

Movie Theatre Advertising

70% of Americans go to the movies at least once per year.

Moviegoers spend an average of 14 minutes in the theatre before the previews begin.

Still-shot advertising is an easily accessible and economic approach to relaying the important message of OHV Safety and Education.

Still-shot advertising is basic in design but creates a platform that allows the message to be conveyed via other resources, such as; print advertising, local cable access, and partner websites.

Still-shot advertising is rather inexpensive when compared to other forms of advertising, ranging from as little as fifty dollars to as high as five-hundred dollars, depending upon the type of advertising package, with very little in production costs.

Costs can be broken down by a variety of components, such as the number of theaters screening, the amount of screenings per week, the time frames of the screening, et al. When broken down individually, costs can be as little as two dollars per screening. Many larger theaters, such as AMC provide package deals for this type of advertising.

Example: 10 theaters at 30 screenings per week provides 300 opportunities to reach our target demographic. A theater averages 36 people per movie, that is 10,800 potentially impacted individuals.

This option would not replace the future potential of YouTube videos or further prospects of outreach; however, given the low costs of development and implementation, it would allow for a better time frame relative to roll out this initiative. Furthermore, this uncomplicated and coordinated effort will allow us to monitor and gauge the impact of this approach, ultimately determining if this really is the right avenue of approach.

Areas requiring further review:

- Geographic regions to be targeted
- Specific messages to be conveyed

EXAMPLES

Did you know that if you're under 18 and you operate an Off-Highway Vehicle, you must complete a Safety and Education course? It's the law!



For more information, contact the Massachusetts Environmental Police
508-564-4961 or www.mass.gov/ole



Did you know that children are more likely to require hospitalization or die from ATV mishaps than in bicycle accidents?



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