



**UFO MOVIEZ STEPS UP TO SUPPORT THE CINEMA MEDIUM
AND “FEED OUR FUTURE”, A NEW GLOBAL CINEMA ADVERTISING CAMPAIGN
FOR
THE UNITED NATIONS WORLD FOOD PROGRAMME (WFP)**

Global cinema ad draws attention to the potential lost every time a child dies of hunger

Supported by SAWA, the Global Cinema Advertising Association, the ad is to air in more than 30 countries. It invites viewers to help end hunger with WFP’s [ShareTheMeal](#) app. The ad is also supported by a Facebook and Instagram marketing campaign

MUMBAI, India - Thursday, 4 October 2018: UFO Moviez today announced its support for “Feed Our Future,” a powerful new advertising campaign aimed at getting global cinema audiences to tackle global hunger by supporting the United Nations World Food Programme (WFP), the world’s leading humanitarian organization fighting hunger worldwide. With the support of Facebook, “Feed Our Future” was launched via a Facebook Live from Facebook’s Mumbai office, and was hosted by renowned television personality **Mini Mathur** and featured: critically acclaimed director **R Balki**, the Founder of Feeding India **Ankit Kawatra**, celebrity chef and award-winning author **Vicky Ratnani**, **Mr. Siddharth Bhardwaj**, Chief Marketing Officer & National Sales Head, **UFO Moviez** and megastars **Sonam Kapoor**, **Sonakshi Sinha**, and UN Environment Goodwill Ambassador **Dia Mirza**.

*“This is the first time in India that a campaign of this magnitude has run towards a global cause,” said **Sanjay Gaikwad, Managing Director** of India’s largest digital cinema network **UFO Moviez**. “We’re happy to address the issue of global hunger in India with the World Food Programme. Cinema is the most impactful medium to deliver such a message to the audience in a highly captive environment. To add to this, UFO Moviez is the largest in-cinema advertising network and will run the emotionally stirring 60 sec ad film across its screens for eight weeks.”*

The 60-second cinema advertisement was conceived by advertising legend Sir John Hegarty and The Garage Soho. It was directed by acclaimed film director Lynne Ramsay and produced by award-winning production company Somesuch & Co. SAWA, the Global Cinema Advertising Association, in association with WFP, will air “Feed Our Future” on cinema screens in more than 30 countries with a call to action to download WFP’s mobile-app, *ShareTheMeal*.

The advertisement shows a bustling news conference with journalists vying to interview the recipient of a breakthrough medical research award. But the journalists learn that there was ultimately no medical breakthrough – the chilling conclusion reveals that Miriam Adeke, the young woman in question, had in fact died of hunger when she was only eight years old.

“The creative challenge here is to find a way of engaging the audience without resorting to endless images of starving children. Creating empathy by reminding the viewer that when a child dies, we all lose,” said **Sir John Hegarty**.



Inspired by the cinema advertisement's message, Facebook is bringing the campaign to life through an integrated digital campaign. Borne from a "Hack for Good" at the recent Cannes Lions Festival for Creativity, the Facebook Messenger experience was created by a team of award-winning creatives from across the industry and Facebook's Creative Shop to give viewers the opportunity to engage with the character from the advertisement and learn more about hunger. At a time when 821 million people – roughly one in nine of the global population – still go to bed on an empty stomach, this new digital integration will bring the offline online by connecting viewers with the cinema advertisement and the issue in an exciting new way.

*"Hunger is a major global issue," said **Cheryl Wannell, CEO of SAWA.** "It is therefore fitting that the Cinema medium, with its global reach, should be proactive in driving awareness for the World Food Programme. Millennials who are educated, socially aware and a hard to reach demographic, make up a large part of the Cinema audience and these are the people that can and will facilitate change. Since 2015, the Cinema Medium has stepped up to support the Sustainable Development Goals and we are committed in 2018 and beyond to make the World Food Programme famous by using the power and impact of the Cinema Medium. SAWA encourages other mediums to do likewise."*

The Facebook Messenger experience will enable viewers to engage with the ad's main character, Miriam Adeke, to learn more about her story and the issue of hunger by searching 'ShareTheMeal' on Messenger.

*"Three million children die every year of hunger or malnutrition," said **Corinne Woods, Director of Communications, Marketing and Advocacy of the United Nations World Food Programme.** "When partners like SAWA and their members step up, it helps us create a movement and generate support for our work to ensure that every child has the vital food and nutrition they need – not only to survive - but also to thrive."*

Thanks to **UFO Moviez's** generous support, the advertisement will air on UFO Moviez's screens across India for the next eight weeks, and the message about aiming for a world with Zero Hunger will be heard by millions across India. For more information about the "Feed Our Future" advertisement and campaign, and to learn how to get involved in creating a world with Zero Hunger, please visit: www.wfp.org/feedourfuture.

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ABOUT SAWA

SAWA, the Global Trade Body to the Cinema Medium, builds and develops international standards and best practice for the Cinema Medium; raising the profile through research and marketing initiatives. SAWA's ultimate aim is to improve communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the Cinema Medium for brands and agencies. Since 2015, SAWA has supported the UN SDG's and in 2018 is partnering with the United Nations World Food Programme (WFP) to support the Sustainable Development Goals (SDGs), SDG2: Zero Hunger.



ABOUT UFO MOVIEZ INDIA LTD (www.ufomoviez.com)

UFO Moviez is a pioneer that has led the country in the digitization of cinema through its innovative satellite technology. India's largest digital cinema network today, UFO Moviez also is the largest in-cinema advertising platform. UFO has created a pan India, high impact in-cinema advertising platform with long-term advertising rights to 3,800+ screens, with an aggregate seating capacity of approximately 1.71 million viewers per show and a reach of 1,350 cities and towns across India. UFO Moviez with its vast network reaches a large portion of the urban audience, which comprises of the younger TG 15-35yr old individuals, which are the core TG segment for most brands. The audience in the cinema screens are in captive environments and brands get their undivided attention. Cinema impacts social and cultural transition in society and UFO Moviez; has been an enabler to this transition. Cinema positively drives brand love, brand consideration and brand differentiation. Hence, it is undoubtedly one of the most preferred mediums of delivering impactful advertising campaigns by Creative Directors, CEOs, Media Buying Agencies, Brand Managers and Influencers. The company, that made First Day First Show phenomena possible has been leading innovations in the industry ever since. Apart from the UFO Moviez platform, the company also has introduced a unique mobile van cinema viewing platform called Caravan Talkies wherein sundown non-ticketed shows are played. When consumers can't come to cinema screens, UFO takes the cinema screen to the consumers. It empowers brands to engage with the rural audience most of which reside in media dark areas. A rural centric, free of charge, movie viewing platform, Caravan Talkies has 114 vans and has conducted rural activations and screenings in 7000+ villages across India. A listed entity on BSE and NSE; UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network.