

The background of the entire page is a photograph of rows of red theater seats. Each seat has a black armrest with two cup holders. A large, semi-transparent black 'U' shape is positioned at the top center of the image, partially overlapping the seats. The text is overlaid on the lower half of the image.

Annex 14
**DESCRIPTION OF THE
PRE-SHOW INFORMATION**

FULL

DESCRIPTION OF THE PRE-SHOW INFORMATION

Let's take a look at FC's Pre-show Information. There were three different sets of content: Commercial, Children's and Arthouse. The three sets had a similar structure and only really varied in terms of content, which was tailored to their specific audiences. Some movies appeared in more than one Pre-Show. For instance, if there was a really important Children's or Arthouse movie, it was also included in the Commercial Pre-show. Or, if a really commercial movie was suitable for all ages, it was also included in the Children's Pre-show.

First block :

- The multiplex's logo and main website address. Messages highlighting the "Full Guarantee", "Please keep quiet" and "We don't show advertisements". These aspects are discussed in the Management section of the dossier.
- Publicizing the differences that set us apart; "Matinée sessions every weekday", "Re-release Day", "Original Language Day", "Loyalty Price" and "Live chat".

Second block :

- Presentation of upcoming releases, showing edited 10-second clips of the trailers of the 10-15 movies that we expected to have the most commercial success in the immediate future (In practice, however, some turned out to be absolute commercial flops. Cinema is unpredictable, which is one of its charms). This block lasted around 3 minutes in total.

Third block :

- Presentation of the new developments at the multiplex. Any important new change that had happened. In the case of the Pre-show Information video at the link given in the annex, we advertised "Popcorn of the world", an initiative that we thought was excellent, but which did not work. Innovation involves failing often.
- Reminder of how the Smartfull app works.

Fourth block:

- Dolby Atmos logo and slogan "We now have 19 Atmos theatres. The multiplex with the most Dolby Atmos theatres in the world".
- Full logo again, with the slogan "Building the cinema of the future".

Fifth block:

- We showed the trailers of the two biggest movies being released the next week. If there were not two important movies that week, one of the trailers could be for a movie released the following week.
- In total, the duration of all the above Pre-show Information, including the two trailers, should not exceed 10 minutes.

DOWNLOAD THE FULL DOSSIER AT:

 www.thebestcinemas.com