

# **Nelson Mandela Metropolitan University to reach the youth with CineMARK**

Eastern Cape advertising agency, Boomtown, 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 advertise Port Elizabeth's Nelson Mandela Metropolitan University in cinema foyers in Port Elizabeth, East London and George during the month of July.

The campaign, which is intended to increase applications to the University, invites potential students to apply to the university via SMS and offers all those who do apply the chance to win movie tickets for a year.

The campaign commenced on the 29th of June and will run until the 31st of July.

For more, visit: <https://www.bizcommunity.com>