

Cinema offers on-screen and real time activation for Hunters

Ster-Kinekor and Hunters have launched an on-screen and real time activation for Hunters fans at cinemas featuring films with an age restriction of over 18.



In partnership with Cinemark, all cinemas screening films will experience the integrated activation. Hunter's promoters will engage with cinemagoers as they arrive at their chosen theatre. Cinemagoers will be encouraged to find Row H, where Hunter's Headrests are in position and take a 'selfie'. Once they upload their 'selfie' to the Hunter's Facebook site, they will automatically be entered into a draw to win fun and interactive prizes.

"Cinema activations provide a refreshing engagement platform, which is what our consumers have come to know and love about our brand," explains Laura Jean Mardon,

Hunter's Marketing Manager.

"Our consumers are very active in the social media field, so tying in our mobisite to the activation allows for real time interaction with the brand in a fun and relaxed environment. The combination of real time activation and on-screen advertising ensure consumers receive a seamless integrated brand experience."

Capturing engaged audiences

With studies showing that cinema is one of the most effective advertising platforms, because viewers are completely engaged and all of their senses are heightened, Cinemark Marketing Manager, Yvonne Diogo says that Hunters has gone one step further.

"By incorporating mobile into the cinema campaign, the brand is able to capitalise on the in-cinema dwell-time before the start of the movie. Cinemagoers are quite active on their mobile phones before the start of the movie, specifically on social media. Thus engagement is natural and un-inhibited for the cinema goer," she explains.

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