

**[IMPACT]**  
WEEKLY ADVERTISING, MEDIA & MARKETING NEWS

**WHAT THE ENTERTAINMENT FOLKS SAY**



As films are becoming more and more content-driven, brands need to seamlessly merge with the characters or the story and thereby create a channel to interact and engage with their audiences in a meaningful and authentic way. Be it the Make My Trip -

Yeh Jawani Hai Deewani association or Badrinath Ki Dulhania, where from Singapore Tourism to Voltas, we joined hands with more than 10 brands to launch integrated campaigns, Dharma has been known for successfully carrying out multiple brand tie-ups in creative and organic ways which has helped create a long lasting impact for the brands in the minds of consumers. Film advertising is a very effective tool and will continue to grow in the future."

**APOORVA MEHTA**  
CEO, Dharma Productions



Brands can now position themselves based on the genre of the films and crowd profile within the cinema hall itself. Brands can have a segmented approach and it gives them an opportunity to select

the movie based on their brand positioning and the promotion that they want to link with, which eventually can be linked to the brand statement. For example, if a condom brand wants to advertise, they can reach out through an adult movie or a kids brand can associate with a movie like Coco or any other kids movie."

**DEVANG SAMPAT**  
Director - Strategic Initiatives, Cinépolis India



In terms of revenue, the Indian film industry has gross box office realizations of US\$2.1 billion in 2016, which is expected to grow at 11% CAGR reaching US\$3.7 billion by 2020. Unfortunately, what is happening in the country

is that brand managers and advertisers use cinema very sporadically, pertaining to some good releases. But because of the rich content, ideally they should be using cinema for a longer period of time - a minimum of about 13 weeks. This will also help them to sustain their TV campaigns. Whenever you do a TV campaign, you cannot afford it beyond 2-3 weeks."

**SANJEEV MEHTA**  
Business Head, Qube Cinema Network



The best tie-ups for brands are with films which either appeal directly to the same TG as the brand or if the content of the film or theme of the film are on the same lines as the positioning of the brand. When this happens, you create a memorable

partnership which will be recalled by consumers even after years. Tie ups fail when they are opportunistic rather than strategic. The optimum media mix is dependent on the particular brand and the film, but given the fact that the majority of audiences today are between the ages of 16-35, the mediums which they consume most will be the best bet. This would include digital and cinema, rather than only TV."

**AJAY MEHTA**  
Founder & MD, Interactive Television



Today brand licensing and merchandising in the Indian entertainment industry is on a different level, it is become a growing phenomenon in the movie business. It all began with a revolutionary success, beginning from DDLJ where Yash Raj Films

saw a huge appetite in the licensing industry and went ahead to establish its in-house licensing division to license the company's assets including movies such as Ra.One and the Dhoom franchise. Brand owners should look at brand licensing as a serious business because it not just adds to their revenue, but also adds up to the legacy as a movie."

**DINA MUKHERJEE**  
Chief Marketing Officer, Carnival Cinemas



Most advertising platforms today address the basic brand challenge of delivering reach and SOV (share of voice), but since the audience in the cinema screen is highly engaged and research proves that while watching cinema, consumers

are positively disposed towards spending, advertisers have an opportunity to use cinema advertising to increase the SOE (share of experience) for the brand. If cinema is planned as any other media investment and not looked at from film to film, brands will not only be in a better position to appreciate the impact of the campaigns, but they will achieve higher brand scores and voice and experience."

**SIDDHARTH BHARDWAJ**  
Chief Marketing Officer, Enterprise Sales, UFO Moviez