

Lavazza Italian Film Festival Experiences 10 Percent Annual Growth

Avant Card Postcard Advertising Contributes To Festival Growth And Continues Strong Partnership With Palace Cinemas

Attracting more than 2.5 million customers each year, Palace Cinemas has been a popular destination amongst discerning cinemagoers since the 1970's. One of the highlights of the Palace Cinemas events calendar is the annual **Lavazza Italian Film Festival**, which begins on **September 22nd at Palace Como** in Melbourne.

This year an expected **70,000 lovers of Italian cinema** will enjoy 26 films spread across 350 screenings at 14 Palace Cinemas Australia-wide. This marks an **attendance growth of 10 percent** from 2009, a growth rate that has been constant since the festival began in 2000.

It's believed this growth can be attributed in part to awareness created by distributing Lavazza Italian Film Festival programs through **Avant Card's postcard advertising network of 1500 venues**. Avant Card venues include cafes, theatres, art galleries, schools and universities right across Australia.

Avant Card has been a supporting partner of the festival since 2005, however the relationship between Palace Cinemas and Avant Card dates back to 1996 when the first postcard advertising stand was introduced. 14 years later, **Avant Card stands are located in 18 of the 20 Palace Cinemas** in 5 states across Australia, reaching an **audience of almost 2.5 million per year**.

The reach of postcard advertising in cinemas is extremely impressive, but it's the type of consumer that Palace Cinemas attracts that has advertisers most excited.

Lavazza Italian Film Festival Director, Elysia Zeccola, describes Palace Cinemas customers as stylish, elegant, fashionable and cultured individuals from the **sought after middle and upper socioeconomic groups**. Palace Cinemas cater to this market's needs providing luxurious cinemas and lounge areas where customers can enjoy a quality coffee or glass of wine.

According to Elysia Zeccola, Palace Cinemas customers habitually arrive 15 to 20 minutes prior to the start of their film. This allows them time to enjoy the environment and actively seek out postcards, brochures and other reading material.

With **less than two weeks until opening night**, anticipation is huge. One thing's certain. The Lavazza Italian Film Festival 2010 is guaranteed to excite cinemagoers and advertisers alike.



For more information about Avant Card Post Card advertising please contact Pat Mackle, avantcard@avantcard.com.au

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