

Managed social media marketing and public relations campaign #CinePopStar on #NationalPopcornDay

Collaborated with 50+ social media influencers including Deepika Padukone, India's most popular actress to promote the campaign. Attracted 1 million+ likes for all the social media posts across Facebook, Instagram and Twitter.

<https://www.instagram.com/stories/highlights/18061281736098546/>

Cinepolis launches #CinePopStar campaign to celebrates National Popcorn Day

The 360-degree campaign will be led by digital platforms including Instagram and Facebook...



ETBrandEquity

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Cinepolis celebrates Popcorn Day.

Multiplex chain Cinépolis, has launched #CinePopStar campaign in order to celebrate National Popcorn Day on January 19. The 360-degree campaign will be led by digital platforms including Instagram and Facebook.



This year's #NationalPopcornDay at #Cinepolis was yet again marked as one of our biggest annual celebrations. Many bloggers joined the party. They participated in different activities and showed us their crazy dancing skills with the #CinePopStar challenge. #CinepolisIndia



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