

GUIDELINES FOR EFFECTIVE CINEMA ADVERTISING COMMERCIALS

INTRODUCTION:

Cinema advertising is a medium that is most effective when used as a brand building medium, promoting a business on a corporate and name association basis.

The more creative and exciting the advertisement, the higher the recall.

FACILITIES:

In order to maximise the effectiveness of your cinema sound slide / digital commercial Screen Vistas Limited suggest the following guidelines should be noted.

It is important to remember:

1. ***Do not be too specific.*** Let the artist create and design the artwork. They are the professionals in this area. If specific requests are made regarding elements and logos, the advertisement will have a lower recall.
2. ***Maximum fifteen to twenty words on visual.*** Name and address only and a catch line if business is not obvious in the company name. Remember the visual should only be name and address as the audio component is selling the message.

If using logos – supply bromides. A bromide is a copy of an original master artwork. The master artwork is the most preferable or a first generation bromide. (*High resolution digital copy, if available.*)

4. ***Supply only top quality elements (brochures, photos).***
The principle of “garbage-in, garbage-out” applies in this area.
5. ***Telephone numbers*** may be displayed on visuals but could detract from the impact of the commercial. Plus **0800 WORD/NUMBERS**
6. ***Obtain reference material*** of client’s product or service.
7. ***Supply a full brief*** of client business.

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