

SRK to interact live inside cinemas Actor will use digital technology for the trailer launch of his next

THE HITLIST TEAM
hitlist@mid-day.com

SHAH RUKH KHAN has decided to get a first hand report of his upcoming film Raees, and will be directly interacting with his fans across cinema halls during the film's trailer launch, through UFO, an in-cinema advertising platform. The actor took to social media to announce that the trailer will be aired in cinema halls on December 7 from 11 am onwards. "#RaeesTrailerAaRahaHai... but before that we've got some news for you. Dhyaan se suno!" he posted alongside the video.

Sanjay Gaikwad of UFO Moviez said, "Shah Rukh Khan and Ritesh Sidhwani (producer) are extremely tech savvy and have always wanted something different. As a marketing team, we were keen to do something that hadn't been explored."

He further added, "Ritesh wanted to launch the trailer on the big screen and we developed the strategy around this brief."

Gaikwad further informed that Shah Rukh will interact with his fans from across nine cities, from the company's studio itself.

Revealing how the actor responded to the news, Gaikwad added, "When SRK heard the idea, he was thrilled. In fact, the teaser that he has created has already gone viral."

Gaikwad estimates that trailer of Raees, an action thriller directed by Rahul Dholakia and co-produced by Gauri Khan, Sidhwani and Farhan Akhtar, will reach at least 30 million people through the platform.

'When SRK heard the idea, he was thrilled. In fact, the teaser that he has created has already gone viral'

Sanjay Gaikwad