

## Val Morgan celebrates 125-year anniversary with new 'Making Messages Memorable' cinema ident

To celebrate its 125th birthday and the enduring power of cinema, Val Morgan has unveiled its new nationwide cinema ident in alignment with its brand positioning, 'Making Messages Memorable'.

Appearing before every Val Morgan advertising pre-show, the 30 second audio-visual creative has been designed to capture attention and showcase the power and impact of the big screen along with its ability to leave a lasting impression on audiences.



Link to creative: <https://bit.ly/36xIUCI>

Val Morgan Cinema Managing Director, Guy Burbidge says, "going to the movies is one of Australia's most-loved experiences and is attracting an audience of two million people weekly. Since 1894, Val Morgan has provided advertisers with a unique opportunity to reach audiences at scale in a trusted environment and on the biggest, brightest and most memorable screen format available - the ultimate place to build your brand. Our new 'Making Messages Memorable' ident is a great introduction to our advertiser pre-show and pays homage to the long-standing power of cinema for both audiences and brands."

With best in market visual, audio and sensory creative combined, the Val Morgan ident is a feast for the senses and is now live across 2,000 cinema screens in Australia.

### For further information contact:

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