

# Cinema Advertisement



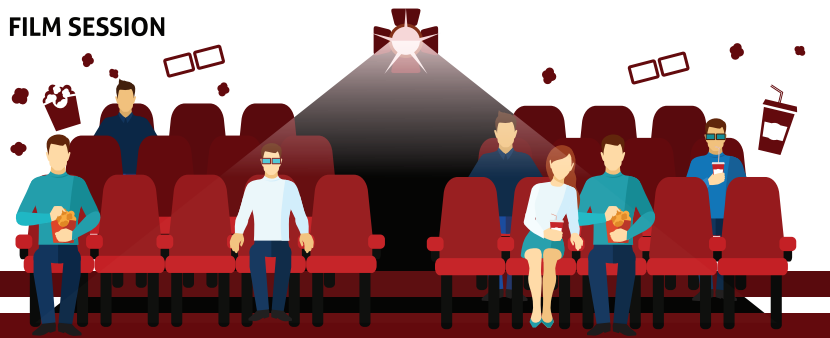
## Cinema Advertisement

In-cinema advertising refers to the on-screen and off-screen branding that consumers see in theatres – usually seen as a short audio-visual advertisement before the film starts and as posters in the refreshments areas of cinema halls etc. It has always been a very powerful medium for advertising.

### The Advantages of Cinema Advertising :-

- ➔ It delivers your message to a captive audience.
- ➔ On-screen copy can use full sight, sound and motion to increase ad recall.
- ➔ Unlike radio Cinema is not reliant on great frequency to have effect - once with a good ad will be enough as the audience is so engaged in this situation.
- ➔ Campaigns can be targeted by a demographic profile based on the geographic location of the cinema.

FILM SESSION



PURCHASE TICKETS

