



COLORS launches innovative cinema ad campaign across screens in UFO Moviez

Mumbai, December 11, 2019: COLORS launched an engaging cinema advertising campaign to promote their show Choti Sarrdaarni exclusively on UFO Moviez network of cinema screens. The 4-week long cinema-advertising campaign commenced on December 6 and is running on 2000+ UFO Moviez network screens. Leveraging the pre-movie & interval spot, the promo has been created and customized to engage with cinema audience in an interesting manner.

For one of its shows, 'Shubharambh', COLORS has used cinema strategically by shooting a customized promo with the show characters, requesting audiences to switch off their phones.

The nature of both these promos being inherent to cinema creates resonance with audiences as opposed to regular promo payout while highlighting key show characters. For eg: for 'Shubharambh' promo, COLORS used the pre-movie ad space playing on the start (Shubharambh) of the movie, while for Choti Sarrdaarni, COLORS has utilized 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, **Mr. Siddharth Bhardwaj, CMO & Head of Enterprise Sales, UFO Moviez** 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 conceptualized and customized 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".

Sapangeet Rajwant, Head, Marketing and Digital - Hindi Mass Entertainment, Viacom18 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."

Campaign Video Link - <https://we.tl/t-rl74VrMJFx>

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