



UFO Framez showcases power of in-cinema advertising in latest campaign

UFO Framez, the cloud based in-cinema retail advertising platform from UFO Moviez has announced the launch of their new advertising campaign with the theme 'Bade Parde Pe Aao, Dhandha Badhao'. The campaign will be live on 15th October 2016, on UFO network screens.

UFO Moviez is a leader in-cinema advertising space, it has long-term exclusive advertising rights with over 3,670 screens. The aim of the ad campaign is to raise the brand perception and to communicate the prowess of the in-cinema advertising to the local retailers. The campaign narrative is more of a conversation and encourages retailers to target their audience through the 'Silver Screen'. The ad campaign will be played in five different languages – Hindi, Tamil, Telugu, Malayalam and Kannada. The campaign will also be supported by robust promotional activities and will be leveraged through digital and social media platforms.

The concept of UFO Framez has emerged from the fact that there has been massive boom in the retail sector due to significant rise of incomes and standard of living of people. Retailers want to make the most of this opportunity and are looking at innovative ways to market their products to the consumers.

Speaking about the ad campaign, Siddharth Bhardwaj, Chief Marketing Officer, & National Sales Head – Enterprise Business, UFO Moviez said, "UFO Framez has created a pan India network of DSA's, each DSA serves as a single point contact for the local retail advertisers to use the local cinema screen to advertise their product and services. Each cinema screen has catchment viewers and UFO Framez helps the retailer's to use these screens to reach out to their target audience. Most retailers advertise through OOH, newspaper inserts and we are here to change the same through our offering, cinema screen will serve as a digital hoarding and will help the advertiser communicate with the audience in a more engaging and effective manner. This campaign is a set of four creatives and each creative targets one key retail category, we believe that this campaign will help us reach out to our potential retail advertisers and shall help us position UFO Framez as an impactful and effective consumer touchpoint medium of advertising."

Sheldon Dsilva, Business Head, UFO Framez said, "We're quite excited to launch our first campaign. We believe our prospective clients will strongly identify with the campaign and would want to capitalize our screens to grow their business exponentially."