

National Lottery Cinema Weekend 2021

Campaign Summary

March 2021

Press and Marketing

This year, the focus for National Lottery Cinema Weekend (NLCW) will be on the fun things that are made possible every time you play. Players of The National Lottery raise a staggering £30M a week for a wide range of good causes - including nurturing talent in the film industry and supporting independent cinemas. As a way of thanking National Lottery players we're offering them a pair of free cinema tickets on 19th or 20th June 2021.

The weekend is also a chance to welcome audiences back into cinemas after a challenging year for all.

The NLCW 2021 press and marketing campaign forms part of a wider National Lottery campaign to celebrate the fun things that are made possible when lots of us play a little.

This overarching campaign will run from mid May, launching with a TV advert that brings to life a wide selection of fun things that are made possible with National Lottery funding.

The campaign then goes on to give National Lottery players their own fun, through both National Lottery Open Week (5th-13th June) which provides free entry and offers to hundreds of National Lottery funded venues across the country as well as National Lottery Cinema Weekend on 19th & 20th June.

National Lottery Cinema Weekend and Open Week are supported with a £300k media including marketing via 44k National Lottery retail outlets (POS & media screens), 5m National Lottery website visitors per week, plus via National Lottery mailing list and social channels. In addition to this there will be a newspaper media partnership and PR campaign.

There will be a joint press announcement from Camelot and the BFI around the end of April, (date TBC).

The microsite will be updated after the joint press announcement to include all registered cinemas on www.cinemaweekend.co.uk which will be hosted by Show Film First.

Key Operational Message

- The offer is open to players of The National Lottery* (this includes tickets/scratchcard/ Instant Win Game) = a pair of adult cinema tickets.

- All National Lottery products purchased since 1st January 2019 qualify for free entry for two adults to any film of their choosing on either Saturday 19th June or Sunday 20th June only.

*Note - from 22nd April 2021, players must be 18 or over to play any National Lottery games. This is in line with the government's decision to raise the legal minimum age of play.

To apply for a pair of tickets for National Lottery Cinema Day requires the reference number from any National Lottery ticket or game bought after 1st January 2019. Therefore National Lottery players must be aged 16 or over from 1st January 2019 until 21st April 2021, or over the age of 18 for tickets bought from 22nd April 2021. (Note, this only affects the National Lottery players registering for tickets via www.cinemaweekend.co.uk which is the only way to claim free tickets - players cannot claim free tickets on the day at the box office. Venues must still abide by film age certification requirements. For more details, see the FAQs doc).

Coming up

This document is just an initial overview for your reference. Following confirmation of participation we will send a toolkit which includes assets/material delivery, suggested social copy and links to a folder for creative including poster, videos and logo.

Any questions, please don't hesitate to drop us a line at cinemaday@independentcinemaoffice.org.uk
