

Appreciate South African creativity on the big screen

As part of its campaign to encourage entries to the 2013 Loeries, which open on 15 March 2013, the gold-winning TV & Cinema commercials from the 34th Annual Loerie Awards will receive complimentary lighting at Ster-Kinekor cinemas nationwide.



From 1 March, audiences will see the first two ads in a series of Santam and Nando's commercials, which began with a Santam ad featuring Sir Ben Kingsley, quickly followed by a Nando's tongue-in-cheek reply. The series of commercials were created by King James (Santam) and Black River FC (Nando's), and the full campaign of four spots was awarded the first-ever joint Gold Loerie. The two concluding ads for this winning campaign will flight from 29 March through April.

"Primarily people go to the movies to escape from their daily lives, to be told a story and above all else, they go to be entertained. The best cinema advertising is sensitive to this and forms an integral part of the overall movie experience," says Yvonne Diogo, marketing manager at Cinemark.

"Santam executed a successful cinema commercial with the screening of "Sir Sneaky" in 2012. Moviegoers can now look forward to seeing this advert again in cinema, this time with the creative banter by Nando's. What a marvellous opportunity this is, not only to see these Gold Loerie Award winning adverts on the silver screen but on the largest broadcast platform in the country."

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