



Colors partners with [UFO Moviez](#) to promote ‘Choti Sarrdaarni’, Shubharambh’

Hindi GEC Colors partnered with digital cinema distribution chain UFO Moviez to promote its shows through cinema advertising.



The channel launched a four-week-long cinema-advertising campaign for ‘Choti Sarrdaarni’ which commenced on 6th December and is running on 2000+ UFO Moviez network screens. Leveraging the pre-movie & interval spot, the promo has been created and customised to engage with cinema audience in an interesting manner.

It also launched a cinema ad campaign for ‘Shubharambh’ by shooting a customised promo with the characters from the show, requesting audiences to switch off their phones. For ‘Shubharambh’ promo, Colors used the pre-movie ad space playing on the start (Shubharambh) of the movie, while for Choti Sarrdaarni, Colors utilised the pre-movie & Interval ad space connecting popcorn as a premise.



UFO Moviez is India’s largest in-cinema advertising platform with long-term advertising rights of 3,600+ screens spread across 1,350+ cities and towns across India. UFO’s robust in-cinema advertising network consists of 1800+ Prime screens which include multiplexes and release centers of Hollywood films, making UFO the leader in both Premium and Popular segments.



Commenting on the same, **UFO Moviez CMO & Head of Enterprise Sales Siddharth Bhardwaj** said, “To help engage effectively with target audience, the advertisers & marketers are increasingly leveraging cinema’s captive audience and immersive viewing experience. We are glad that the Colors Team has conceptualised and customised a promo to connect with cinemagoers in a fun and engaging manner. With a network of over 3600 screens, UFO Moviez offers advertisers an unrivaled opportunity to communicate its brand story. We are very confident that the campaign will deliver the desired objective for Colors and its shows.

Mr. Siddharth Bhardwaj (UFO Moviez)

Viacom18 Head, Marketing and Digital – Hindi Mass Entertainment Sapangeet Rajwani commented, “Cinema has a strong influencing power in India, and so does television. We are using this dual power to create maximum impact and are proud to partner with UFO Moviez. This is a great way of engaging with audiences and to tell our story effectively. We continue to seek such opportunities and experiment with innovations.”

