

Jagermeister follows Oscar-nominated movies with CineMARK

Jagermeister, the German liqueur, have decided to run a two month cinema advertising campaign following Oscar-nominated movies, with CineMARK.

The launch of the campaign coincided with the Academy Awards in late February. Jagermeister chose this time to launch the campaign as the Oscar-nominated movies usually on circuit in South Africa at this time are traditionally geared towards a more sophisticated audience.

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