

# CINEPLEX ENTERTAINMENT CORPORATE PRODUCTS



## MOVIES ARE A GREAT CHOICE FOR OUT-OF-HOME ENTERTAINMENT



Cineplex Entertainment offers what no other reward or incentive does: it is valuable to your employees and clients yet cost effective for you. It encourages a positive work/life balance and engages the recipient. Finally, it's a fun and easy way to show your employees and clients that they are valuable which helps promote retention.

### REWARD EMPLOYEES AND PROVIDE INCENTIVES WITH CORPORATE ENTERTAINMENT PRODUCTS:

#### CINEPLEX NIGHT OUT

- ▶ 2 general admissions
- ▶ 2 regular soft drinks
- ▶ 1 regular popcorn

#### CINEPLEX CHILD NIGHT OUT

- ▶ 1 children's admission (13 and Under)
- ▶ 1 Kid's Combo includes popcorn tray, kid's soft drink and treat

#### CINEPLEX ADMIT ONE

- ▶ 1 general admission

#### CINEPLEX ENTERTAINMENT GIFT CARDS

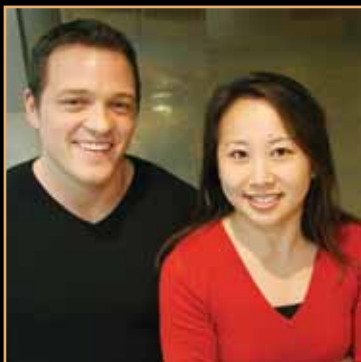
- ▶ Available in any denomination

Corporate Certificates are valid for two years from date of purchase and must be ordered in bundles of 25 or 50, depending on the product.

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the Possibilities™



▶ For more information, please contact us: [cineplex.com/corporatesales](http://cineplex.com/corporatesales) or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com) or call 1-800-313-4461



Sean Moore - Advertising Strategy & Partnerships Manager, Bell Canada ISP Channel Management Team and Mimie Louie - Marketing Manager, ISP Marketing, know the value of employee rewards programs. In their roles at Bell Sympatico, Sean and Mimie support the company's rewards and recognition program for its various sales channels.

## CASE STUDY

### BELL SYMPATICO

"Bell Sympatico takes the acknowledgement of its employees very seriously," says Sean. "Bell Sympatico's success and continued success are very much determined by the dedication and unparalleled efforts of our employees."

Bell Sympatico has clearly defined objectives for their quarterly employee Rewards and Recognition program. "The program is used to acknowledge key personnel who have gone beyond their day-to-day responsibilities to meet or exceed objectives," says Sean. "Reward and recognition not only motivates employees and builds loyalty, but it communicates a message to employees that their efforts are appreciated and not taken for granted."

Bell Sympatico has long recognized that employee satisfaction leads directly to positive business results. "These programs have been part of the Bell Sympatico culture since it's inception and thus considered a priority," says Sean. "There is effort and time required to keep programs relevant but the result unequivocally justifies this effort."

Cineplex Entertainment Corporate Products are an integral part of Bell Sympatico's programs. "Cineplex Entertainment Corporate Products are very easy to order and give away," says Mimie. "They are one of the more widely used reward options at Bell Sympatico."

"Cineplex Entertainment Corporate Products have been highly effective in motivating call centre representatives in not only achieving their objectives but also as incentive to participate in focus groups where feedback on customer experience is provided," says Sean.

"Cineplex Entertainment Corporate Products are my favourite reward because of their versatility," says Mimie. "They can be used at any time in a variety of locations. Cineplex Entertainment Corporate Products are very well received because they appeal to the masses. Everybody loves the movies!"

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