

cinemarketing activity



Vodafone has secured the naming rights to the Hoyts La Premiere Cinemas, located at EQ and Chatswood Westfield in Sydney, Chadstone, Eastland and Victoria Gardens in Melbourne and the Carousel in Perth.

La Premiere offers cinemagoers an unsurpassed movie experience in an exclusive environment featuring Super Screens, digital surround sound and luxurious custom made sofa seats for two. Ticket holders can also relax in the private lounge while the Gallery Bar offers specially selected wines and cheese platters that can be enjoyed inside the cinema.



Objective:

To create a unique Vodafone branded cinema experience offering their customers the opportunity to enjoy movies in comfortable, luxurious surroundings at an exclusive price.

Supported by an extensive on-screen campaign, the naming rights are incorporated in all signage at the cinemas, on point of sale material including ticket wallets, popcorn boxes and bar menus; in Newspaper Cinema Directory listings and on the Hoyts website.

Plasma screens in the Vodafone La Premiere lounges feature a monthly programme of forthcoming movie trailers interspersed with Vodafone sponsored events and brand advertising.

The naming rights were acquired for a period of 12 months.



For more information contact your Val Morgan Cinema Network representative

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