

cinemarketing activity



SOUTH AFRICAN TOURISM



Objective:

To take advantage of the mounting excitement surrounding the upcoming 2010 Soccer World Cup and promote tourism to the host country.

Promotional Activity:

In conjunction with the South African Tourism cinema campaign running on screen, which coincided with the 2010 Soccer World Cup Team draws in South Africa, Diski dancers created an exciting vibe in selected cinema foyers demonstrating what has become the official dance of the World Cup, accompanied by traditional South African music.

At the completion of each routine, the dancers distributed competition flyers to moviegoers to win a trip to South Africa during the World Cup as well as copies of the Lonely Planet Insiders Guide to South Africa and hundreds of miniature soccer balls.



Results:

Patrons were fascinated by the dancing and some even attempted to master the moves in the foyer, whilst juggling a miniature soccer ball. The cinemagoers' enthusiasm and willingness to participate was instrumental in bringing the integrated campaign to life whilst the on-screen ad showcased the beauty and experience of a visit to South Africa.



For more information contact your Val Morgan Cinema Network representative