

22

DECEMBER

2018

Cinema Advertising

SATURDAY

WK 51 • 356 009

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Cinema is an audio-visual medium of communication

- and offers wide opportunities to the advertiser to screen commercial films and slides produced by them. Today
- cinema is an important and effective media of advertising. Suitable short films may be prepared
- to create a lasting impression upon the audience. These may be presented in the form of story or a cartoon. At present there are three kinds of films used as media of advertising.

(1) Straight Advertising Films! - These are most common now-a-days. These concentrate on advertising message relating to only one matter such as milk (toilet preparations), D.C.M. Granular Rayon, Calico etc. These are of short duration form. 3 to 5 minutes.

(2) Documentary Films! - Documentary films are mainly used for publicity aspect and in most cases are educative in character. They are used to show various aspects of an industry as a whole.

23 SUNDAY (3) Sponsored Advertising Films! - It is a very good combination of advertisement and entertainment. Cartoon films come under this category.

NOTES

In India, Cinema has practically reached all the parts of the country. Mumbai has become the hub of advertising films and slide production. For those company which are poised to penetrate the rural market

of our Country. It is particularly relevant for Advertising Consumer products and farm inputs.

Advantage!-

- (i) It has a quite wide coverage.
- (ii) It is able to explain and demonstrate the use of a product quite conveniently.
- (iii) Appeal is made to all sections of the society.
- (iv) It is never wasted as no advertisement can escape the attention.
- (v) It is effective and may pay high dividend to the advertiser.

Disadvantage!-

- (i) The films are too short and need changes frequently.
- (ii) Production cost of a film is quite high.
- (iii) The audience may not like to waste time in seeing such films repeatedly.
- (iv) Restrictions are imposed against screening of films. e.g. there is ~~no~~ censoring.
- (v) For screening films the cooperation of theatres is a must which is not easily available.