

## 'Cinema' is a hit at the cinema

Yves Saint Laurent (YSL) has launched its latest perfume called Cinema in the only environment guaranteeing exceptional brand association - the cinema. Maximising on the link between the fragrance name and the cinema environment, YSL embarked on a cinema campaign ensuring audiences associate with the brand on several levels.

YSL's commercial for its new female fragrance is aimed at "sensual" young women in the upper LSMs aged 16 - 35.

The creative elements of the campaign included panel posters, floor, windows, and A3 slide frames in cinema foyers, at ticketing offices and refreshment counters, providing visibility.

By complementing the onscreen commercial for Cinema perfume, the promotion ensured higher retention levels and brand exposure. During the campaign over 363 000 patrons visited the selected cinema sites which included Eastgate, The Zone, Cavendish, Gateway, Rosebank Nouveau, Westgate, Brooklyn Nouveau, Kolonnade, V & A Waterfront, Mimosa Mall, Canal Walk and Menlyn Park.

The Brand Manager of YSL Cinema says the campaign did a great job of creating consumer interest, with consultants in the participating centres reporting heightened interest from customers wishing to try the new fragrance.

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