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ST. PETER TVC – NOW SHOWING IN SELECTED SM CINEMAS NATIONWIDE!



In line with the company's marketing objectives for 2009, the new St. Peter TV Commercial is now being aired in selected SM Cinemas nationwide!

"The campaign was conceptualized in the last quarter of 2008 when we started shooting the TV commercial. Before anything else, we had to get clearance from the Ad Standards Council and of course, expedite negotiations with SM Cinemas. It really wasn't something new for St. Peter since we had prior ad placements with several SM and non-SM cinemas during the first St. Peter DeathCare Week in 2006. We just felt that it was about time that we continue with its success," said Mr. Karlo G. Magpayo.

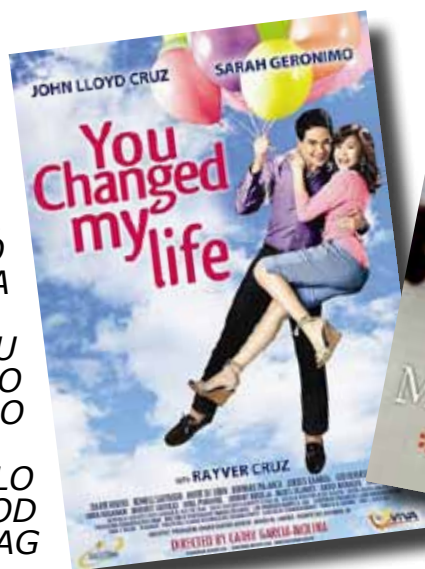
The cinema ad campaign started last February 4, 2009 in the movie, Marley and Me (starring Jennifer Aniston and Owen Wilson) at SM Mall of Asia, SM North EDSA and SM Megamall. It was followed by a nationwide screening of the valentine movie When I Met You featuring KC Concepcion and Richard Gutierrez and the blockbuster hit You Changed My Life starring the box-office tandem of Sarah Geronimo and John Lloyd Cruz. The campaign will run for the whole year of 2009 in pre-selected movies at the following SM Cinema branches:

SM MALL OF ASIA
SM MEGAMALL
SM NORTH EDSA
SM BACOR

SM PAMPANGA
SM BAGUIO
SM LUCENA

SM CEBU
SM DAVAO
SM CDO

SM ILOILO
SM BACOLOD
SM BALIUAG



Flyering and bannering activities are also done in every TVC showing by assigned Marketing Supervisors of the nearest St. Peter Life Plan Branch in the area. The cinema ad campaign has so far received positive feedback from St. Peterians, planholders and prospective clients alike.

"Wow! Ang ganda naman ng commercial n'yo. Pwede ba pink din ang casket ko" (laughs) – Moviegoer in Lucena (prospective client)

"Napakagaling ng advertisement. Akala ko wedding organizer yun pala memorial plan ang kinukuha. Napakaraming nag-inquire kung anong offer natin sa kanila and most of them are really interested." – Maritess Espinosa, Pampanga Branch