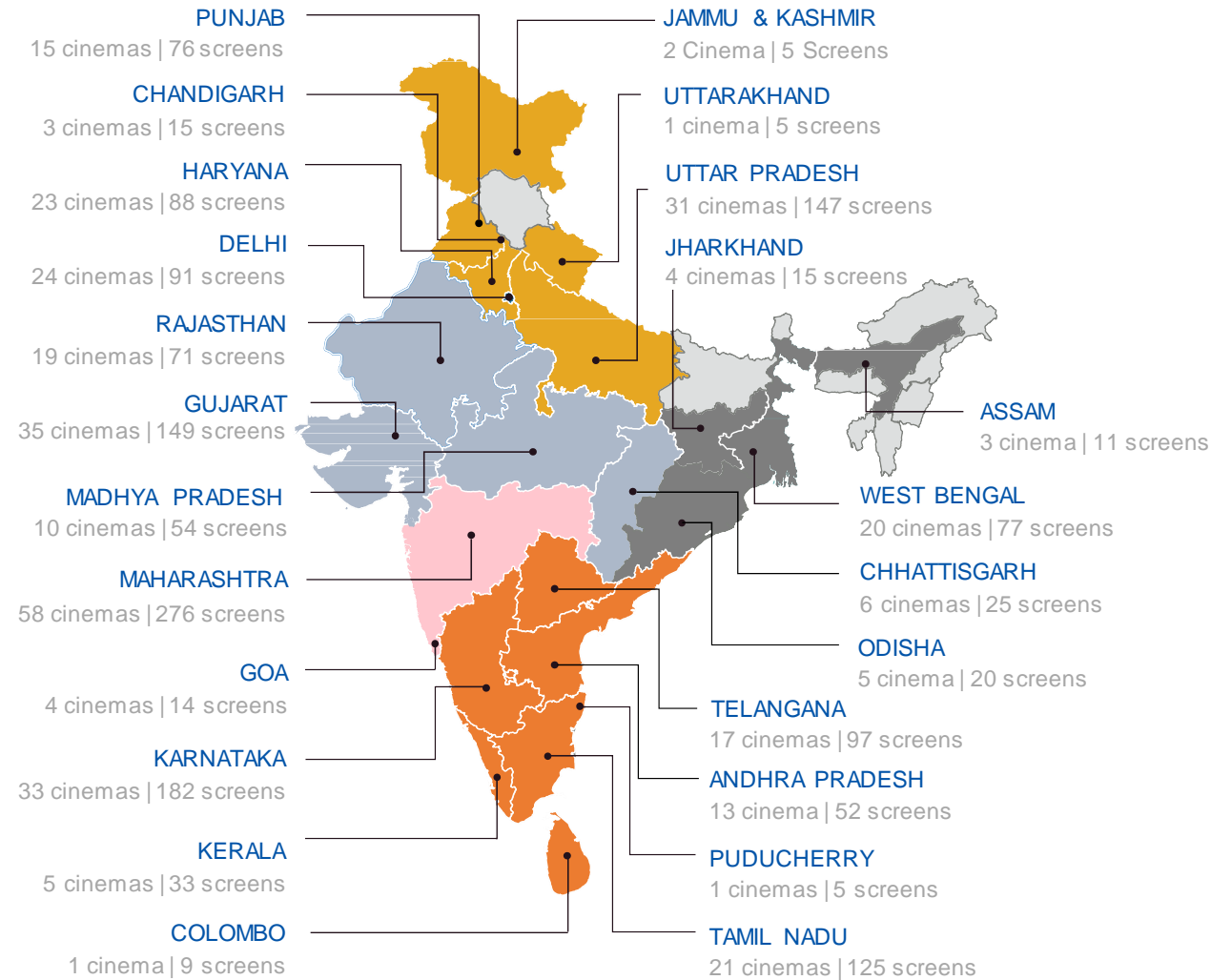




PVR INOX

Advertising &
Branding
Opportunities

PVR INOX CINEMAS PRESENCE: PAN INDIA FOOTPRINT



MULTIPLEX LEADER

#1 MARKET SHARE

IN ALL KEY REGIONS

BROADER REACH

325 MN FOOTFALL

24 STATES + 1 INTL

111 CITIES

358 CINEMAS

1,756 SCREENS

MOVIE ASSOCIATION

ADVANTAGES

- Association of any brand with upcoming top movie release.
- It's an excellent opportunity for brand to build an association with blockbuster movies without spending huge monies on brand endorsements with big budget celebrities.
- Brand engagement amongst the patrons at premium position.
- 360 degree promotional packages with Onscreen, Offscreen & On-ground Activations.

DELIVERABLES

On-Screen Advertising

- 10 Sec Co branded Slide
- 10 secs Brand TVC

Off-screen Advertising

- Video Plasma
- Sun-board Regular
- Cutout Standee
- Audi Door Branding

On Ground Activations

- Kiosk Activation
- Product Display
- Promoters activity

ONSCREEN

- Onscreen Advertisement
 - Slide Ad
 - Audio Slide Ad
 - Video Ad

OFFSCREEN

- Sun-board Standee
- Cutout Standee
- Video Wall / Plasma
- Audi Door Branding
- Wall Branding
- Lift Branding
- Pillar Branding
- Glass Branding
- Entrance Gate Arch
- Leaflet Distribution
- Translites
- Women's Frisking Zone
- Seat Branding
- Washroom Branding

ACTIVATIONS

- Kiosk Activation
- Product Display
- Promoters Activity
- Private Movie Screening
- Product Sampling
- Selfie Booth Activation
- Lounge Branding
- Onscreen Gaming
- Under Seat Activation
- Pop up Stores

& MANY OTHERS

Onscreen Ad

Objective: To promote Branding & special offer during through Onscreen Ad

Advertisements

- 3 Types of Format : Mute slide, Audio slide, Video Ads
- Onscreen Ads will be played Before Movie presentation (BMP) / Interval
- Ad spot rates will be calculated in the multiple of 10 sec.
- Video Ads (AV) require censor certification



Digital Video Plasma / Video Wall



- Mute Video Format in cinema's lobby.
- 60 second mute video in loop of 20 minutes each across All Digital Video Plasma / Video Wall unit in lobby

OPPORTUNITIES & IDEAS

Selfie Corner

Branded Selfie Cut-out Standee can be placed inside PVR Lobbies; Patrons can click selfie & tag on brand's social media handle & win lucky gift hampers



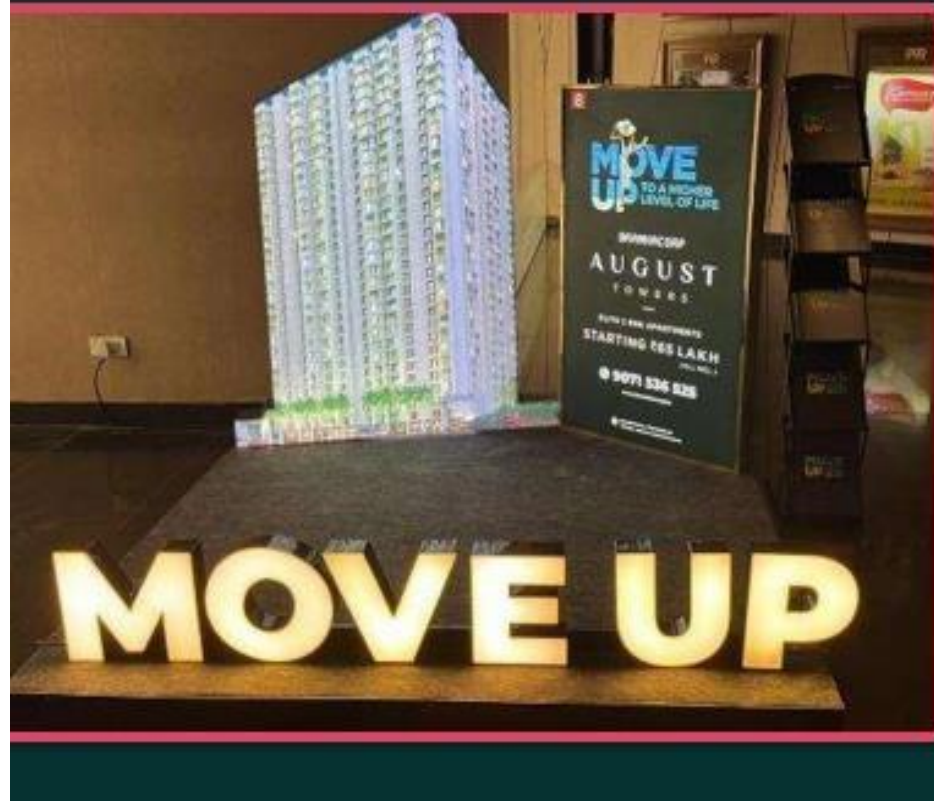
Wall Branding / Door Branding

- Large Size visibility element in lobby, every patron passes through the door thus making it a very prominent communication asset.
- Require Cinema's permissions



Cutout Standee

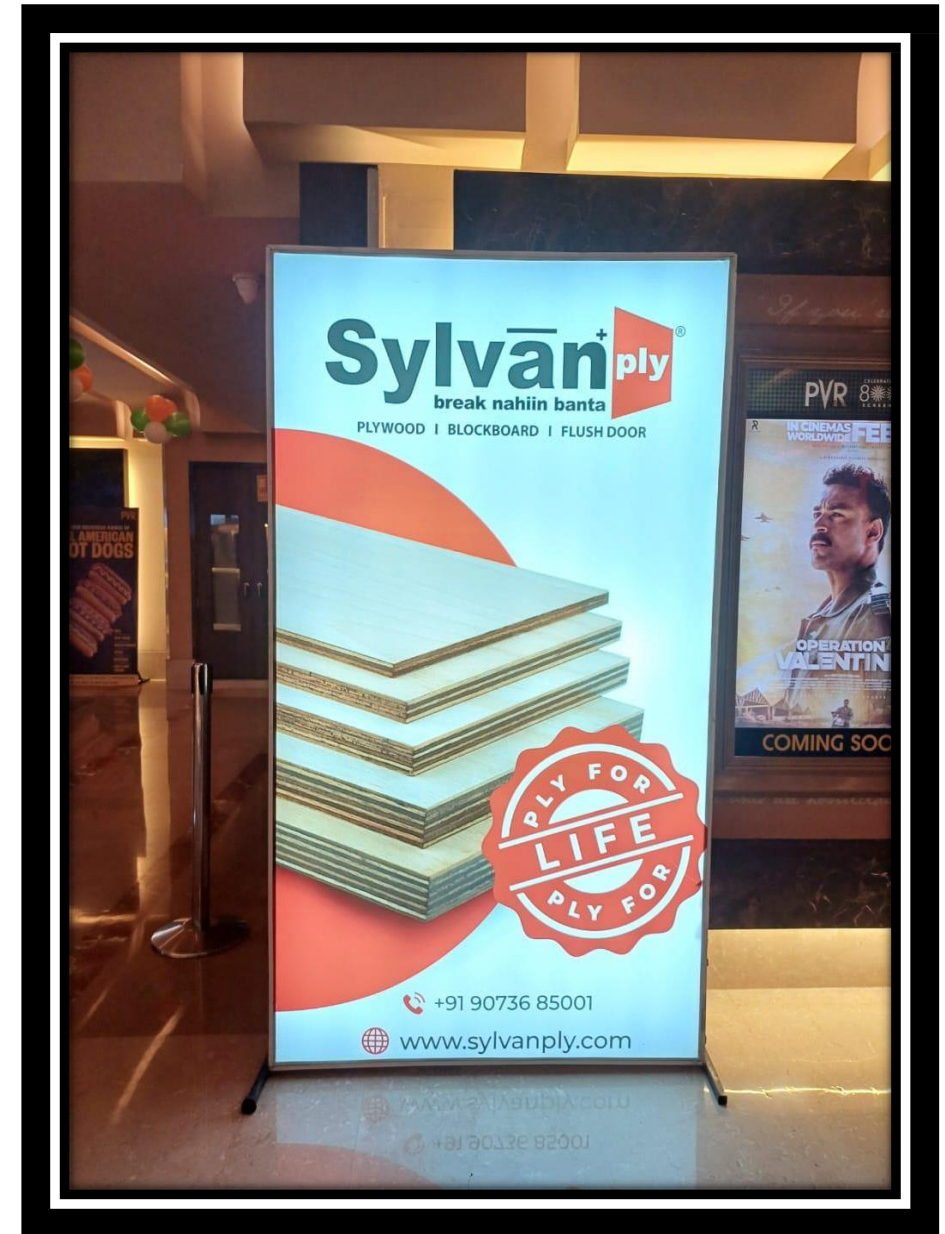
- To attract attention amongst the patrons for better Visibility in Lobbies or Entrance Area.
- Cutout Standee or Creative Posters can be used to promote latest design, collection or any special offer.



BACKLIT DISPLAY – ARRJAVV



BACKLIT STANDEE DISPLAY



BACKLIT STANDEE DISPLAY

City Centre 2, Rajarhat



Kiosk Setup / Product Display

- We can setup the Kiosk or Product Display setup in lobby area for brand awareness or Lead generation campaign.
- Promoters can directly engage amongst patrons.
- 4 ft X 4 ft / 6 ft X 6 ft



Gate Arch



Gate Arch



Product Display



KIOSK SET UP





Women's Frisking Zone

Objective: To attract female attention during security checks at the entrance area.

Concept:

- Frisking Zone are the first consumer touch point during security checks at the entrance area
- Drive compulsive viewership for all women entering the theatre.
- Frisking Zone will be branded on all 3 sides.



Seat Branding

PVR * INOX



Top 100 Seats can be branded in each auditorium except Recliner Seats

SEAT Branding

Reference Picture

Thank You