

## **Safari Dried Fruit advertises with CineMARK during July school holidays**

Safari Dried Fruit (S.A.D.), recently 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 CineMARK's digital cinema advertising platform for the third year in a row.

S.A.D. took full advantage of the flexibility of CineMARK's digital platform to promote its products to children, screening advertisements on reels featuring children's movies during the July school holidays.

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