



With two big releases on Independence Day brands binging on in-theatre advertising

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Mr. Siddharth Bhardwaj (UFO Moviez)

Remember the in-theatre ads in the 1990's, when local retailers used to advertise before a movie started and during the intermission? Cut to the present, the ads have glamorized themselves, thanks to the corporates who are investing in the in-theatre advertisement space.

Brands nowadays get a chance to showcase their products as advertisers see movie theatres as a great venue because they have an immediate captive audience that is ready to view their message.

A lot of big brands are using in-cinema advertising in order to gain the attention of the audience, which is usually not distracted by their cell phones and social media in movie theatres.

The August 15 weekend will see the clash of two major multi-starrer films 'Mission Mangal' and 'Batla House'. With the big releases, brands will have more reasons to showcase their products in theatres, hence boosting cinema advertising.

A spokesperson from Inox told exchange4media that during the August 15 weekend advertisers want to grab maximum eyeballs as they understand that the combination of a long weekend and big releases attracts very high footfalls to the cinemas. "We are already witnessing a lot of advertiser interest for that period, and there will be a premium," he said.

"The advertising rates and the rate of premium for such occasions are decided keeping the audience demographics and geography in mind. We do have a standard rate, but it keeps getting worked upon the basis of the market dynamics. Rates in a place like Nashik will be different from the rates in a metro like Mumbai and the rates in Rajkot. The rates are decided on the basis of what the advertiser would ideally like to spend in a particular market. It is a very hyper-local approach."

According to a Confederation of Indian Industry report, the growth of in-cinema advertising has gone hand in hand with the growth of cinema in India, which has grown phenomenally in the last few decades. Not only has the number of films produced annually grown, but the new format of screening formats i.e. multiplexes has added to the opportunities for in-cinema advertising. With estimated revenues of Rs 850 crore, it is one of the largest advertising options, and seen as an important channel for brands to target audiences effectively.

Siddharth Bhardwaj, Chief Marketing Officer, Head of Enterprise Sales, UFO Moviez, said that cinema advertising is here to stay. "Cinema advertising is one of the fastest growing platforms, second only to digital. This is not only reflected in India, but worldwide. Contrary to the view that content is moving to digital, but cinemas are increasing every year," he said. "This year has not been any different. In fact, first quarter of this year saw a lot of advertising on TV and on all other platforms with IPL and the World Cup. But In-cinemas advertising grew at a healthy pace similar to the years that have gone by. So, the cinema is becoming more and more relevant in times where brands are creating an environment where audiences and attention comes at a high amount of premium, so to the in- cinema advertising is here to stay."

Atul Mohan, film trade expert, added, "With big budget movies and during the festive times, brands invest more money on in-cinemas advertising. Brands like Manyavar, Vivo, Oppo, Apple Iphone are few brands that aggressively never miss a chance to use this platform to reach out to their target audience."

He added that since, the footfall is maximum in theatres, "the brands make the most of it."

An industry insider told us that the cost of in-cinema advertising can vary from Rs 400 to Rs 1500 per second and an average Rs 12000 per week per screen.