

CineMARK secures a new contract with OXY®

OXY®, a well-established brand of acne skincare products, has signed a contract with CineMARK, the cinema advertising sales company responsible for the advertising sales of all Ster-Kinekor and numerous independent cinemas, to advertise on its digital cinema advertising platform.

The digital advertising platform is ideal for the OXY® campaign as it offers the advertiser the option of customising the campaign to reach a particular target audience. OXY®'s advertisements will accompany movie titles sure to appeal to the product range's target market, such as "Ocean's Thirteen," "Next," "Goal 2" and "Zodiac."

The campaign commenced on the 8th of June and will run until the 27th of July.

For more, visit: <https://www.bizcommunity.com>