

## Charades on the big screen

Nedbank commissioned Cinevation to create a supporting cinema interactive campaign to launch Deziq, Nedbank's new banking facility developed specifically for the 18 - 24 year old market. Cinevation's innovative solution was to play charades at the movies!

During the advertising reel, the audience is exposed to the Nedbank Deziq commercial. Two enthusiastic actors jump up, inviting the audience to play a game of charades - the actors then begin to act out the spelling of the word Deziq.

The first participant to correctly guess the word wins a prize. To create additional buzz, spot prizes are distributed and at the end of the movie the audience are handed scratch cards offering further prizes.

### **Editorial contact**

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