

## Skyy Vodka goes to big screen advertising

Skyy Vodka has extended its 360 degree integrated marketing campaign with a recent cinema advertising campaign. Lisa Fraenkel from Full Circle Media says cinema was chosen as one of the above-the-line channels along with television, OOH and print media. "It was chosen for its premium nature and captive audience that is exposed to the advertising. Cinema provides an environment that is uncluttered and finds the consumer in a relaxed and receptive frame of mind, which is perfect to get one's message across." View the ad here, [www.youtube.com/watch?v=Ov\\_thXUEuKM&feature=youtu.be](http://www.youtube.com/watch?v=Ov_thXUEuKM&feature=youtu.be).

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