



Cinevation rolls out a new branding

 Cinevation has re-branded itself in line with its expanded business offering. Launched as a cinema specialist some seven years ago, Cinevation cornered the big screen market when it launched novel concepts in the cinema environment.

 According to Marisa Torrani and Karen Bailey, Co-founders and Directors of Cinevation, the company has evolved in line with market needs. "We have an intimate knowledge of the cinema medium, but it is no longer our only focus. Today we handle all media types - from television and radio to print and promotions. It all depends on which medium is best to meet the client objectives," explains Bailey.

"We wanted our new CI to encompass our entire business with innovative advertising being the key and the choice of media being secondary. Our new CI depicts a professional organisation with no boundaries - the essence of Cinevation," adds Torrani.

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