

# Proposal for Advertising and Branding at Guna Cinema



(Guna Cinema.)



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**A.D. RELEASE**

**Guna Cinema is the leading cinema brand in Nepal, is the most popular destination for the all group, located at Gwarko,Lalitpur.**

**The Advertising opportunities with:**

- **The optimum seating Capacity and easy accessibility theatre complex in Nepal, offering five theatres and over occupancy of 2500 seat per shows.**
- **Where common man is spoilt for choice of movies to watch amidst great sound, picture quality and the best traditional movie experience...**

**Guna (GC) Movies is the primary and most successful multiplex in the country:**

- **choices**– the availability of 5 screens and thus, more movies to cater to different viewers;
- **capacity**– the largest capacity multiplex with over 2500 seats (5 theatres) per show;
- **tradition** – having established multiplex culture long before the sprout of small multiplexes;
- **affordability** – with ticket prices more affordable, thus accessible to largest daily viewership;
- **highest shows**– between 15 to 20 shows per day, translating into over 40,000 viewers per day;
- **accessible location** – with hospitals, eateries, transport and fuel stations within 50 meters;
- **attractive packages for advertisers**– offering on and off screen advertising opportunities

| INTERVAL |             | BEFORE  |            |
|----------|-------------|---------|------------|
| Dur.     | Rate        | Dur.    | Rate       |
| 60 sec.  | 1,50,000.00 | 60 sec. | 125,000.00 |
| 30 sec.  | 75,000.00   | 30 sec. | 62500.00   |
| 15 sec.  | 37,500.00   | 15 sec. | 31,250.00  |

### A. ON-SCREEN ADVERTISING: (5 theatres; 2500 seats)

#### BEFORE MOVIES:

Cost-per-viewer (CPV) (approx. based on modest figures)

| AD Duration | Monthly Package Rate | Average viewers/show | Average shows/month | Average viewers/month | Average cost/viewer |
|-------------|----------------------|----------------------|---------------------|-----------------------|---------------------|
| 30 seconds  | NPR. 62,500.00       | 2,000                | 600                 | 2,40,000              | NPR 0.2604          |

\* Pro-rata rates apply; Premium applicable for positions; Inclusive of discounts (see "C"); Excluding VAT.

#### DURING MOVIE INTERVAL:

Cost-per-viewer (CPV) (approx. based on modest figures)

| AD Duration | Monthly Package Rate | Average viewers/show | Average shows/month | Average viewers/month | Average cost/viewer |
|-------------|----------------------|----------------------|---------------------|-----------------------|---------------------|
| 30 seconds  | NPR. 75,000.00       | 2,000                | 600                 | 2,40,000              | NPR 0.3125          |

\* Pro-rata rates apply; Premium applicable for positions; Inclusive of discounts (see "C"); Excluding VAT.

### C.OFF-SCREEN ADVERTISING

| Placement/facility                       | Units     | Rate per unit  | Avg. Footfall | Average cost/person |
|--|-----------|----------------|---------------|---------------------|
| Weekend promotion                        | Per week  | NPR. 10,000.00 | 30,000        | NPR 0.333           |
| Standee                                  | Per month | NPR. 15,000.00 | 2,40,000      | NPR 0.063           |
| Poster box                               | Per month | NPR. 12,000.00 | 2,40,000      | NPR 0.050           |
| Washroom branding                        | Per month | NPR. 20,000.00 | 2,40,000      | NPR 0.083           |
| Leaflet distribution (4 times per month) | Per month | NPR. 25,000.00 | 60,000        | NPR 0.417           |

|                             |           |  |
|-----------------------------|-----------|--|
| Other (stall/shop) branding | Per month | As per mutual consent with advertisers |
|-----------------------------|-----------|--|

*\* Pro-rata rates apply; Premium applicable for positions; Inclusive of discounts (see "C"); Excluding VAT.*

Besides offering all advertisers a minimum of **4 VIP tickets per month** to monitor their advertisements, GC Movies offers additional benefits to advertisers due to the availability of its own Television and FM radio stations, which offer an added, attractive platform for advertisers to enhance their reach and effectiveness. Here's how