

Brand Engagement Potential

Research consistently demonstrates that **cinema advertising** has a profound impact on **brand awareness and recall**.

Leveraging the big screen, brands can forge a **stronger identity** and **deeper connection** with their audience



With phone silenced and distractions removed, the large screen format captures 33% more focus and attention



74% of audience recalling brands from cinema ads



Cinema boasts highest average impression of 96% compared to any other platforms.

Brand Awareness: Cinema solidifies its position as a leader in audience engagement. When your brand appears on the silver screen, it captures attention and leaves a lasting impression.

Emotional Connection: Cinema creates an impactful environment for brand engagement. The immersive experience, combined with effective branding and assets, fosters genuine connections with viewers.

The magic of cinema extends beyond entertainment—it's a canvas for unforgettable brand stories and experience.