

## Billboard proves size matters

When it comes to watching a movie, size definitely counts, as the new Ster-Kinekor billboard on the M1S near the Grayston Drive off-ramp in Sandton proves.



[click to enlarge](#)

It isn't an ordinary billboard as it has a connected laptop attached to it that asks the public to '... Name the movie playing on this laptop'.

The laptop mounted on the left of the billboard is connected to a power source and is playing a looped movie or movie trailer. The public is asked to identify what is playing on the laptop and post their answer to the Ster-Kinekor Facebook page or Twitter feed to win movie tickets

to go and watch the movie as it was made to be seen, on the larger-than-life cinema screen, where the image will be 1785 times bigger than trying to view it on the laptop screen.

The creative idea behind this billboard is from the cinema chain's agency, FoxP2. This follows the brand campaign launched last year that combined the use of both the television and cinema screens to demonstrate that 'some things should only be experienced on the big screen'.

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