

Liqui-fruit extends its ad campaign to big screen

The current Liqui-fruit ad campaign has been extended to the cinema through Cinemark. It has been proven that the addition of cinema to a television campaign increases overall noting levels of the commercial, indicative of the impact factor that the cinema environment provides. By targeting the cinema audience, the affinity and appeal amongst the younger portion of the market is also expected to be enhanced. Research shows that 82% of the youth believe that advertising in cinema enhances a brand's appeal amongst the elusive target market segment.

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