

Val Morgan and Red Elephant partner to deliver mass multicultural audiences

Val Morgan Cinema Network has announced a partnership with Red Elephant, a specialist multicultural marketing and insights agency to present 'Access Asia' - a new mass market cinema opportunity that specifically targets Chinese and Indians living locally in Australia.

'Access Asia' is initially available in two programmes, Access Bollywood and Access China – reaching Australia's fastest growing Chinese and Indian communities. With localised targeting and access to over 130 language specific releases, Val Morgan Cinema is forecasting over 1 million Asian Australian admits across 12 months.

Cally Scivetti, Val Morgan's Marketing and Strategy Director commented 'Multicultural cinema is rapidly growing in Australia. In the last 12 months, the Chinese movie box office market in Australia has doubled and ticket sales to Bollywood movies have increased by over 60%. This is evident in the strong recent Australian performance of Bollywood blockbuster "Sultan" and Chinese movie "Mermaid" - the highest grossing movie of all time in China.'

According to Reg Raghavan, Executive Director of Red Elephant 'The story of the 2016 ABS Census will be the high growth of Indian/South Asian and Chinese Australian communities.' He then added 'Bollywood and Chinese films offer a direct cultural linkage to India and China. Access Asia gives marketers a channel to reach all demographics within these communities, targeted geographically in key community areas.'

Cally Scivetti added 'Access Asia is our first offering by culture and language. Chinese and Indian Australian communities are high value market segments with movies being a top and established passion point.'

The opportunity was officially launched in Sydney and Melbourne earlier this month and Val Morgan have confirmed that there has been huge demand from market with advertisers looking to tap into this growing and lucrative market.

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About Val Morgan

Val Morgan Cinema Network is Australia and New Zealand's leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audiences in a high impact environment, proven to deliver six times the engagement of television. Val Morgan also operates VMO (Val Morgan Outdoor) a network of over 4,000 digital out of home screens across Australia and New Zealand. Val Morgan is part of the HOYTS Group - A Wanda Group Company.

About Red Elephant

Red Elephant is a leading strategic marketing, research and communications group that partners with brands, sports and government to deliver data driven solutions to engage multicultural communities. Red Elephant has worked with over 60 brands in the Asia Pacific region to drive growth including providing research and insights, managing marketing programs and customer/member acquisition campaigns.