

MOVIES

Those responsible for selling advertising space in movies have an excellent reason for optimism. According to the National Film Agency (Ancine), the number of filmgoers in 2010 was the greatest since 1982. More than 134 million people went to the movies in 2010, an increase of 19.24% in relation to 2009. One of the reasons behind this increase was the success of 3D movies with audiences. It is also important to highlight the success of Elite Squad 2, a Brazilian film that broke the 30-year long record of Dona Flor and Her Two Husbands.

When audiences increase, the tendency is for advertising in movies to become more attractive. But the increase was not so significant, remaining at 12.97%, according

to the Inter-Media Project. This result was not enough to budge the medium from last place among forms of media in total advertisement sales revenue. Its share was 0.35%.

In order to increase its share, industry representatives stress the advantages offered by the medium, in addition to offering more creative packages and models. Experts believe that consumers in movie theaters are fully involved with the messages shown. There is no zapping phenomenon. Once inside the theater, people are obliged to consume the information, which causes a greater impact. Audiences have shown to be very receptive to advertising activities carried out away from the screens, an interesting option to promote brands.

TOP 10 ADVERTISERS - MOVIES	
Advertiser	(US\$ 000)
COCA-COLA	5,565
AMBEV	4,163
JOHNSON & JOHNSON	2,828
PEPSICO	2,742
IG	2,703
UNILEVER BRASIL	1,895
ITAÚ	1,575
NATURA	1,482
NEXTEL	915
TIM BRASIL	883