

**Media Release – March 10, 2017**

## **JBX partner with Val Morgan to talk to multicultural audiences**

JBX with Bio Island have partnered with Val Morgan's Access Asia, a mass market cinema opportunity that specifically targets Asian audiences including Chinese and Indians living locally in Australia.

JBX saw the potential in this package which allowed them to speak to directly to consumers in different markets that are usually difficult to access. JBX's General Manager Amanda Fox regarded this as a vital opportunity claiming "initial feedback from customers who have seen the campaign in cinemas has been extremely positive and engaging".

Cinema delivers access to a growing multicultural audience with Asian Australian admits up 20% over 12 months to 1.2M. This has been driven by successes such as Bollywood's Dangal and more recently The Great Wall with Matt Damon playing in both English and Mandarin.

Overall, cinema continues to deliver both audience and box office growth driven by the breadth and depth of content as well as better consumer experiences.

### **For further information contact:**

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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 audience in a high impact environment, proven to deliver six times the engagement of television. Val Morgan is part of the HOYTS Group – A Wanda Group Company.