

Teaser TVC now on big screen as Ster-Kinekor launch new logo, tagline

Following the [Ster-Kinekor](#) teaser TVC and online ad, the conclusion of the story about the out of control 12 ton kerosene tanker, a decrepit truck filled with fireworks, a party pick-up truck filled with glitter and a circus lorry filled with parachuting snakes can be seen on the big screen.

Launched on Friday 21 September 2012, the company added an exciting chapter to local cinema history with the reveal of the biggest cinema advert it has ever produced.

Conceptualised by FoxP2, produced by Bouffant, with postproduction by Sinister Studio and directed by Dean Blumberg, the climatic cinema advert ending proved a motivating challenge. According to Justin Gomes, ECD at FoxP2, "The challenge was to bring the scale and the 'bigness' of the cinema across in a TV ad and then create an ending that only the cinema environment can do justice to. The epic ending is a treat for the eyes and ears when seen on the big screen, with its built-in sound and is one that must be shared with other moviegoers."



Rebranding opportunity

Splitting a commercial narrative into two parts and showing them in different media is reportedly a world first. Along with the reveal of the finale in cinema only, the company

introduced a brand redesign, a new logo and new tag line, which succinctly sums up the cinema experience, 'Great Moments at Their Greatest'.

"The launch follows recent announcements that we are set to open even more complexes, have introduced a range of mobile apps and are currently embarking on a massive investment to improve the picture and sound quality on our circuit dramatically, through a digital conversion of all our screens. This is an exciting time for us and our customers, as there have never been more reasons to see more movies as they were made to be seen - on the big screen," commented Doug Place, marketing executive, Ster-Kinekor.

"'Great Moments at Their Greatest' not only encapsulates the scale and impact of the big screen but also the audience moments that happen at the movies in the cinema environment.



"With this campaign teasing and inspiring curiosity among audiences across the country, we believe the brand is set to further entrench cinema as the first and best place to watch a movie, but also a place where couples, families and friends can share great moments together. It's not simply about watching movies, it's about feeling the emotions, sharing the great moment and being transported into another world," he concludes.

For more:

- [Teaser TVC from Ster-Kinekor encourages online, cinema participation](#)