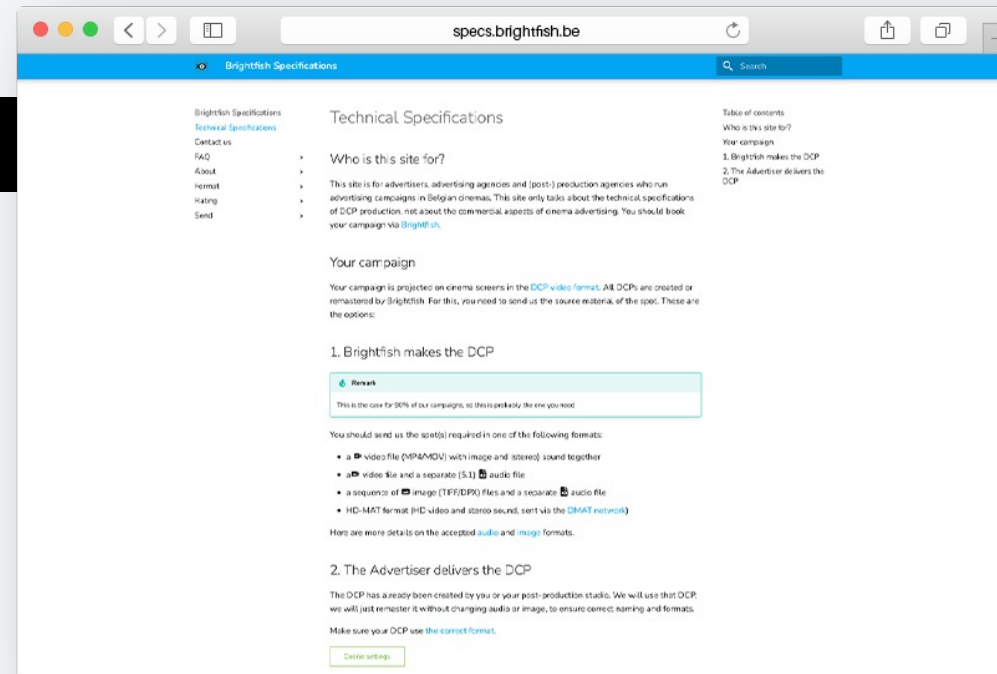
EVERYTHING TECHNICAL

I have some technical questions:

- "Where do I upload my ad?"
- "What should the frame rate be of my ad?"
- "Do we create the DCP or does Brightfish?"
- ...

All this and more on our Technical Webpage!

specs.brightfish.be



SUPPLYING YOUR AD




SENDING FILES TO BRIGHTFISH

Each cinema campaign has its own Dropbox Upload link. If you have not received it yet, please ask your sales representative for the link.

All emails concerning material (audio/video/dcp) must be sent to SUPPORT@BRIGHTFISH.BE.

You can cc: individual members of the planning/production/creative team, but *don't send details or links only to them.*

The preferred method is the aforementioned Dropbox Upload link.

<2GB (small)	2-20GB (big)	>20GB (huge)
 or WeTransfer	 or WeTransfer Pro	

* DMAT / HD-MAT for Belgian studios only!

DEADLINE: 7 DAYS PRIOR TO CAMPAIGN START DATE



BRIGHTFISH



T. HANKS

for your attention.
Questions?

