

MEDIACOM

m&m's

MOVIE MOMENTS
EVENTS
AT VIRTUAL CINEMA

**M&M's presents MOVIE
MOMENTS**

ADVERTISING CINEMA CLIENTS

20 NOV 2020

M&Ms presents MOVIE MOMENTS

As the majority of the UK settles into its second national lockdown, the M&M's team at MediaCom have been working hard to deliver the M&M's MOVIE MOMENTS campaign, an interactive virtual cinema experience.

On November 27th, DJ and TV presenter Edith Bowman will host the first live viewing party of the STUDIOCANAL, BBC FILMS, BABY COW and BFI backed British comedy ALAN PARTRIDGE: ALPHA PAPA. The event will offer film fans across the country the opportunity to unite together from home as they watch the movie and receive access to exclusive conversation with talent, content and an interactive chat function. This campaign is a fantastic opportunity to strengthen M&M's association with streaming while adapting to be relevant during lockdown as new behaviours are emerging and industry rules are being

rewritten.

M&M's will be the first brand to partner with Ourscreen's Virtual Cinema, offering unique value to their customers whilst they are unable to physically come together and share a cinema experience.

We believe any moment can be brightened up with humour and we trust that this campaign will create moments of shared joy which customers can experience together in a virtual environment.

The campaign also includes bespoke M&M's social assets, influencer watch lists and PR.

To find out more and to register for M&M's Movie Moments tickets please click [here](#).

Please note that there are limited spaces available so claim your tickets now.

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