



LEFFAPELI

AKA Cinemagame
FINNKINO MEDIA 2022



CINEMAGAME (=Leffapeli) ON-SCREEN

Cinemagame is played before every public screening in all Finnkinno theaters (excl. Maxim)

Leffapeli was launched in 2016. Audience has been taught to use the app before the movie. Leffapeli has approx. 700.000 users.

With Leffapeli the advertiser gets 6-10 minute dominance before each movie to activate and entertain the audience with their brand.

8-12% of the audience participates in the game, while the rest of the audience is engaged to the screen to follow the action.

With the price/voucher that players/winners get from playing the game advertiser can activate effectively the audience to their product/service.



A yellow-tinted photograph of four Stormtroopers from Star Wars standing in a line. The image is used as a background for the 91% statistic.

91%

Of the audience arrives to the auditorium before the start of the ads, ready to play the cinemagame

A photograph of a cinema interior with rows of black leather seats. A bright light source is visible at the front of the theater, creating a starburst effect. The image is used as a background for the 28% statistic.

28%

On average recalls the cinemagame from their previous cinemavisit, making cinemagame the most effective way to advertise onscreen

CINEMAGAME (LEFFAPELI) IS BEING PLAYED NATIONALLY IN ALL FINNKINO CINEMAS
(excl.) Maxim

12 cities, 16 theaters, 117 screens
Approx. 10.000 screenings during four weeks

Espoo	Omena, Sello
Helsinki	Kinopalatsi, Tennispalatsi, Itis
Jyväskylä	Fantasia
Kuopio	Scala
Lahti	Kuvapalatsi
Oulu	Plaza
Pori	Promenadi
Tampere	Cine Atlas, Plevna
Turku	Kinopalatsi
Vantaa	Flamingo
Lappeenranta	Strand
Raisio	Mylly



Packages for Leffapeli

PLATINUM

*Leffapeli - Total + Mobile game
4 WEEKS*

GROSS PRICE

59.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

50.000,00 €

USING THE SAME GAME AGAIN?

GROSS PRICE

47.100,00 €

AGENCY DISCOUNT-15%

NET PRICE

40.000,00 €

GOLD

*Leffapeli - Adults domination
4 WEEKS*

GROSS PRICE

40.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

34.000,00 €

GROSS PRICE

32.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

27.200,00 €

*SILVER

*Leffapeli - Adults (1 track,
50% visibility) 4 WEEKS*

GROSS PRICE

26.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

22.000,00 €

GROSS PRICE

20.800,00 €

AGENCY DISCOUNT-15%

NET PRICE

17.680,00 €

*BRONZE

*Leffapeli - Family
8 WEEKS*

GROSS PRICE

32.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

27.200,00 €

GROSS PRICE

27.000,00 €

AGENCY DISCOUNT-15%

NET PRICE

22.950,00 €



More info
MEDIAMYNTI@FINNKINO.FI



FINNKINO

WE MAKE MOVIES BETTER