Guess Jewellery opts for cinema campaign

As part of its TVC campaign in Europe and the Middle East, Guess Jewellery will launch cinema campaigns in select South African marketplaces to ensure the campaign message is delivered to captive fans of the brand. Based on Cinemark's experience with the movie audience demographic, the cinema campaign is expected to reach local audiences via a medium that is visual and engaging, in a relaxed setting, leaving viewers in a receptive mood. As cinemas are often in shopping malls, where the brand's retailers can be found, the campaign strategy offers strong collaboration.

Guess A/W 2012 Jewellery TVC from Happy Finish on Vimeo.

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