

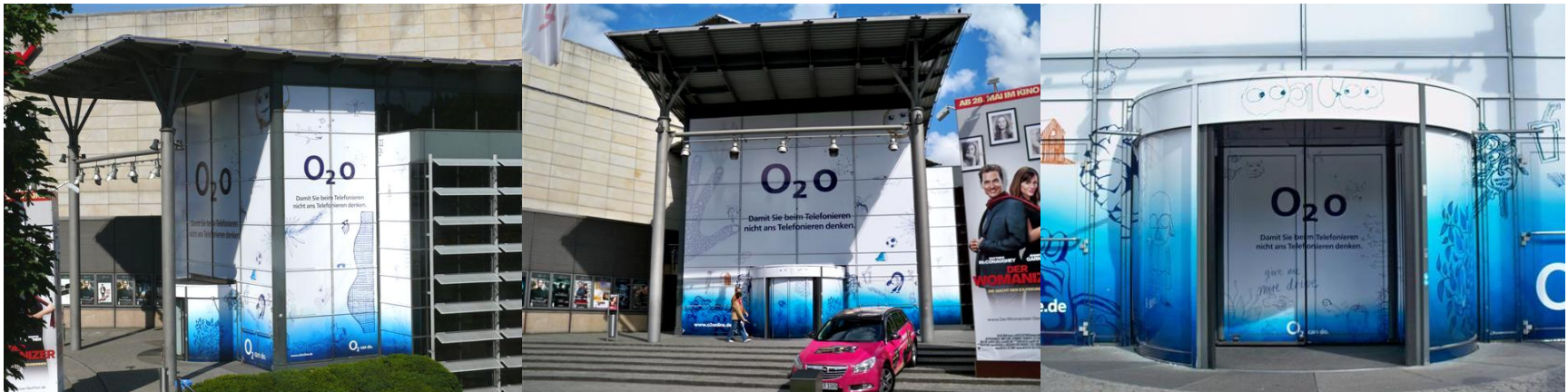
CROSSMEDIA CASE | O2 CINEMA DOMINATION

Campaign goal

- Create the highest possible awareness for the brand inside and outside the cinema (become talk of town)

Campaign

- O2 ad motives on regular cinema media: On Screen, CinemaLights, CinemaCards, foyer monitors, several poster sites, weekly program folders
- O2 ad motives on non-regular cinema media sites: cinema's facade, walls, stairs, elevators



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