

CineMARK secures a new contract with Peroni

South African Breweries (SAB) has signed a contract with CineMARK, the cinema advertising sales company responsible for the advertising sales of all Ster Kinekor and numerous independent cinemas, to flight its 60 second "La Dolce Vita" advertisement for Peroni beer on advertising reels before the movie Ocean's 13.

This movie was selected with the intention that advertising message will reach a mature, over-eighteen audience.

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