

Reactrix, Nat'l CineMedia Strike Ad Pact

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MARCH 10, 2008 -

Interactive advertising is coming to cinema lobbies via an exclusive partnership announced Monday between Reactrix Systems and National CineMedia. The new relationship calls for NCM to represent Reactrix's gesture-based interactive advertising on floors and on flat panel screens in the lobbies of select theaters across the country.

The relationship will expand Reactrix's current reach beyond its current network base of 186 theaters to NCM's network of more than 1,200 theater lobbies.

"The movie theater environment is very engaging and enables brands to have a direct one-on-one relationship with the customer. Adding Reactrix STEPscape technology, which is fun and appeals to the entire family, helps to create a 360 degree immersive and engaging marketing opportunity for brands, so it truly makes sense to add it to our lobbies," said Cliff Marks, president of sales and chief marketing officer for NCM.

According to a proprietary study conducted by Arbitron for Reactrix, consumers engage with interactive branded entertainment for as much as 10 minutes. Among the brands that have used Reactrix's interactive technology are AT&T, Xbox, Subway, Paramount Pictures, Sony Pictures, Universal Studios and New Line Cinema.