

→ **Cinema4me**  
Presentation

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## Cinema4me Presentation

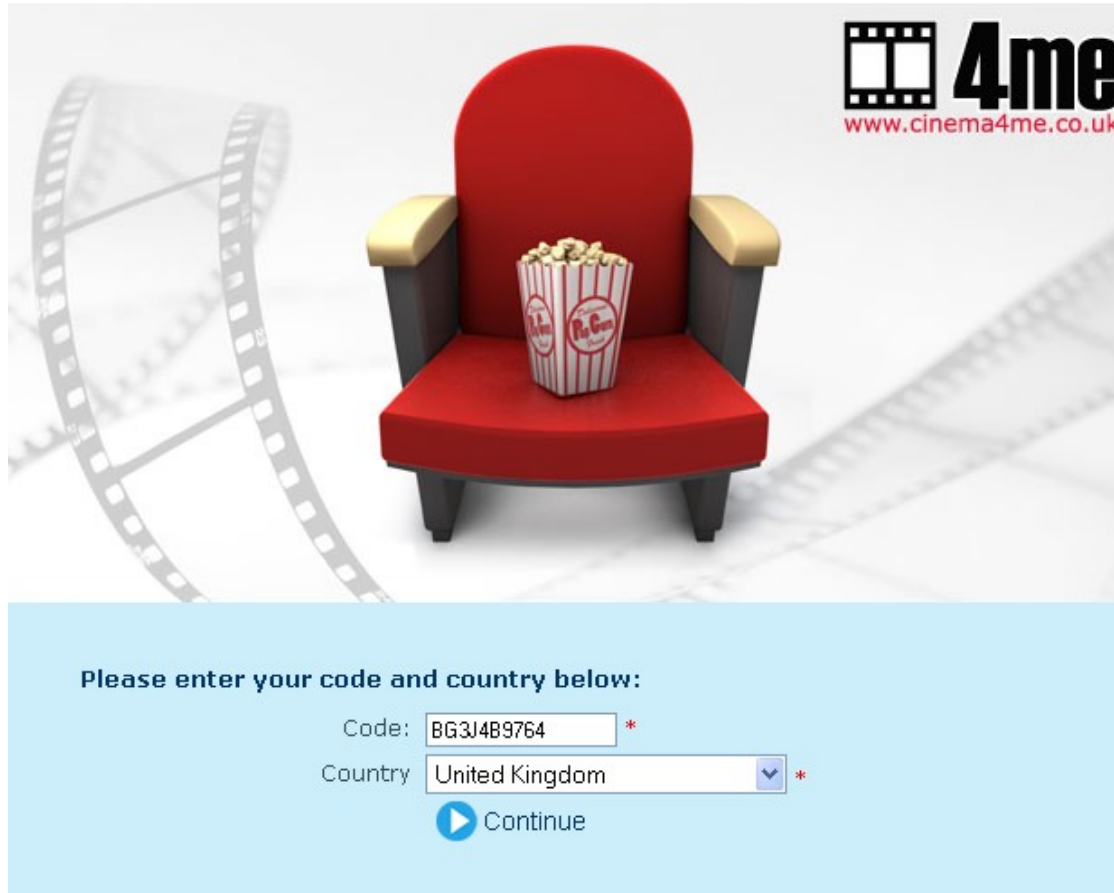
- GRG ONE FEE are pleased to present the opportunity to run a Cinema Ticket Promotion through our unique cinema4me platform
- CLIENTS can reward their customers with redeemable Cinema Ticket Vouchers in an exclusive, cost effective, risk free and highly adaptable promotion

## → Cinema4me – Why?

- Cinema4me is a unique promotional currency which can be used as a desirable reward
- Over 250 cinemas nationwide participating (with the number set to grow)
- Leisure rewards are perceived as being of greater value in current economic climate
- Tailored to budget through various mechanics

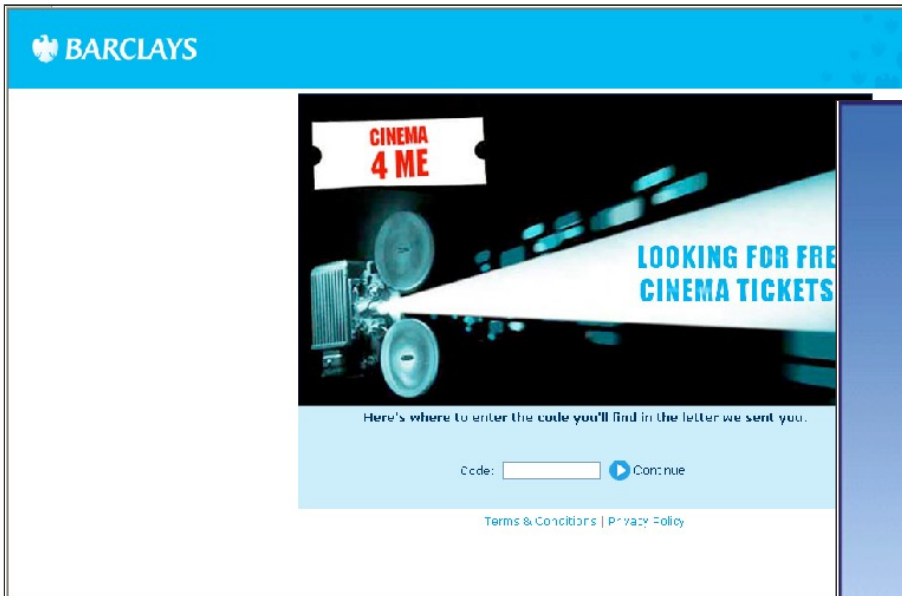
## Cinema4me – Generic Site

- Generic site



## → Cinema4me – Branded Site

- Site can be branded to incorporate the clients' brand
- or*
- Be completely rebranded to solely represent the clients' branding



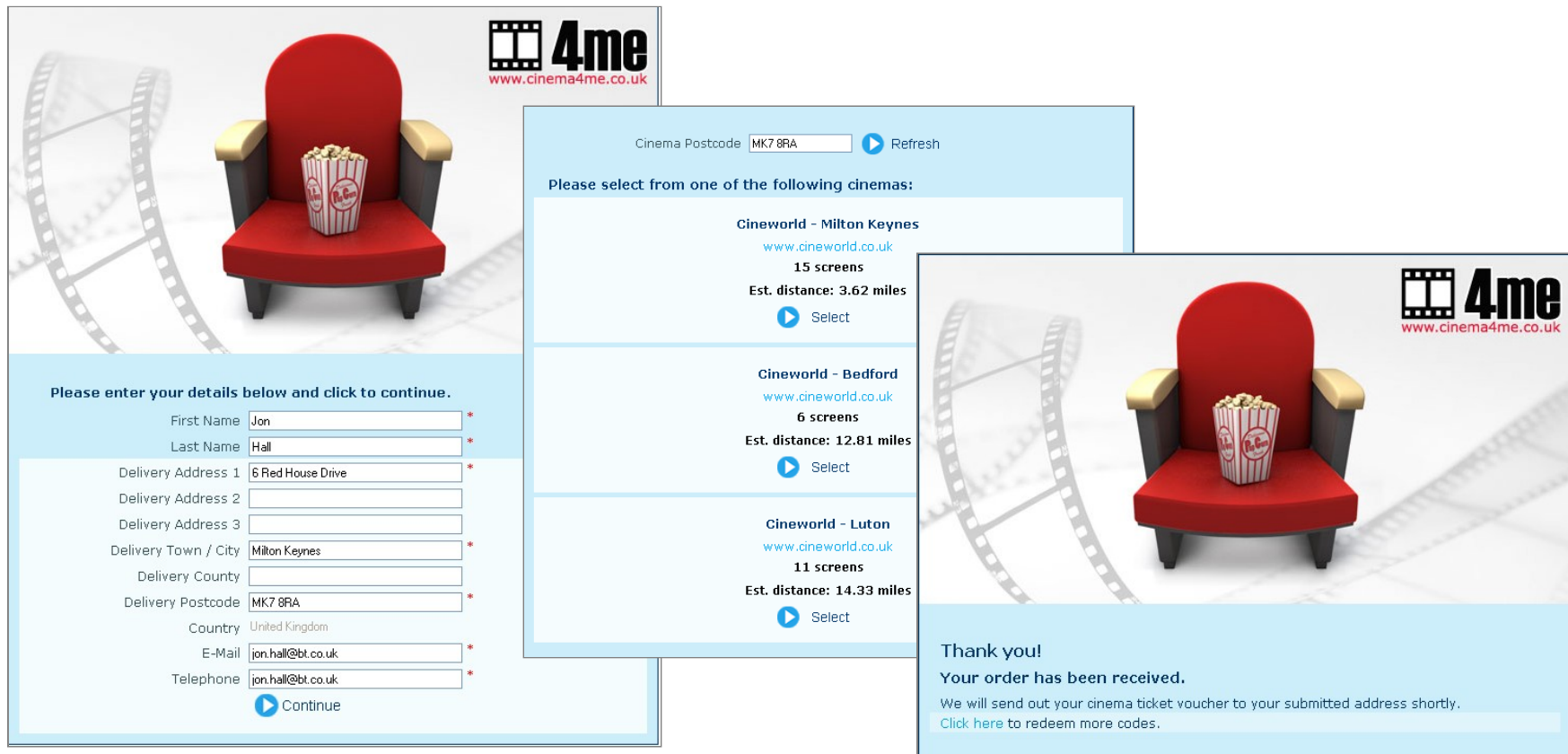


## Cinema4me – Mechanic

- Customer directed to site
- Enters a unique reference number
- Completes personal data, if required, or confirms existing data
- Offered 3 closest cinemas to their postal address (determined by postcode)
- Customer can enter new postcode for different selection of 3 cinemas
- Customer chooses from selection and receives a confirmation message on screen (with number of remaining tickets, if appropriate)
- Customer sent cinema ticket(s) vouchers 2<sup>nd</sup> class post within 2 working days

# → Cinema4me – Generic Site

- Site progression



**4me**  
www.cinema4me.co.uk

Cinema Postcode:  Refresh

Please select from one of the following cinemas:

- Cineworld - Milton Keynes**  
www.cineworld.co.uk  
15 screens  
Est. distance: 3.62 miles  
Select
- Cineworld - Bedford**  
www.cineworld.co.uk  
6 screens  
Est. distance: 12.81 miles  
Select
- Cineworld - Luton**  
www.cineworld.co.uk  
11 screens  
Est. distance: 14.33 miles  
Select

Please enter your details below and click to continue.

First Name  \*

Last Name  \*

Delivery Address 1  \*

Delivery Address 2

Delivery Address 3

Delivery Town / City  \*

Delivery Country

Delivery Postcode  \*

Country

E-Mail  \*

Telephone  \*

Continue

**Thank you!**  
Your order has been received.  
We will send out your cinema ticket voucher to your submitted address shortly.  
[Click here](#) to redeem more codes.

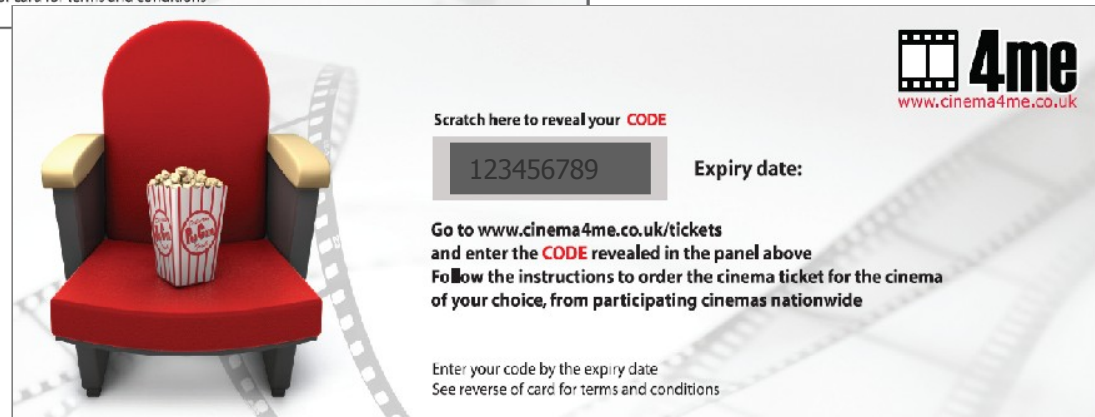
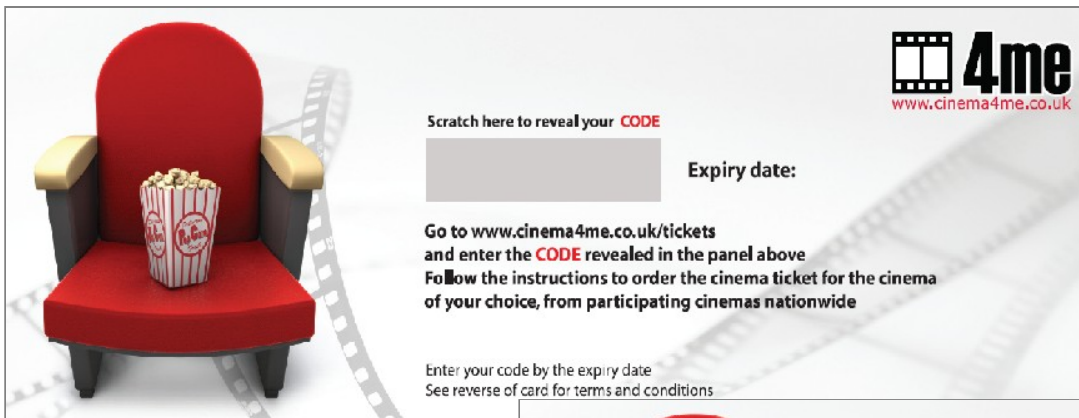


## Cinema4me – Reward Cards

- Scratchcard vouchers can be purchased as a reward, without having to design and budget for a microsite
- Using the generic site, cards contain a URN under a latex panel
- Mechanic is the same as detailed before
- Customer gets directed to [cinema4me.co.uk/tickets](http://cinema4me.co.uk/tickets) to claim

## → Cinema4me – Reward Cards

- Cinema4me scratchcard





## Cinema4me – Summary

- Cinema4me platform – a unique and nationally accepted promotional currency
- Cinema4me ticket voucher – personalised to indicate the cinema name, location and logo and the person for whom it was issued
- Cinema4me ticket voucher – presented to the box office for a free unrestricted entry
- Branded microsite – to reinforce details of promoter
- National (UK and Ireland) coverage with 250 cinemas – main chains Vue, Cineworld, Empire, Showcase, Merlin, Movie House, Omniplex and many independents
- Customer has unrestricted choice of participating cinemas
- Cinema ticket vouchers posted within 2 working days
- No delays due to unavailable tickets



# Thank you

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