



**TRANSFORM**  
your  
**audience**



**cineTRANSFORMER**



A group of people, including children and adults, are shown wearing 3D glasses. They appear to be in a theater or cinema, looking towards the right side of the frame with expressions of excitement and interest. Some are pointing their fingers. The background is dark with some bokeh light effects.

# CASE *studies*



## Universal Studios **SANCTUM**

Universal Pictures was looking for a mobile venue that would allow them to take this amazing 3D underwater journey to top cities across the US. Their goal was to submerge the audience into a cave-like atmosphere that would enhance the feeling of being trapped underwater and allow every guest to feel part of the adventure.

### The Cinetransformer solution

- 3D projection
- Seven minute exclusive preview
- Social media engagement campaign and national tour increased ticket sales by thousands
- National media coverage included; TV, news papers, magazines and social media
- High resolution full graphics wrap both outside and inside to recreate the underwater experience
- Over 35,000 attendees viewed the Sanctum preview in 13 cities across North America

**Chris Johnson**  
Specialty Publicist  
**Universal Studios**

*I just want to stress how incredibly happy we are with the entire campaign. Your team really went the extra distance to pull this off. The report from the streets was incredibly positive, and looking at ways to use the Cinetransformer in upcoming promotions.*



**James Cameron** Executive Producer



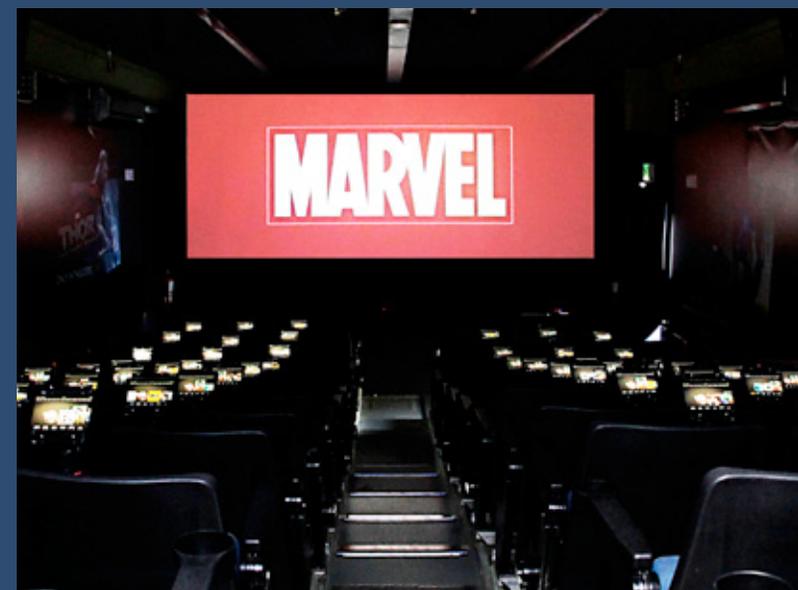


## Amazon **Kindle FireHDX**

Cinetransformer was chosen to create a unique, interactive experience to promote the **NEW Kindle FireHDX**. Amazon partnered with **MARVEL Entertainment** to show exclusive behind the scenes footage of **THOR the Dark World**, and upcoming clips of **Captain America: The Winter Soldier**, **Guardians of the Galaxy**, **Avengers 2**, and **Ant-Man**. The preview was held inside the **Cinetransformer Mobile Theater** seating 91 people, in a stadium-seating configuration.

### The Cinetransformer solution

- 27 event days on a nationwide tour
- Over 25,000 guests
- Live interactive demonstrations highlighting Kindle fire HDX features
- 30ft social media photo activation engagement tent
- Attended high profile venues at 5 cities across North America
- Millions reached across print, on air, online and social media





## AMC BREAKING BAD

AMC's objective was to bring nationwide attention to their critically acclaimed series *Breaking Bad*. Cinetransformer was transformed into the *Breaking Bad* "METH" Screening Lab. The unit featured Blu-Ray cinema quality imagery and Dolby surround sound.

### The Cinetransformer solution

- Over 35,000 visitors
- 12 city tour visiting high impact venues like Times Square
- Seven minute preview of the new season
- "Mug Shot" photo marketing experiential tent
- Data capture and prize drawings including HDTV's and digital cameras



*Breaking Bad* Creator & Cast





## AMP ENERGY JUICE

AMP's challenge was trying to find a new and exciting way to promote and bring to market a new energy juice called AMP Energy Juice. In a unique collaboration between Terry Gilliam, Pepsi and NASCAR, the group produced an original short film called *The Legend of Hallowdega*, a "tongue in cheek" about the haunted history of the Talladega Super Speedway.

### The Cinetransformer solution

- High-impact location inside the Talladega Nascar Racetrack
- Thousands of attendees viewed and received free popcorn, branded gifts and free samples of the new AMP Energy Juice
- Cinetransformer was completely branded with full high resolution graphics
- Thousands more reached through print, online and social media

#### **Brad Lambert**

Vivid Marketing Group

*Your team helped us go from concept to delivery in just a few weeks, on time and on budget. Customizing the unit, creating a spooky and intriguing venue for the premiere of *The Legend of Hallowdega* film. I look forward to working with you again soon! Your media experience has helped our message come to life!*



## Warner Bros Pictures **GRAVITY**

Warner Bros Pictures and RealD teamed up to promote the blockbuster 3D film and use the Cinetransformer to show an exclusive 7-minute feature of the acclaimed film.

### The Cinetransformer solution

- Exclusive 7 minute 3D feature reel
- Over 2,000 attendees per day
- Full graphics high resolution wrap
- DCI compliant 3D projector
- State-of-the-art surround sound
- Interactive experience with Director Alfonso Cuaron
- PR from local & national TV stations, news groups, online bloggers and extensive social media interaction on Twitter and Facebook



Oscar acclaimed Director **Alfonso Cuaron** on site for the screening of **Gravity** in The Mobile Cinema



## Warner Bros Pictures **SAN ANDREAS**



### THE SAN ANDREAS EXPERIENCE

The **San Andreas 4D Experience** tour objective was to support the launch of the film by generating significant anticipation through experiential engagement and local and national media and social media to encourage ticket sales for the San Andreas film. Guests were treated to a vivid and memorable cinematic experience, which resulted in audiences excited and anxious to see the film when it arrived on the big screen at their local theaters.

The **San Andreas Experience** treated guests to a 4D immersive experience as a **Buttkicker** (a low-frequency audio transducer) was stationed under each seat to enhance the earthquake experience while accompanying RealD 3D and Barco projection. Visitors boarded the Cinetransformer and were provided with 3-D glasses to watch an exclusive scene of the movie.

### Challenges

- Obtain enthusiastic engagement and early interest in block buster action film
- Create tour with the goal of capturing local and national media attention to promote film
- Recreate an earthquake experience

# SAN ANDREAS



## Keys to success

- Implement a global tour for moviegoers with a preview of the plot and showcase the movie's 3D content and special effects.
- Leave audience excited and wanting more while evoking a "can't miss" impact
- Ensure early favorable press coverage in news papers, magazines and entertainment shows
- Use rich interactive media to target demographic

## Results

- 7 countries visited (USA, Canada, Mexico, Portugal, Spain, Germany, Belgium)
- 29 cities
- 51 Event Days
- 1,222 Screenings
- 47,000 visitors
- 70% average occupancy
- 14,700 miles traveled
- 4M + on-the-road impacts



DWAYNE "THE ROCK" JOHNSON



Cast autograph signing session  
ALEXANDRA DADDARIO, CARLA GUGINO & DIRECTOR BRAD PEYTON

# CITIBANK-BANAMEX



In collaboration with **Cinetransformer**, **Banamex** has developed a financial education program that supports and builds a culture of financial literacy throughout the country. The topics covered include savings, investments, credit, insurance and building wealth.

## The Cinetransformer solution

- Banamex goals achieved! Mexican families are now eager to apply their education in their daily lives
- Financial education brought to thousands across the country
- Cinetransformer and edutainment achieved the greatest impact
- 76,000 miles visiting schools, universities and work places
- 1,242,383 children and adults participated
- 3 Cinetransformer units during 3 years across the country

**Teresa Nuñez**  
Citibank BANAMEX

*The Banamex campaign “We offer Knowledge” has been a great success in the commercial market and has helped raise the education level of the communities. Thus, Banamex has increased its presence by simply teaching children and adults how to manage their money without the need to sell a product. We transport the Cinetransformer where no bank or branches exist, achieving a presence with a positive idea that there is a bank that is concerned about them, which opens a door for when we decide to put a branch there.*

## — — Subaru X-GAMES/NATIONAL BUSINESS CONFERENCE

Subaru chose Cinetransformer to showcase the new Subaru models for both a B2C event at the X-Games in Los Angeles, CA and a B2B event at Chicago's Soldier Field, welcoming dealers and corporate executives from around the world to attend the Subaru National Business Conference.

### The Cinetransformer solution

- Subaru and Rally Sport enthusiasts were invited via social media and radio campaign
- 3 day red carpet premiere at the X-Games
- Engagement experience with Subaru's own David Higgins
- Brand ambassadors engaged and incited attendees to join the Subaru family
- Special presentations and drag racing demonstrations with new Subaru models
- Interactive experience with onsite human car wash



## Vote **MARTINEZ**

Cinetransformer has the unique ability to create audiences where they previously did not exist. First time candidate for **Governor Miriam Martinez** began a long, arduous journey in the race... To effectively convey her message, Cinetransformer produced a short impactful film about Miriam's journey. With a clear vision of her ambitious campaign, Cinetransformer, along with many dedicated volunteers, communicated her message throughout Texas.

### The Cinetransformer solution

- Cinetransformer enabled candidate Miriam Martinez to bring her message to Texans in remote areas
- Targeting 18,000,000 registered voters throughout Texas
- Excited the communities throughout Texas to be part of the democratic process
- Added a compelling entertainment element to reach young voters in a political campaign
- Interactive media propelled Miriam's campaign using the Cinetransformer

**Miriam Martínez**  
Candidate for  
Texas Governor

*We are very excited with the impact that Cinetransformer had in helping us spread our campaign message across the state of Texas.*

*The self-contained nature of the Cinetransformer has helped us add a compelling, entertainment element to our campaign vision. The interactive media experience has helped our message come to life!*



## NATIONAL GUARD

The challenge for the National Guard was to find a way to reach thousands of potential new soldiers and the Cinetransformer was the best solution to accomplish this mission. The mobility and efficiency of the Cinetransformer allowed the National Guard to take their message directly to their target demographic. Showcasing the short film “Citizen Soldier: Something Greater Than Yourself” to promote the reality and the honor of being a part of the National Guard.

### The Cinetransformer solution

- 1.5 year tour
- More than 40 cities visited
- 32,000 miles traveled
- 250,000+ participants
- Stops included: Airshows, NASCAR, drag racing events, state fairs and universities
- Full branding wrap was applied to both the Cinetransformer and tractor
- Over 16 Million on-the-road impressions



## PEMEX

Since 2008, PEMEX Exploration and Production, Mexico's national oil company, implemented an innovative strategy to create a culture of safety, environmental awareness and protection throughout the company.

### The Cinetransformer solution

- 10 Cinetransformer units used across the country to achieve immediate impactful results
- Over 850,000 employees received the Pemex message; safety, health & environmental awareness
- 18 Films created by Cinetransformer to engage employees and families
- Well known actors used to increase lasting impression of the Pemex mission
- 70% decrease rate in accidents

#### **Rogelio Morando**

Subdirección

Protección Ambiental

*"Cinetransformer has been a great tool to speed conscientiousness among our workers, which have been widely accepted. Cinetransformer produced "Safety Heroes" for Pemex as part of the campaign. "Pemex, as always promotes its ongoing commitment to safety, health and environmental protection in and out of work."*



# In the news

## ABC to Screen 'The Muppets' Early With Mobile Theater Tour



ABC is taking the road in a bid to provide early sampling to these high-profile new fall shows. The network will offer early screenings of *The Muppets* and *Castle* to an estimated 10 million viewers at a mobile theater tour. The tour will include the 12-city double-episode tour that is not yet a movie theater experience.

All screenings will take place inside the Cinemascope (then called) a 31-foot mobile cinema. The tour will kick off June 11 at the MGM Grand in Las Vegas and will conclude every four days in Chicago, New York, and Los Angeles. The tour will also include a 12-city double-episode tour that is not yet a movie theater experience.

## FILM PROMOTERS KEEP ON TRUCKIN'



Movie studios are following suit and hitting the road — in trucks. It's not just films with national releases that are driving trailers to the highways. The *Prozac Army* and *Sanctum* are two examples of low-budget films that are using mobile theaters to reach their target audience.

The truck-based genre promoting *The Prozac Army* is its final tour. The five-screen tour is set to hit the road in June. The truck-based genre promoting *The Prozac Army* is its final tour. The five-screen tour is set to hit the road in June.

## SportsBusiness JOURNAL Fox Sports en Español takes show on the road

At some point over the past year, executives from Fox Sports en Español soured on the idea of Mayday, a traditional upfront advertising presentation in New York. Network executives found out that several key buyers would not make the trip to Gotham for the presentation, victims of a sluggish economy that — while showing signs of life — still hasn't fully recovered.



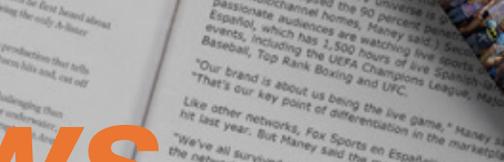
The idea is to make this fun. We're not having a rubber chicken lunch at a table for 10 in a ballroom. We're not having a rubber chicken lunch at a table for 10 in a ballroom. We're not having a rubber chicken lunch at a table for 10 in a ballroom.

## Final Destination 5 screened exclusively at Comic-Con



The movie *Final Destination 5* was screened exclusively at Comic-Con. The movie *Final Destination 5* was screened exclusively at Comic-Con. The movie *Final Destination 5* was screened exclusively at Comic-Con.

## 'Sanctum' Hits the Road



*Sanctum* is a Universal thriller set in the world of underwater caves. It's co-produced by James Cameron and is set to hit the road in June. *Sanctum* is a Universal thriller set in the world of underwater caves. It's co-produced by James Cameron and is set to hit the road in June.

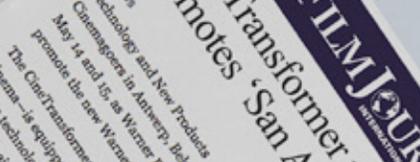
## ADWEEK Movie Plays Wal-Mart Parking Lots

LOS ANGELES — Movie plays in Wal-Mart parking lots are starting to become a thing. Theaters are starting to use the parking lots as a venue for movie screenings. Theaters are starting to use the parking lots as a venue for movie screenings.

## Recognition Your Company Deserves

Recognition is a key factor in determining a company's success. Recognition is a key factor in determining a company's success. Recognition is a key factor in determining a company's success.

## Film Journal promotes 'San Andreas'



The *San Andreas* movie is being promoted by Film Journal. The *San Andreas* movie is being promoted by Film Journal. The *San Andreas* movie is being promoted by Film Journal.

## Chief Marketer SoBe Pops a Wheelie At Ozfest



Chief Marketer SoBe Pops a Wheelie at Ozfest. Chief Marketer SoBe Pops a Wheelie at Ozfest. Chief Marketer SoBe Pops a Wheelie at Ozfest.

## The New York Times Free screenings to Indians across the country

The New York Times is offering free screenings to Indians across the country. The New York Times is offering free screenings to Indians across the country. The New York Times is offering free screenings to Indians across the country.

## Recognition Your Company Deserves

Recognition is a key factor in determining a company's success. Recognition is a key factor in determining a company's success. Recognition is a key factor in determining a company's success.

## Film Journal promotes 'San Andreas'



The *San Andreas* movie is being promoted by Film Journal. The *San Andreas* movie is being promoted by Film Journal. The *San Andreas* movie is being promoted by Film Journal.

## Chief Marketer SoBe Pops a Wheelie At Ozfest



Chief Marketer SoBe Pops a Wheelie at Ozfest. Chief Marketer SoBe Pops a Wheelie at Ozfest. Chief Marketer SoBe Pops a Wheelie at Ozfest.



 cineTRANSFORMER  
[www.cinetransformer.com](http://www.cinetransformer.com)

 877-811-Tour (8661)

*USA · CANADA · MEXICO · BRAZIL · UK*