

## MAFMAD

## cinemarketing activity

To drive entries in the “Make A Film. Make A Difference.” campaign, the TAC ran an integrated cinema promotion, creating an engaging call to action in selected cinema foyers in Victoria, perfectly complementing the on-screen advertising.



Want to make a film with impact?

The TAC ‘Make A Film. Make A Difference.’ competition is open to people aged 25 years and under, who are invited to submit a script for a short film around the theme “your mate’s life is in your hands”. The film of the winning script is showcased in cinemas across Victoria. To encourage entrants, the TAC conducted an integrated cinema campaign which encompassed interactive in-foyer displays and registration booths, with the competition featured in cinema email newsletters sent to movieclub members in Victoria.



### Objectives:

To raise awareness and encourage participation in the TAC competition.

### Promotional Activity:

Movie sets were created in selected cinema foyers, running at peak times for 16-25 attendance. The movie sets featured a show-reel of past winners, with movie props on hand and promoters present to interact with interested moviegoers. A registration booth was also set up for people to submit their script ideas on the spot or register for further information.

To compliment the in-cinema activity the competition was also promoted in the Hoyts and Village email newsletters, with a link to [www.mafmad.com.au](http://www.mafmad.com.au).

### Results:

The activity proved hugely popular, the engaging cinema campaign was highly successful with an increased number of competition registrations recorded year on year.

