

Case study - Events



Client: Cinema City and IuliusMall Cluj

Campaign: Live Life Like in the Movies

Context: The opening of the first multiplex in town, **Cinema City**, in **IuliusMall Cluj**, was challenging for the PR and Creation departments of the agency because in the same time another multiplex was being inaugurated.

Solution: The communication campaign included ATL, BTL and PR activities and were organized in two steps: 2 weeks before the official opening and in the day of the event.

The event organized for the inauguration of **Cinema City** was conducted by **Vitrina Advertising** using important elements of **PR and BTL**. In the first part of the day journalists were invited to test the quality of the sound and projection of the cinema halls. The second part of the day, brought together hundreds of guests: local authorities, journalists and business personalities to walk on the red carpet at **Cinema City**.



The PR and BTL campaign provided a constant media coverage of this project during the entire campaign.



While waiting for the official opening of the first multiplex in town, **IuliusMall Cluj** and **Vitrina Advertising** dared the people from Cluj to prove their acting skills. A mini-studio was set in the center of the town and also in **IuliusMall** to give the people the opportunity to show that they can act better than Robert de Niro, John Travolta or Tom Hanks.

So, whoever thought to be able to act like a movie star had the chance to act a scene from a famous movie. Over 70 people played in parts of famous Romanian and foreign movies like **Pulp Fiction**, **Un comisar acuză**, **Titanic**, **Gone with the wind**, **Casablanca** or **Jerry Maguire**.

The streets of the town were transformed in film sets and the passersby had the chance to see how a movie is done. Nine students from the Faculty of Political Science, Administration and Communication (Journalism Department, Media studio) were involved in these activities under the supervision of a producer and a technical director.



The scenes, in which people from Cluj acted, were made into **promoting clips** for the multiplex and were played on TV and in the movie halls after the opening.

