

10.4.19

IMAX

CROSS PLUG TRAILER CONCEPTS

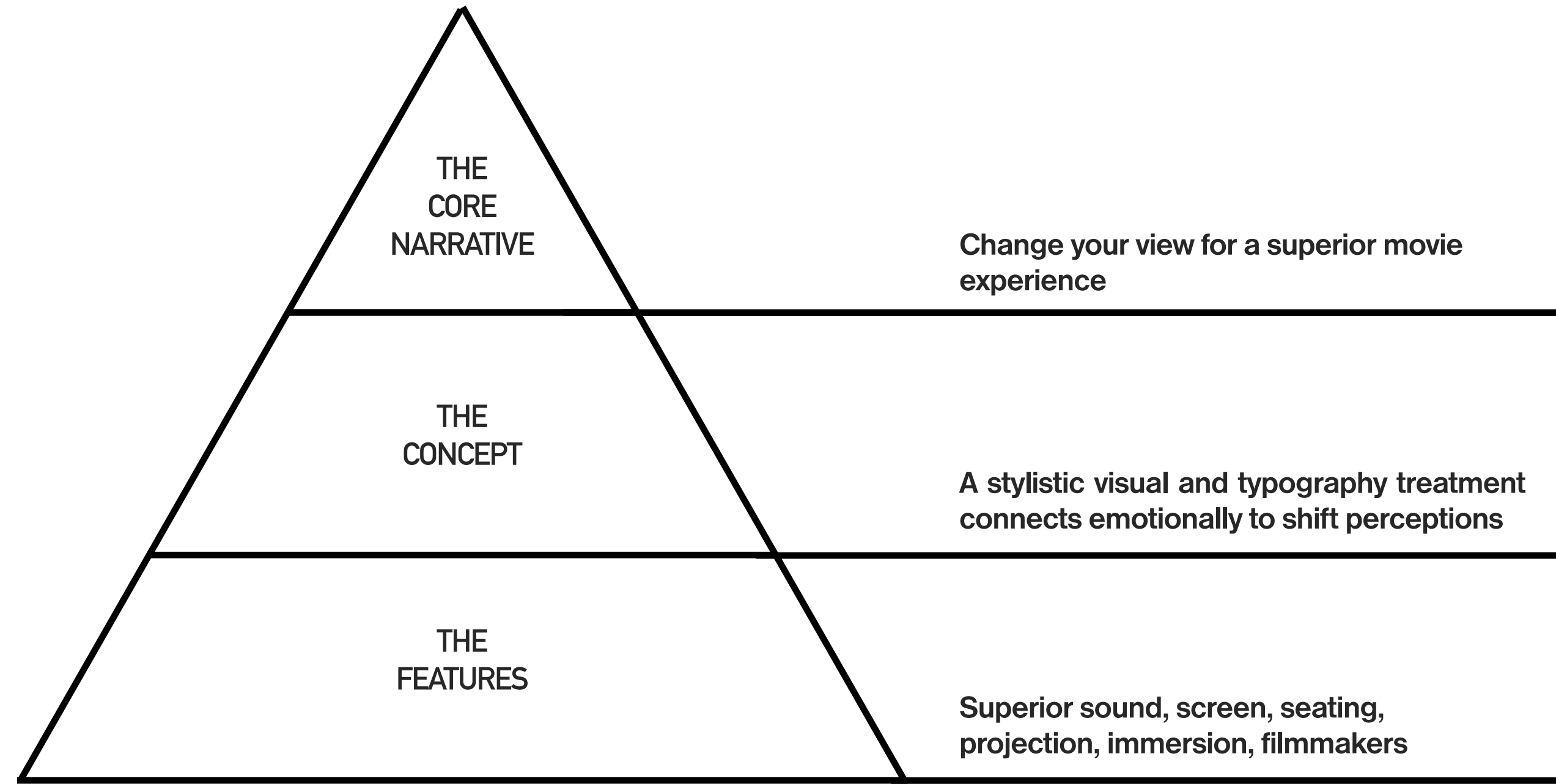
Exploring this project from multiple angles, we've created **FOUR** potential methodologies that can visually represent key messaging points in a succinct and dynamic fashion. *Just as we did with our Apple X campaign, collaboration is critical, and we are eager to refine or mix and match concepts as you see fit.

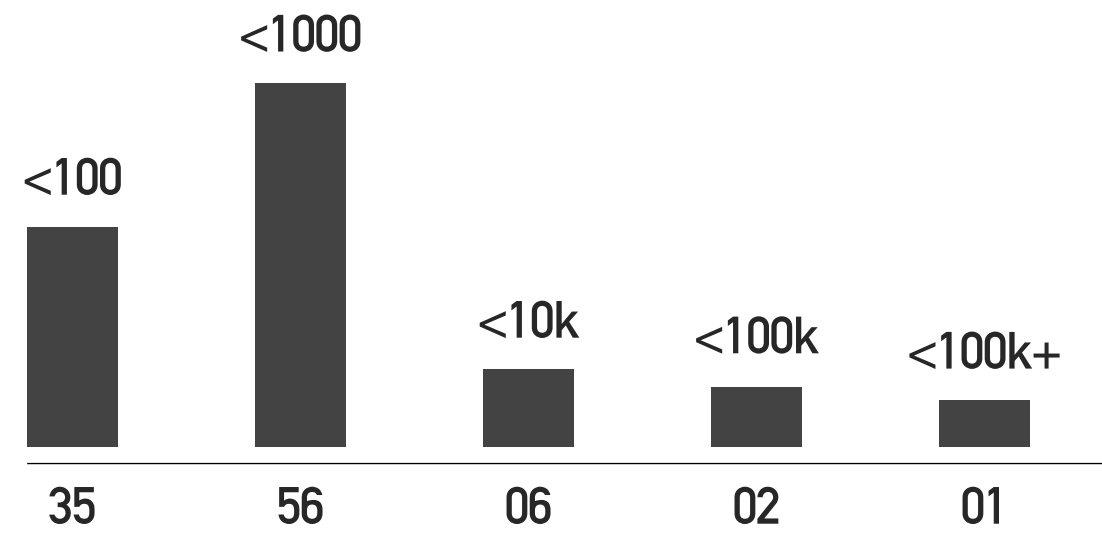




BUSINESS OBJECTIVE	Convert non-IMAX users to IMAX users
CHALLENGE	Awareness of the IMAX brand is high, consumer understanding of how it differentiates and how it is superior is low
COMMUNICATIONS OBJECTIVE	To educate moviegoers on what IMAX is, what makes it different, and why it's worth upgrading their movie experience
AUDIENCE	The target audience is 17-39, but the piece needs to have broad global audience appeal

IMAX is, without a doubt, a household name. For those of us inside the film and technology space, we understand just how crucial the IMAX platform has been in pushing the film industry forward.





10.4.19

Social Listening

10.1.19 / 9:08 AM - 10.1.19 / 9:58 AM UTC
Twitter Report Union Metrics

362.3k **BUFFS**
impressions

100 ph **PARTNERS**
frequency

FAN BOYS
influence

Opt 1

**IMAX IS NOT JUST A BIGGER SCREEN
IT'S SO MUCH MORE**

**CRYSTAL CLEAR IMAGES
THAT TAKE YOUR BREATH AWAY**

**STORIES YOU LOVE
IN COLORS THAT YOU'VE NEVER SEEN**

**FULLY IMMERSIVE SOUND
THAT YOU CAN FEEL**

**EVERY SEAT, EVERY ANGLE
BLOWS YOUR MIND**

**A POWERFUL / PREMIUM / PERFECTED FILM EXPERIENCE
TO TAKE YOU INTO ANOTHER WORLD**

**ONLY
IMAX**

EXPLORATIONS

10.4.19

Script

SUPERS /
(WORK IN PROGRESS) 01

Opt 2

UPGRADE YOUR FILM EXPERIENCE

LARGER SCREENS

SHARPER PICTURES

WIDER COLOR RANGE

SMARTER DESIGN

IMMERSIVE MULTI-CHANNEL SOUND

EVERY SEAT, EVERY ANGLE, IS THE BEST SEAT IN THE HOUSE

**DON'T JUST WATCH MOVIES
LIVE THEM IN IMAX**

**DON'T JUST WATCH MOVIES
FEEL THEM IN IMAX**

10.4.19

Concept 1

IMAX OF EDEN

This option combines two of our core visual approaches as we travel through them with dynamic camera motion. From a techy environment that speaks to theatre and screen design... to a surreal, fantastical IMAX of EDEN showcasing superior color and image quality.





EXPERIENCE FILMS AS THEY WERE INTENDED.



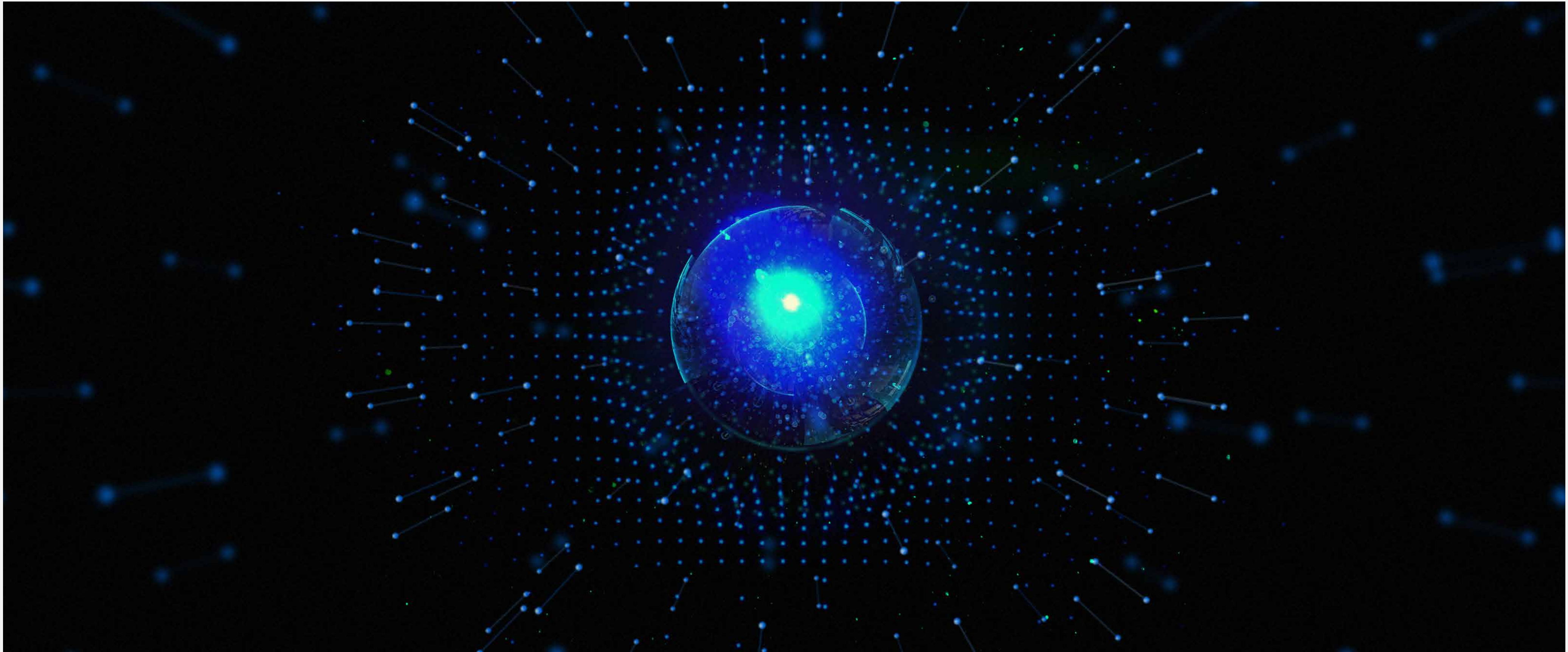
SHOT WITH **IMAX**, FOR **IMAX** THEATERS.

1.

Concepts

* (exploration)





WITH PERFECTED **IMAX** SCREEN DESIGN



IMAX 4K LASER PROJECTION





IMAX COLORS AND IMAGES OF ANOTHER WORLD

A vibrant, fantastical scene featuring a rainbow in the background, glowing flowers, and magical elements like glowing spheres and butterflies. The scene is set in a lush, colorful environment with a warm, golden light. The text "IMAX COLORS AND IMAGES OF ANOTHER WORLD" is centered in the image.

IMAX COLORS AND IMAGES OF ANOTHER WORLD



IMAX PICTURE QUALITY TO THE FULLEST



Concepts

* (exploration)

A vibrant, fantastical landscape. A path of flowers leads from the foreground into the distance. The foreground is filled with large, colorful flowers, including orange and purple dahlias, and glowing, iridescent spheres. The middle ground features a pond reflecting the sky, surrounded by green grass and more flowers. The background shows a line of trees under a bright blue sky with scattered white clouds. Numerous butterflies of various colors and patterns are flying throughout the scene. The overall atmosphere is magical and lush.

IMAX QUALITY TO THE FULLEST



IMAX IMMERSIVE MULTI-CHANNEL SOUND



IMAX IMMERSIVE MULTI-CHANNEL SOUND

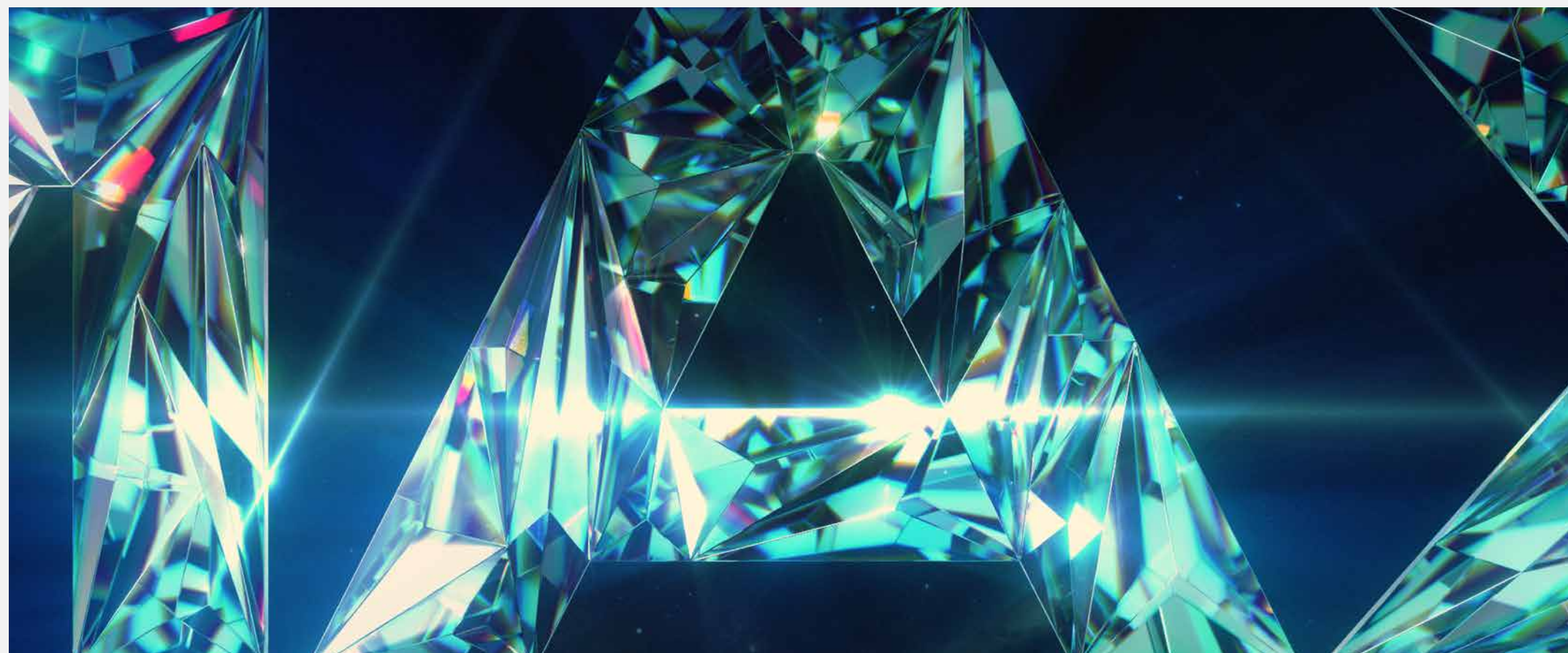


IMAX THEATRE DESIGNED TO ENHANCE CINEMA

(A)



(C)



(B)



(D)



1.

Concepts

* (exploration)

10.4.19

Concept 2

DECONSTRUCTED IMAX TECHNOLOGY WORLD

We enter the inner-workings of a stylized projector before being transported to an abstract world/landscape made from deconstructed elements of IMAX technology. Reclined theater seats, sharp projector lenses, laser-accurate surround sound speakers, etc., move all around us. As we drift through this anti-gravitational space and are introduced to a flurry of high-tech elements and theater comforts, supers boldly highlight key features of the immersive IMAX experience.



(A)

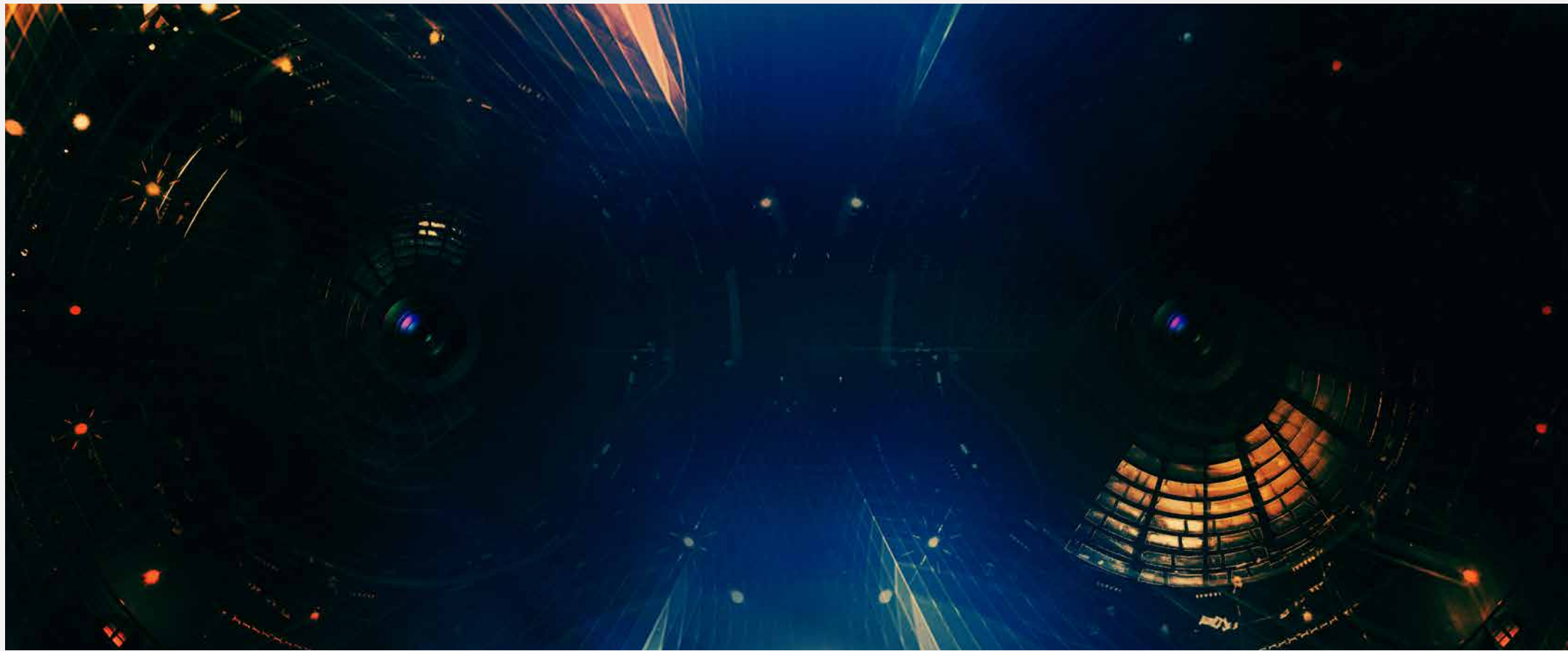


(C)



EXPERIENCE FILMS AS THEY WERE INTENDED.

(B)



(D)



SHOT WITH **IMAX**, FOR **IMAX** THEATERS.

2.

Concepts

* (exploration)



SHOT WITH **IMAX**, FOR **IMAX** THEATERS.



IMAX THEATRE DESIGNED TO ENHANCE CINEMA

(A)



(C)



(B)



(D)



10.4.19

Concept 3

SWIMMING PARTICLES

A graphically minimalistic but fully immersive approach, where swarms of particles transform into visually spectacular 3D renders. Starting from a dark void, a swirl of colorful particles bursts forward. From these fragmented vortexes stunning dimensional objects form which speak to the superior technology and movie experience only found in an IMAX theatre. Within that visual display of transformation, CG supers accompany and help solidify our messaging.

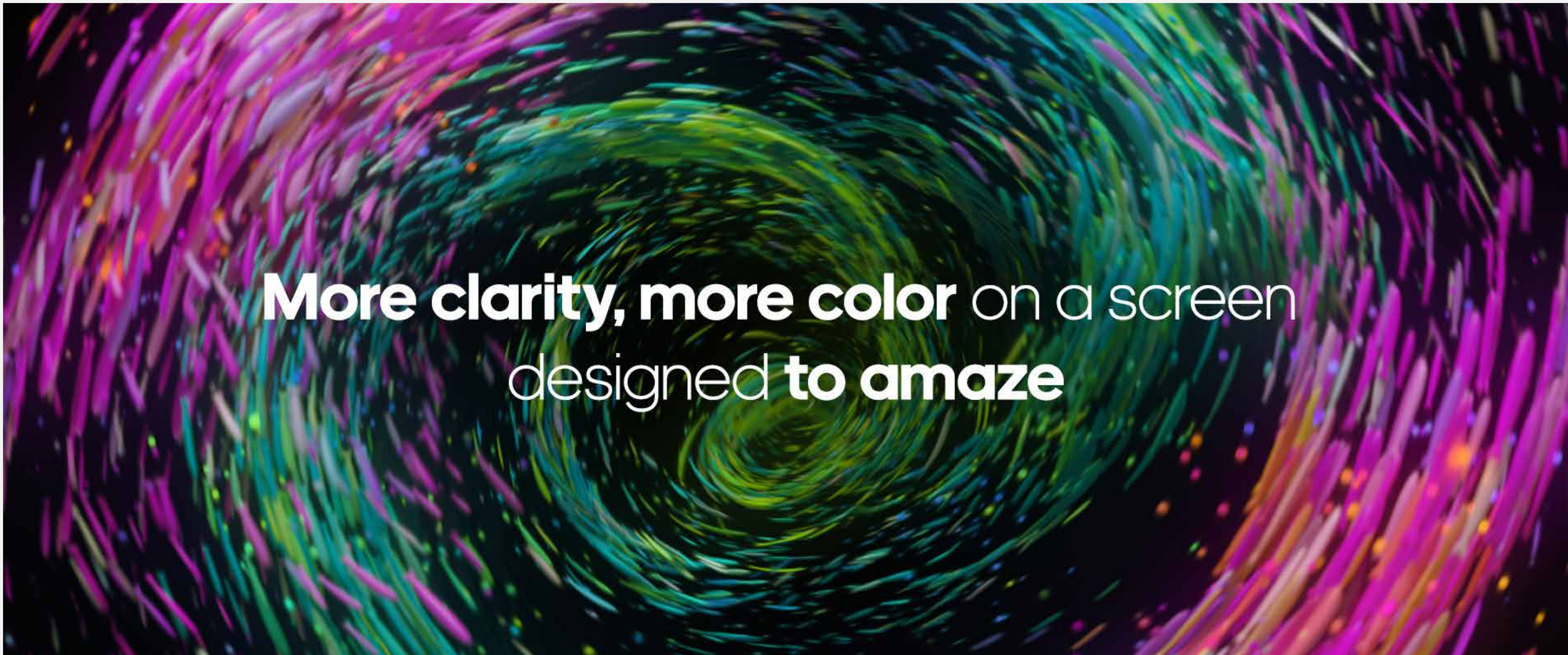




Movie going
to the **next level**



4K Laser projection
delivers **superior imagery.**



More clarity, more color on a screen
designed **to amaze**

10.4.19

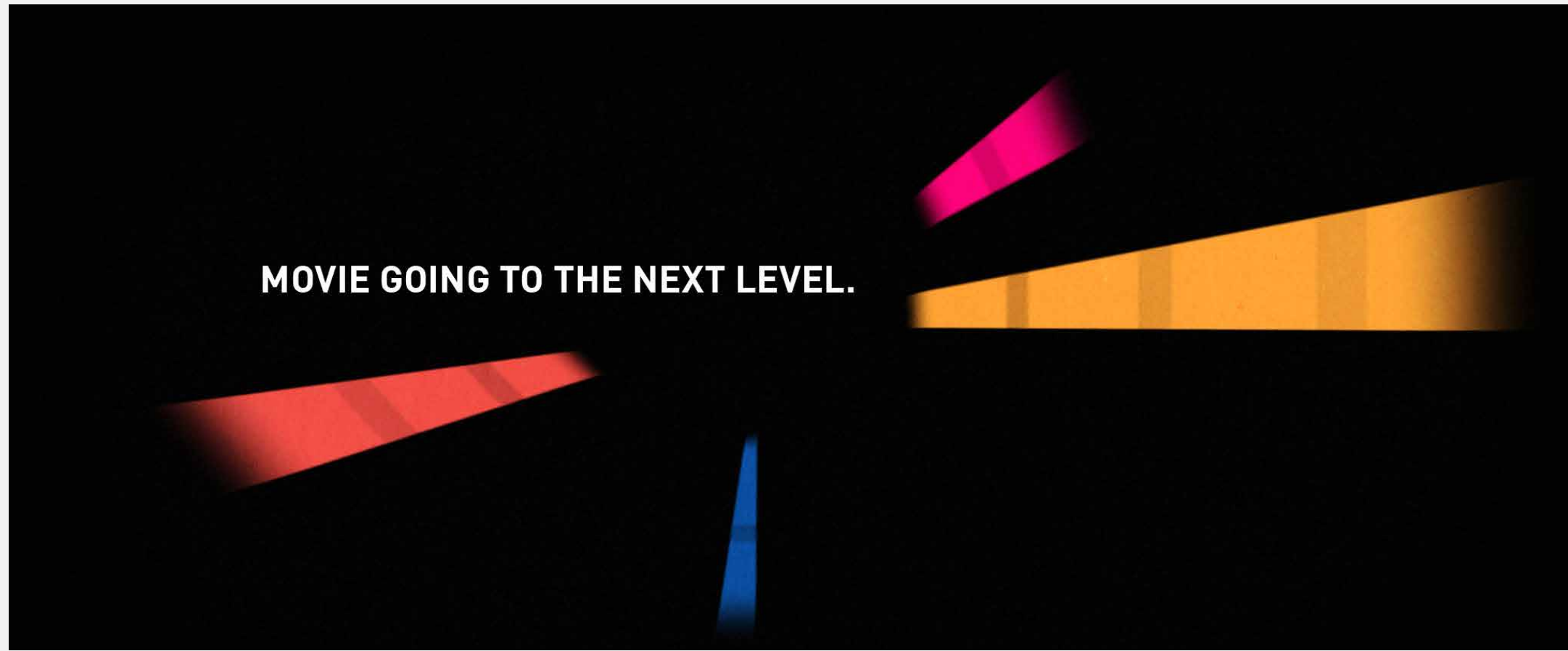
Concept 4

REAL-TIME NARRATION

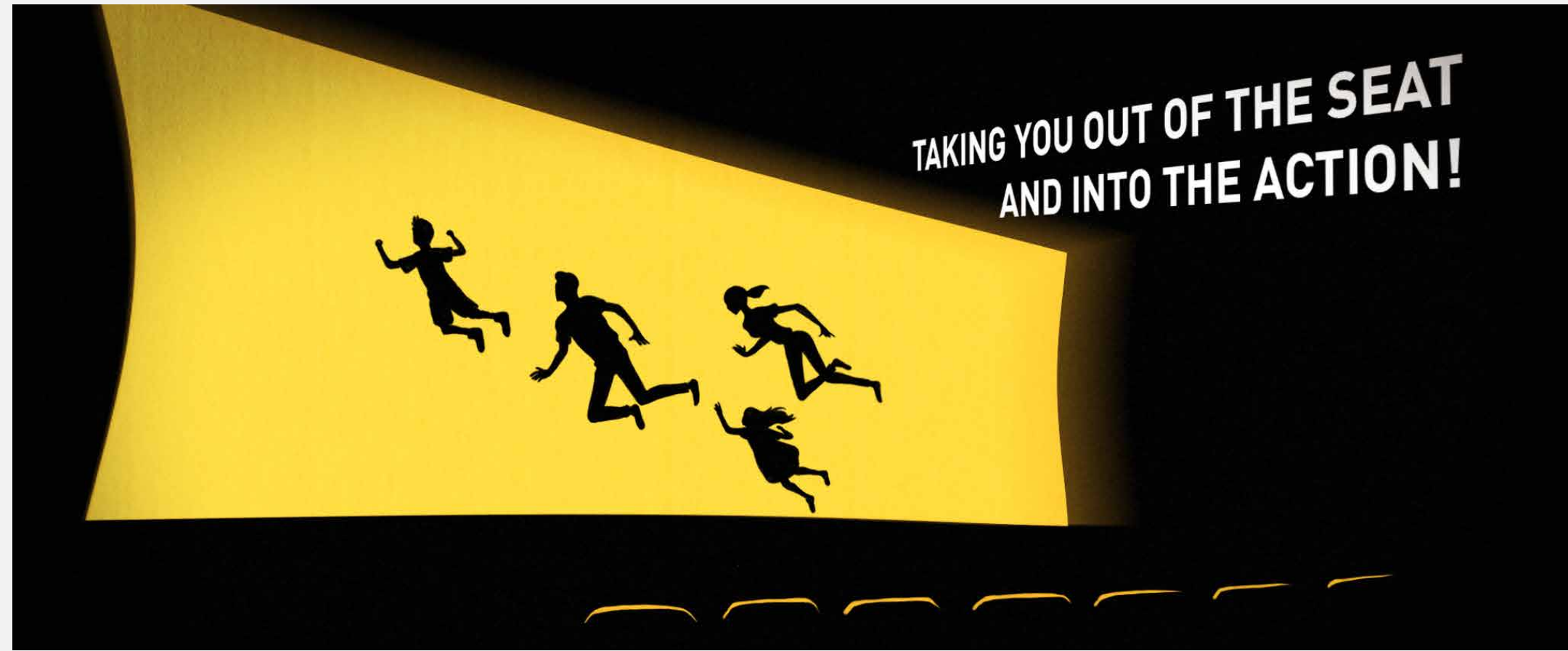
By using the recognizable visual language of classic movie messaging, i.e., 'Double Feature' or 'Let's go out to the Lobby' we can turn the concept on its head to showcase IMAX as the next great movie watching iteration. Subtly showcasing that even though it's been around for fifty years, it is the next evolution.



(A)



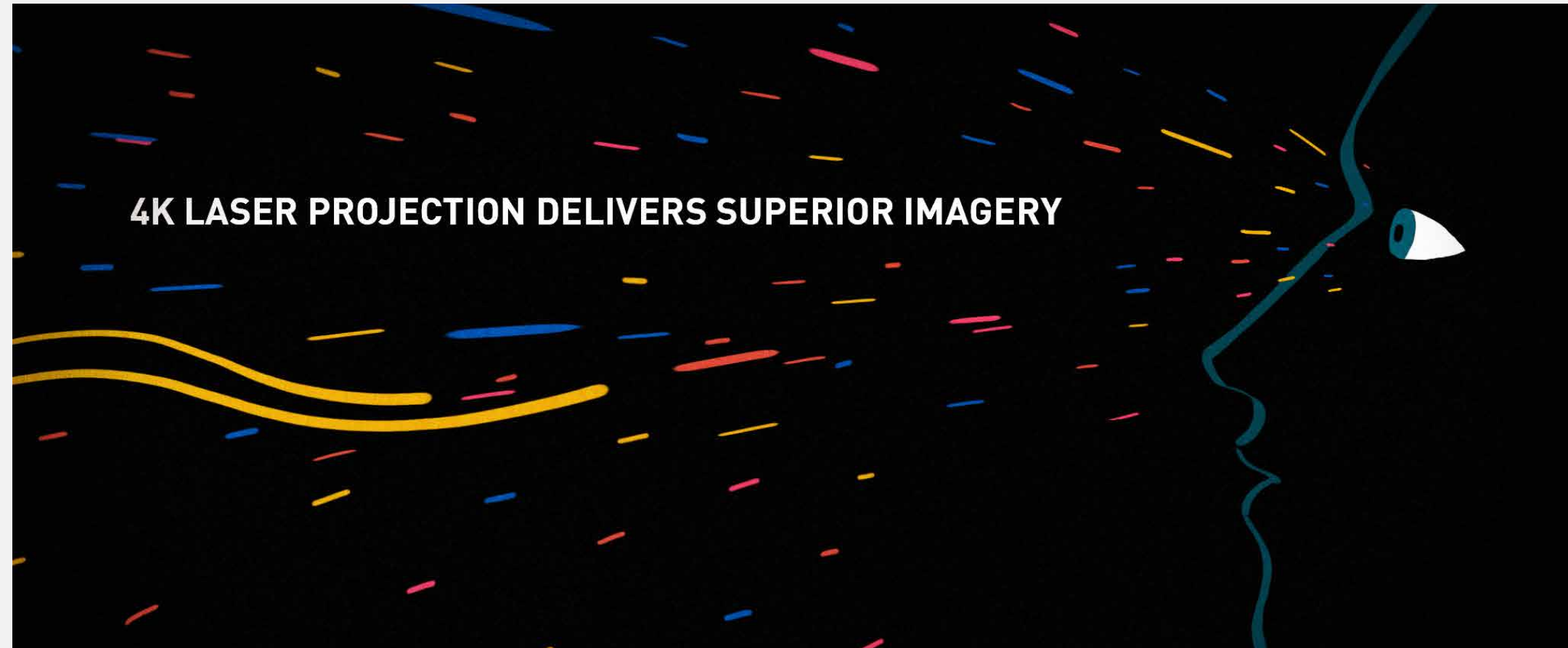
(C)



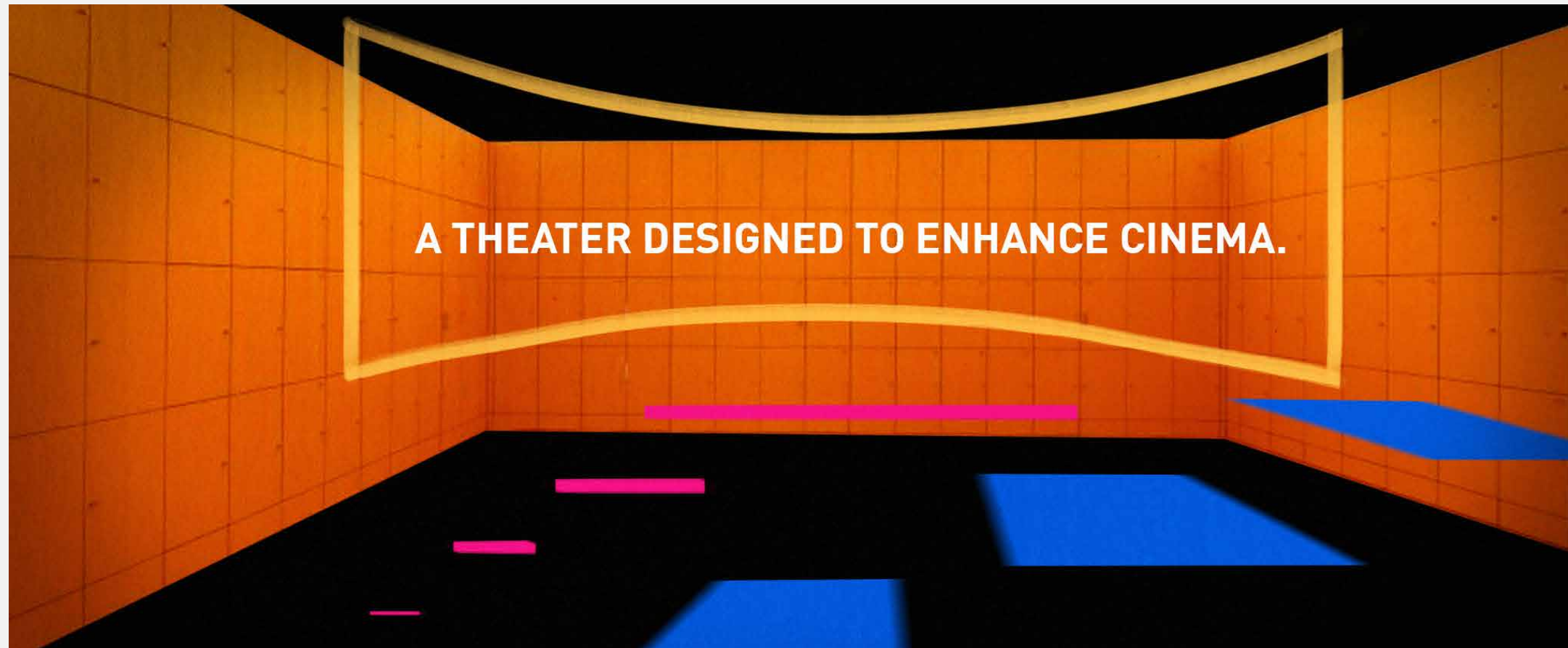
(B)



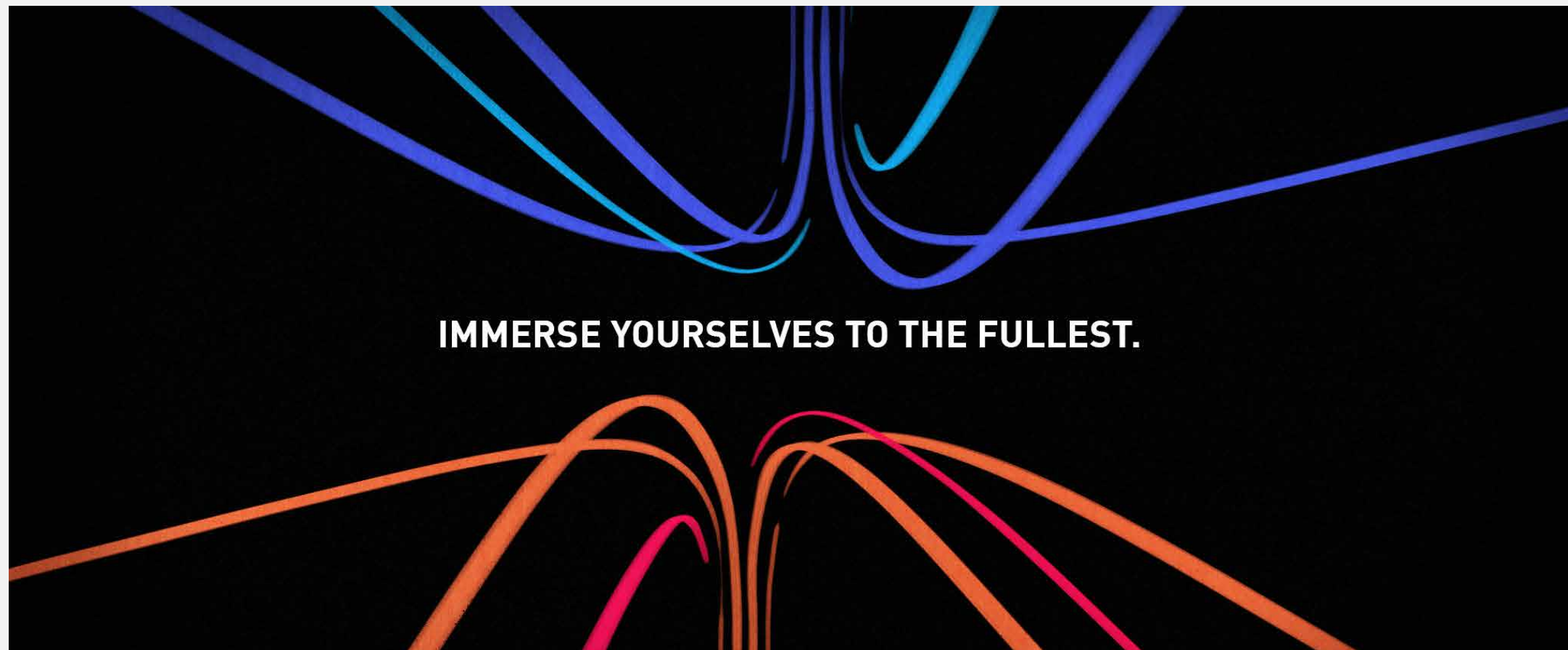
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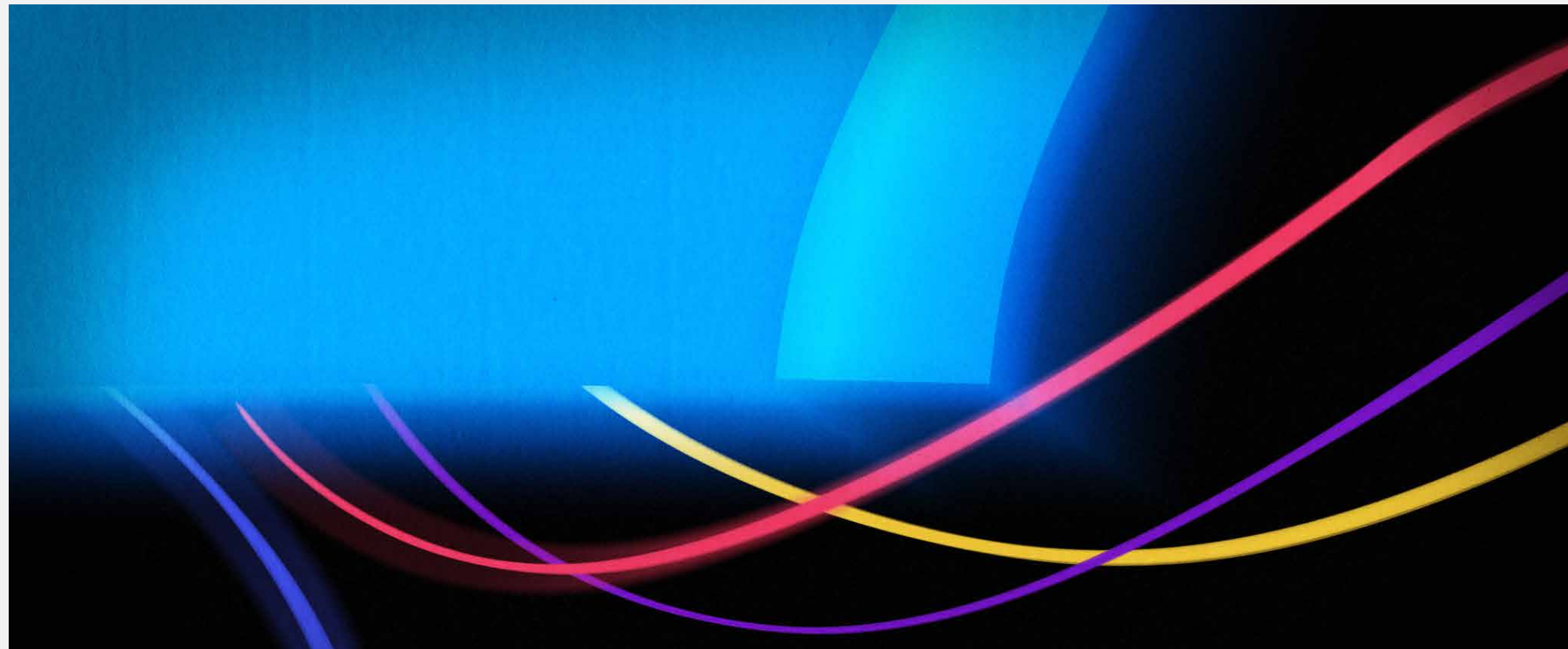
(A)



(B)



(C)



(D)



4.

Concepts

* (exploration)

THANK YOU



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