

A group of people, including men and women, are shown in profile, sitting in a movie theater. They are looking towards the left side of the frame, presumably towards a screen. The lighting is dim, typical of a cinema. Some individuals are holding popcorn or drinks. The overall mood is one of focused attention and enjoyment.

CINEGAME

Branding & Performance

PEARL
& DEAN

From Cinema to Conversion

From action-packed thrillers to animated adventures, cinemagoers play cinegame before every movie by connecting their mobile to the big screen.

How performance campaigns can benefit from CineGame

High Attention, Brand-Safe Exposure

6 minutes of on-screen brand engagement before every film.

Direct Path to Purchase

Digital campaign vouchers delivered instantly to all players mobile devices.

Measurable Performance

Track conversions like online sales, app downloads, call center leads, newsletter sign ups etc.



Three - Denmark

CINEGAME IS EXCLUSIVE TO ODEON



ODEON is one of the largest and best-known cinema chains in Ireland.

11 cinemas nationwide, delivering the very best cinema experience & cutting-edge technology



70+ screens in Blanchardstown, Coolock, Limerick, Newbridge, Charlestown, Waterford, Stillorgan, Naas, Point Square, Portlaoise and Cavan.

150,000 Admissions per month.



Cinegame is an interactive on-screen gaming experience exclusive to Odeon cinemas where cinemagoers play a game on the Cinema screen via their mobile.

8 k players per month on average

CINEGAME EXAMPLES

Connect with audiences in a fun way

You can join the game on the Cinema screen by downloading the Cinegame App!

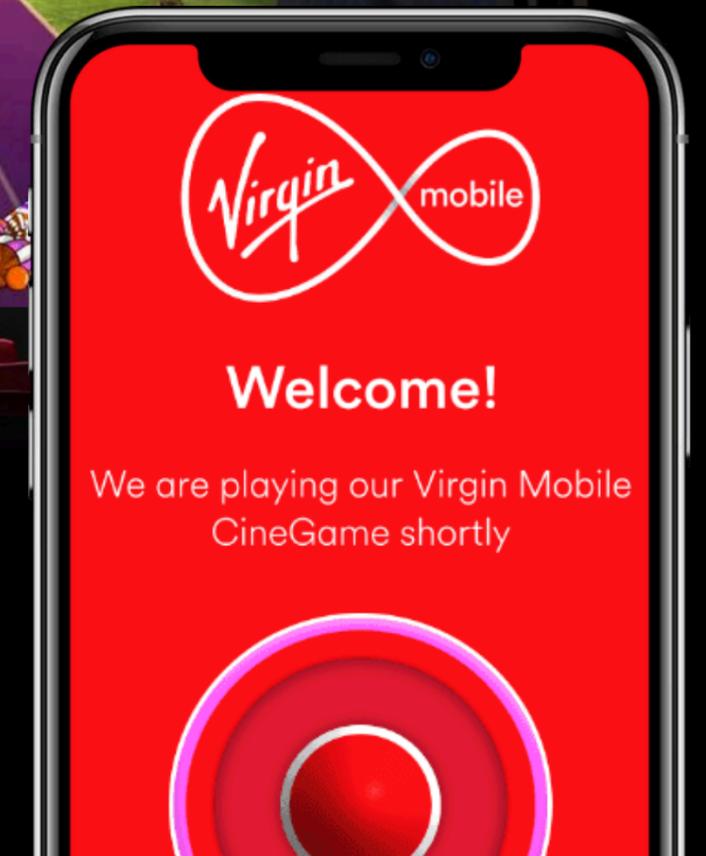
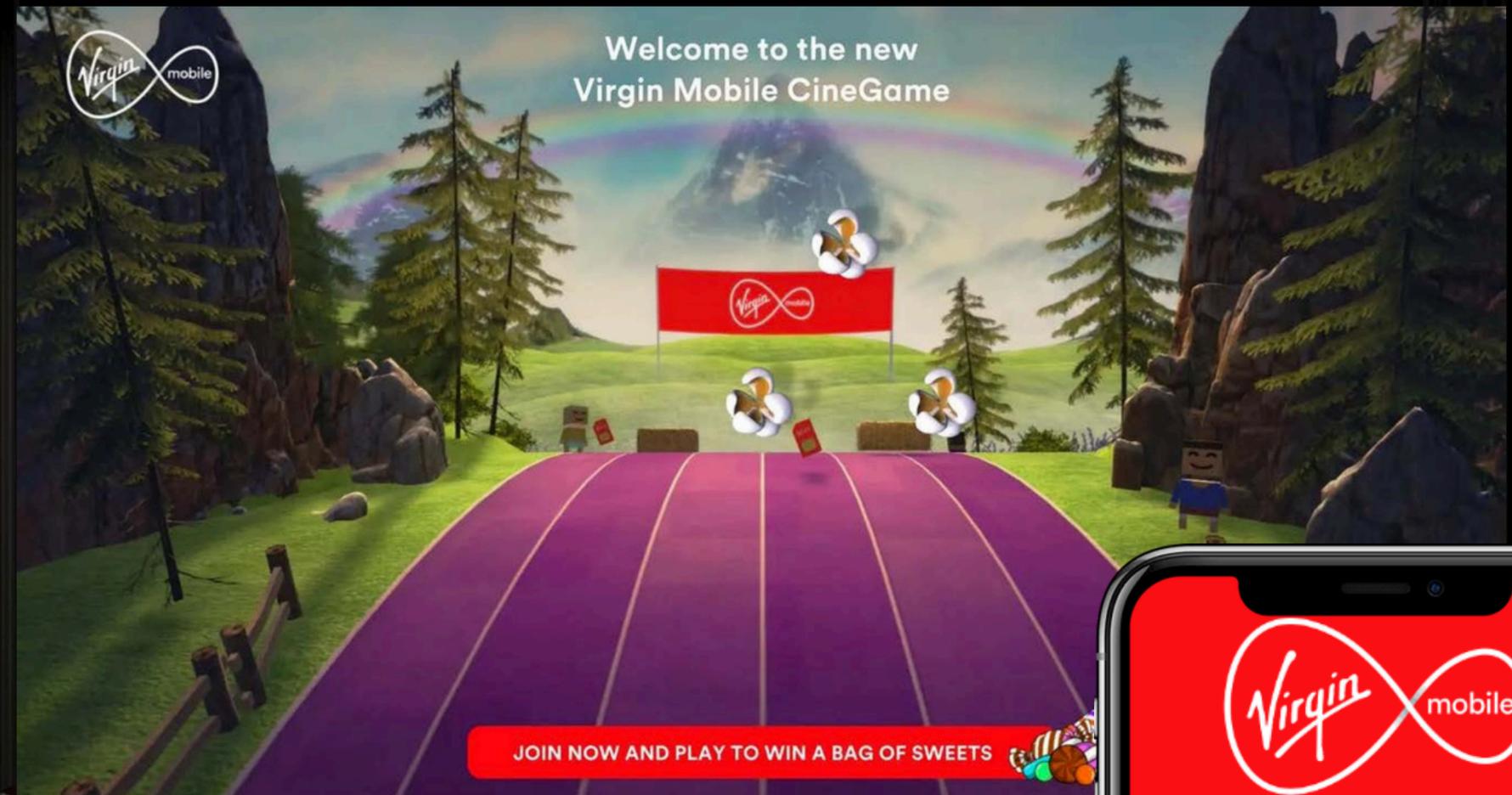
- 100k Irish App Downloads to Date
- 6 Minutes of Onscreen Activity

Play to Win Prizes, such as

- Vouchers
- Discount codes
- Products
- Entry into bigger prize draws

Prizes & offers to all players are delivered instantly as digital vouchers in the Cinegame app.

- Approx. 8,000 players & 3,000 winners per month



Virgin Mobile

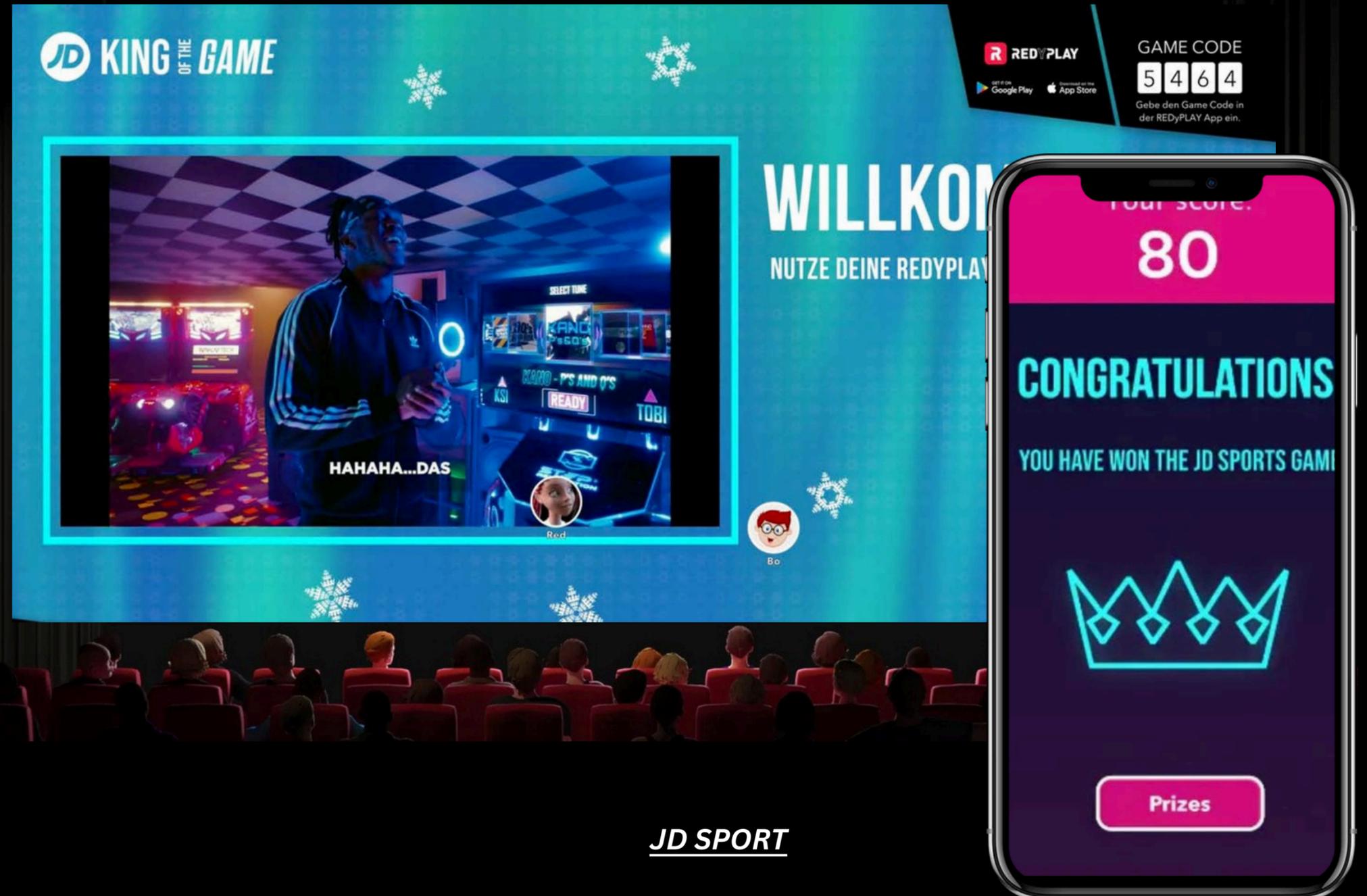
Game Production

No TV or Cinema creative? No problem!

To create a branded game, all we need are the following assets;

- Logo
- Color Codes
- Fonts
- Brand Guidelines
- Campaign Video (if applicable)
- Campaign Images
- Music/Sounds (if applicable)
- Any existing campaign graphics

Production time is approximately 14 - 21 days.



Game Options

Choose from a range of engaging game formats

- Football
- Running
- Car Racing
- F1
- Quiz Show
- Memory
- Shuffle and more.

Looking for something unique? We can develop bespoke game concepts tailored to your brand's needs.

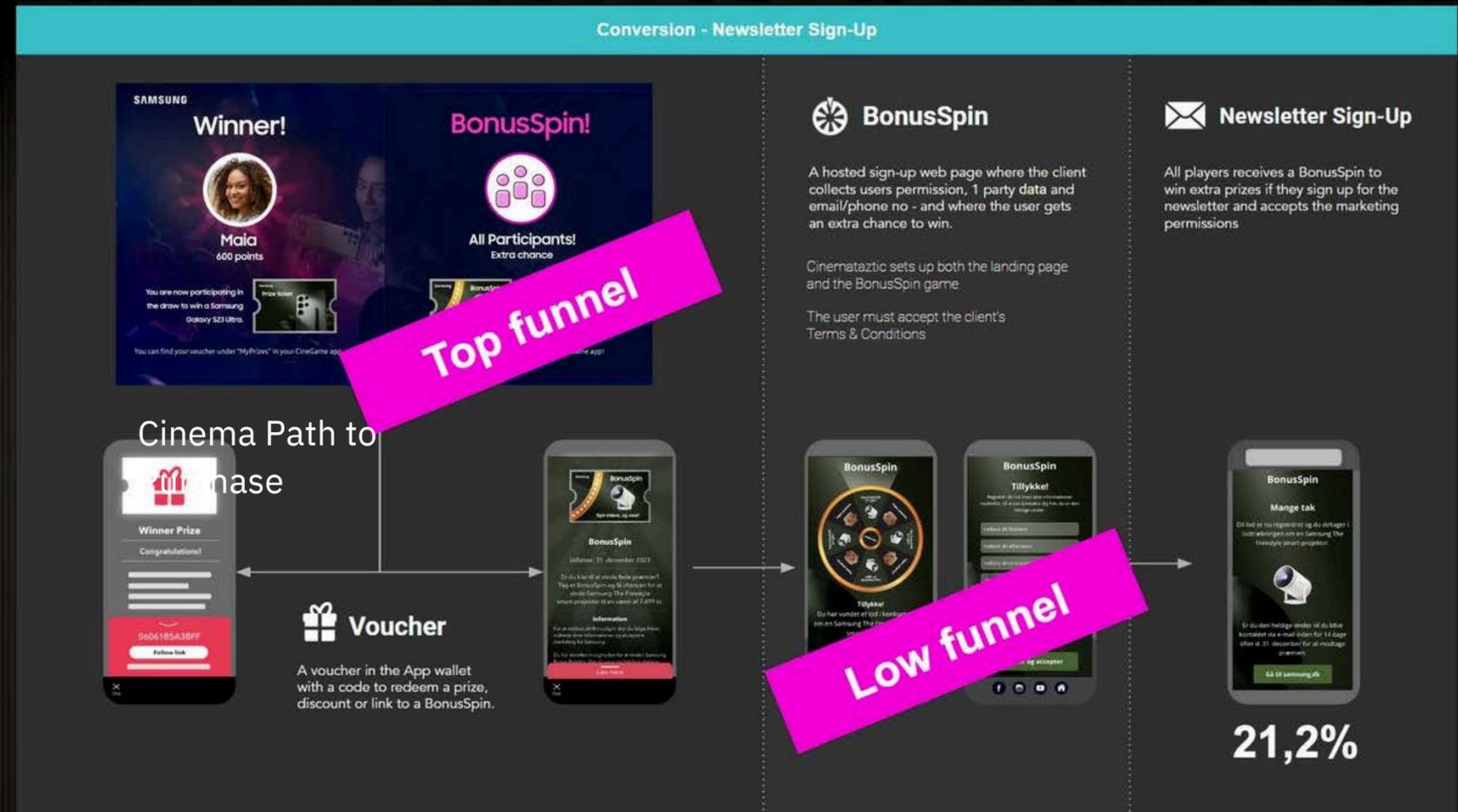


Samsung

Path to Purchase

New digital cinema formats, like CineGame, are redefining the cinema-to-conversion journey by tracking impact from impressions to **sales, app downloads, call center leads, and newsletter sign-ups.**

A digital campaign voucher can be delivered directly to all players' devices, combining high-quality, brand-safe impressions with exceptional viewer attention and low-funnel conversion opportunities.



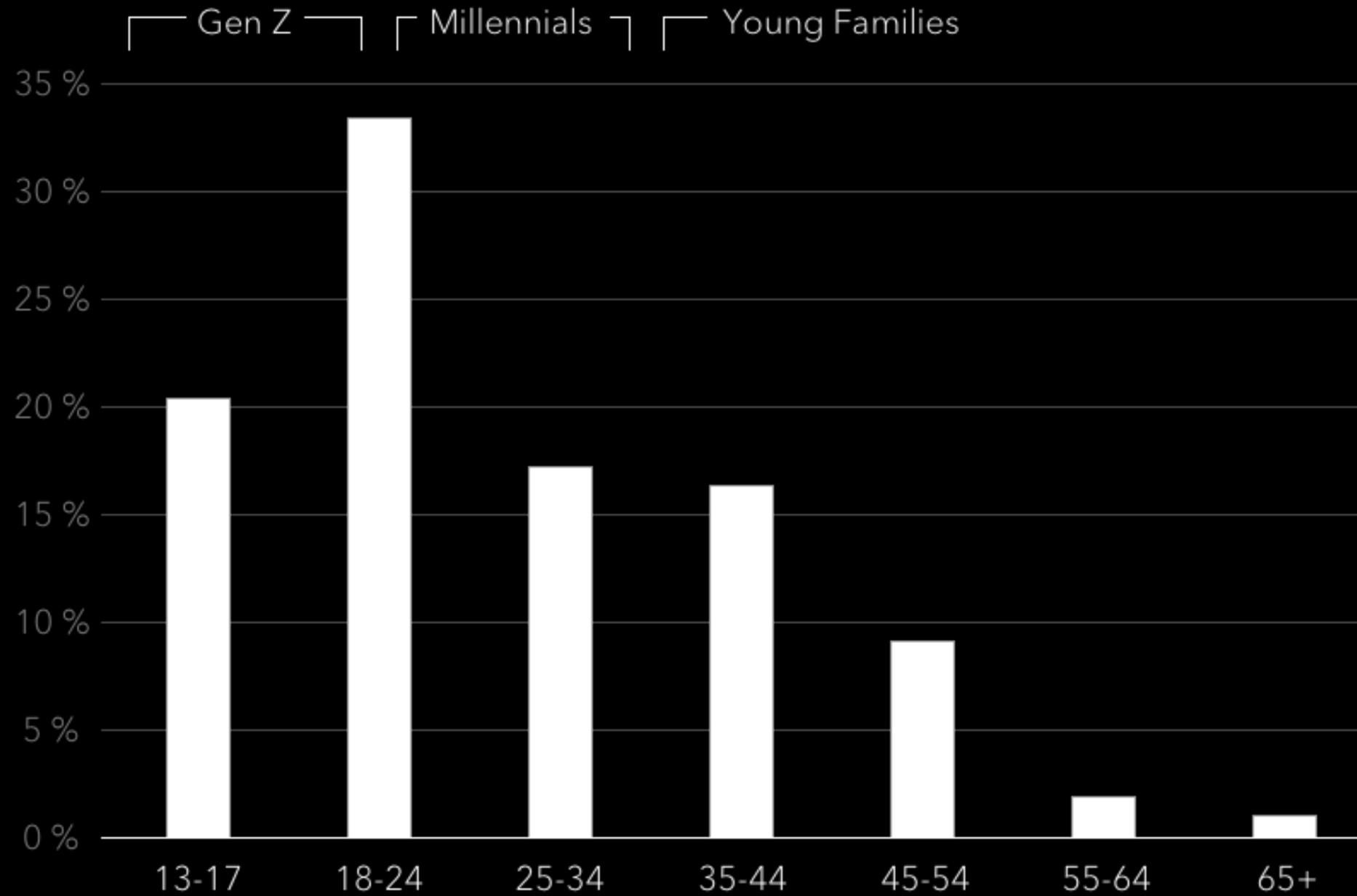
Consider cinema not only as a top funnel branding media but also as a channel to deliver low funnel conversions

Download the CineGame App



Then enter the 4 digit code on the screen to connect your mobile device

Player Profile



Where Cinema meets Digital

Branding

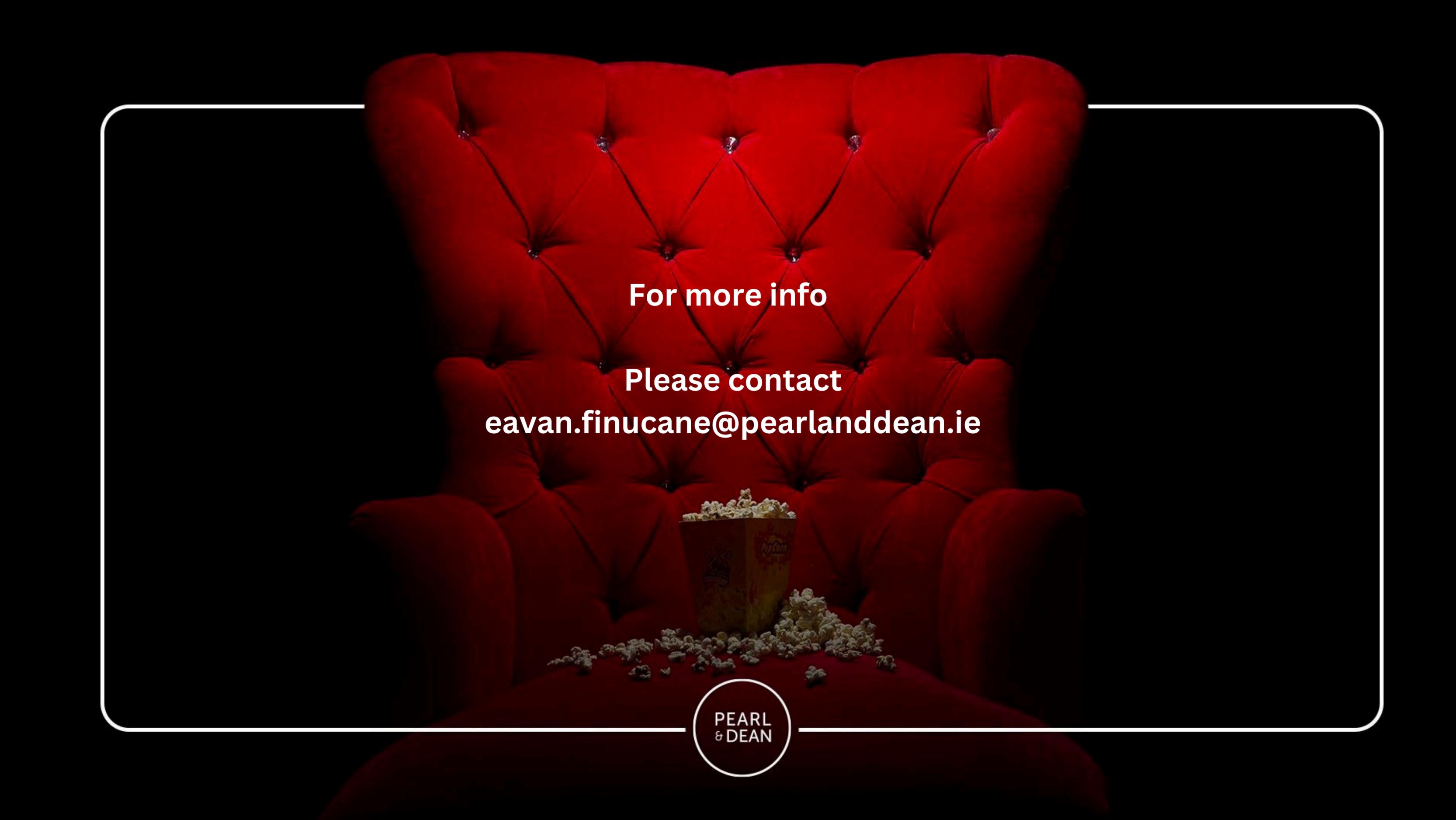
- Branded game
- 6 mins before every film
- 70+ screens nationwide
- Up to 150,000 monthly admissions
- Opportunity to engage with audiences after the campaign (brand uplift surveys etc)

Performance

- Digital vouchers, codes & offers delivered instantly in-app
- Measurable conversions
- 8,000 monthly players
- CPA model available for low-funnel KPIs

Brands tapping into Gaming with Cinegame



A red tufted chair with a bowl of popcorn on the seat. The chair is the central focus, with a white border around it. The background is dark, making the red chair stand out. A bowl of popcorn is on the seat, with some popcorn spilled out. The text is centered on the chair.

For more info

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