

Toyota renews golden reel contract with CineMark

In addition to the renewal of the golden reel contract, Toyota will be enhancing the impact of their on-screen advertising by making use of a number of foyer advertising platforms offered by CineMark. Toyota has chosen to advertise using plasma screens at the ticket and food kiosks, combined with panel posters in the queuing system situated in the foyer, to create an impactful brand experience through multiple exposures within the foyer environment.

The golden reel contract will see Toyota advertising the new Yaris and Auris, as well as the Hilux and Corolla brands.

For more, visit: <https://www.bizcommunity.com>