



AIR NEW ZEALAND

Objective:

To announce the arrival of on-demand entertainment on all A320 and 767 Air New Zealand flights to Australia and the Pacific Islands in a novel and unique manner that would complement the on-screen advertising.



Promotional Activity:

Promotional staff were deployed to attach a self-adhesive sticker to the back of all the seats in the largest cinemas within selected complexes where the Air New Zealand ad was being screened. The sticker, designed in the shape of a small TV screen, featured a visual from one of the selected in-flight programmes on offer.

Inclusion of the website address changingthewayyoufly.co.nz ensured that cinemagoers could access further information if required.



Results:

The stickers were highly visible and being completely unexpected appealed to moviegoers curiosity. This ensured that the audience read the message whilst settling into their seats, prior to seeing the ad on screen.

The unique promotional concept was well received and many moviegoers commented on the effectiveness of the back-of-seat sticker and the clever way in which cinema was used to convey the advertising message.

For more information contact your Val Morgan Cinema Network representative