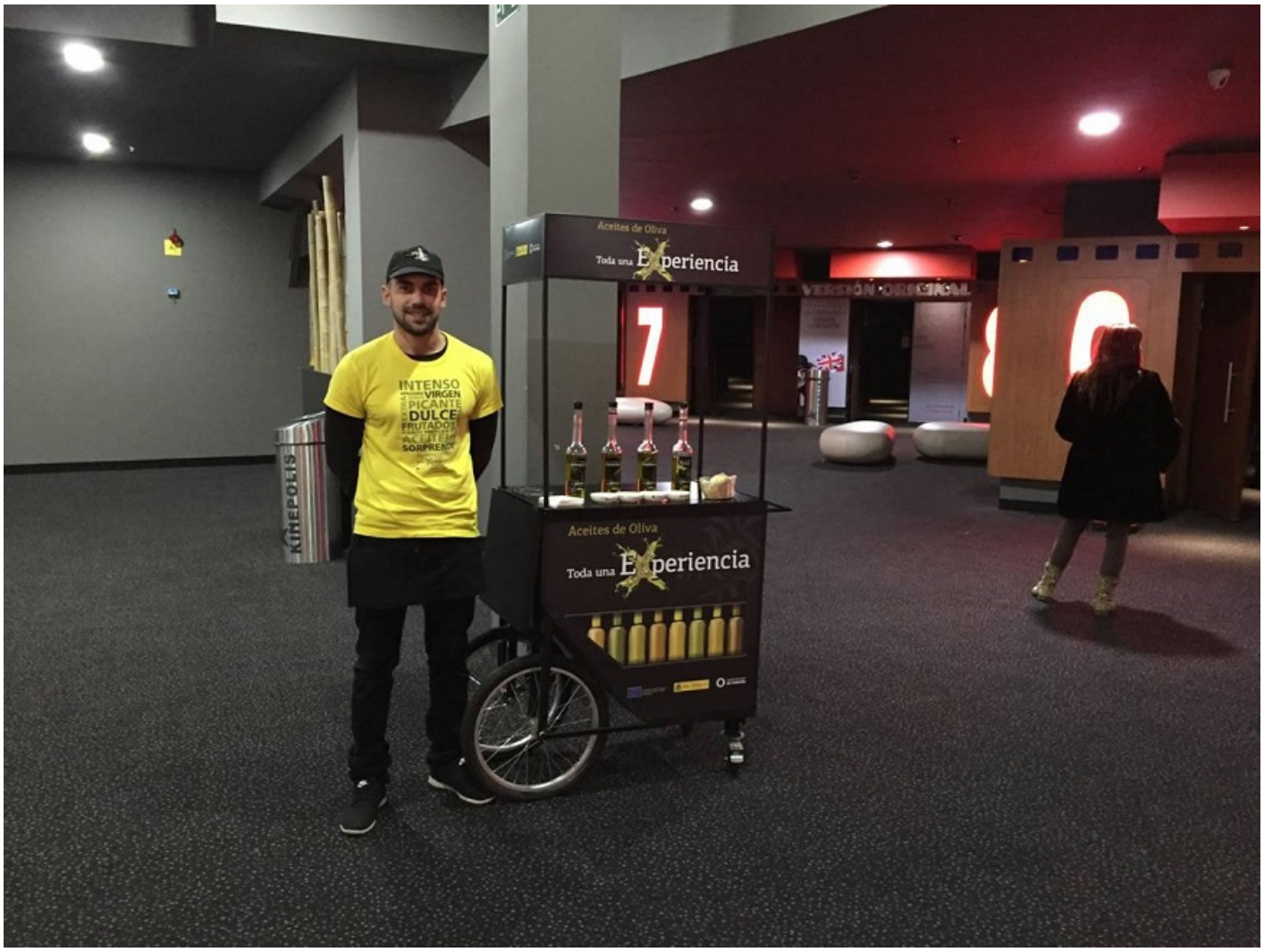
Lights ... Camera ... olive oils!



The holidays coincide with the most anticipated film releases of the year, when fans flooded the halls in search of their favorite movies, often in family. The campaign to promote olive oils developed for that the public four spots of one minute, featuring four major varieties of extra virgin olive oil (Arbequina, Cornicabra, Hojiblanca and Picual). Spots that preceded the screening of films in 1,042 theaters around the country and which has invited the public to discover the many nuances of aromas and flavors of the different varieties hoard extra virgin olive oils.

In addition, the campaign has become available to viewers of the main complex of theaters in Madrid a much richer experience. The public has come to the Kinepolis cinemas in Pozuelo Alarcon, Kinepolis Diversia, Cinesa Las Rozas, Cinesa Cinesa Manoteras and Alvaro Mendez, could enjoy these varieties of extra virgin olive oils in carts olive oils.

33 million contacts

The action in cinemas has been one of the elements of the wave of Christmas promotion campaign for the domestic market. A diffusion in cinemas programming internal moments in TV primetime slots Antena 3 and Telecinco adds. In addition, thinking about those responsible for domestic sales sites have been established product on the television program and website Gourmet Desserts. It has also integrated graphic creativity in magazines preferred by this group, such as the women's field, kitchen and trendy. The sum contact this wave exceeds 33 million.

The national promotion campaign is an initiative launched by Olive Oils of Spain, brand promotion Interprofessional Spanish Olive Oil, with support from the European Union and the Ministry of Agriculture, Food and Environment.

Source: Olive Oil from Spain