



## ZEEL to flex its worldwide marketing muscle to promote Zee Cine Awards 2012



With the glitterati of Indian cinema all set to descend in Macau on January 21 at Zee Cine Awards 2012, Zee Entertainment Enterprises Limited (ZEEL) plans to leave no stone unturned in ensuring that the evening of the "World's Biggest Viewers' Choice Award" is a spectacular success reaching out to millions of film enthusiasts across the globe. In what will emerge as the most synergistic, collaborative campaign by all of ZEEL's international territories including the Americas, the United Kingdom, Asia Pacific (APAC), Middle East, North Africa, Pakistan (MENAP) and South Africa, Zee plans to unleash an aggressive worldwide marketing blitzkrieg in the month that leads up to the grand ceremony. ZEEL's cross-promotional initiatives are further strengthened by its indisputable global distribution and marketing edge.

The Zee Cine Awards 2012 global campaign will cut across outdoors, print, radio, on-air promotions and interactive contests. It will also widely explore the digital space including social media, mobile-based apps and forge strategic tie-ups in every region to ensure a 360\* connect with the great Indian diaspora and the international audiences.

The coming together of ZEEL's global marketing teams will see more than 30000 promos running across its global network in 168 countries. The announcement of the Nominations on 24 December 2011 will kick-start an exciting contest where viewers from across the world will be called upon to send in their votes for their favorite nominees. Lucky winners will be flown in to Macau to stay and attend the grand ceremony at The Venetian® Macao.

ZEEL will make a strong impact in the digital space through increased consumer interactivity on their official Zee Cine Awards website, presence on social media such as Facebook and Twitter as also interactive mobile applications. Fans will have access to videos of behind-the-scenes star rehearsals, the ZCA premiere and red carpet events planned in Macau in addition to excerpts from the last 12 editions of Zee Cine Awards. Facebook users will soon be able to access a slew of exciting applications at <https://www.facebook.com/ZeeCineAwards>. Fans will also be able to interact with their favourite stars through video chats and buy merchandise autographed by leading stars as ZEEL partners with a leading auction web portal.

In an exciting announcement about the awards show, the channel has confirmed that heartthrob Shahid Kapoor will be performing at Zee Cine Awards 2012. Shahid will pay a dancing tribute to the superstars of dance from the yesteryears - the late Dev Anand and Shammi Kapoor at the awards soireé in Macau. Excited about bringing alive the aura of these iconic heroes, Shahid said, "I'm grateful to Zee for



having approached me with such an interesting proposition. It's a sheer privilege to pay homage to great men like Dev saab and Shammi ji. They are both exceptional and superlative talents who have made invaluable contributions to the world of Indian films. If I can recreate even a fraction of their magic, I will consider it an accomplishment and a humble tribute to these luminaries."

Hosted by the Don-2 duo Shah Rukh Khan and Priyanka Chopra, Zee Cine Awards 2012 will be held at Asia's leading destination for business, leisure and entertainment, The Venetian® Macao. Since its inception in 1998, Zee Cine Awards has emerged as the biggest tribute paid to the world's largest film industry and has attracted stalwarts of both Indian and international cinema.. Besides locals from the city that it will be held in, the awards will attract 600 million viewers to television screens the world over. Zee Cine Awards 2012 will surely be an evening of celebration, acknowledgment and fun.