:out\of\context
marketing

PVR INOX ran over 100 campaigns with us, one city at a time.

CINEMA · LOCAL CREATORS · EVERY BIG RELEASE

PVR INOX

Local creators watch the film at their nearest PVR or INOX and post the same week.

We have run more than 100 campaigns for PVR INOX. Creators review a film straight after watching it, take followers inside new screens such as Jaipur's first 4DX, and promote ₹150 children's shows and date-night re-releases.

1.1 crore+
views

1,190
creator reels still live

100+
campaigns with us

2.4 lakh
views on the top reel

WATCH THE REELS

@_zeenatkhann_ ↗	2.4 lakh
@dishu__jain ↗	1.7 lakh
@kaairajindal ↗	1 lakh
@i_archivj ↗	1 lakh
@manyakauroberoi ↗	93,783
@manyakauroberoi ↗	76,331
@makeup_with_trisha ↗	66,572
@anandita.banerjee2 ↗	64,401
@theblackbarsofficial ↗	63,164
@sanchitsaran ↗	61,065

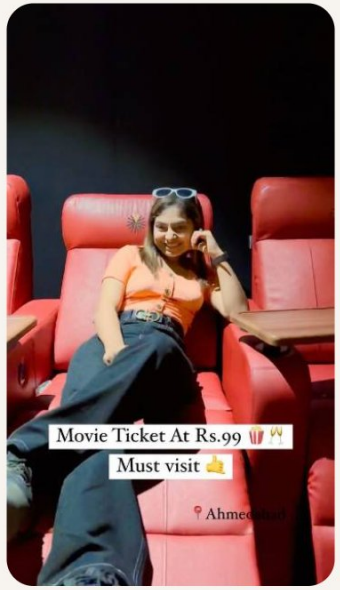
PVR INOX · TOP REELS

The top six reels alone reached 7.8 lakh views.



2.4 lakh

@_zeenatkhann_ ↗



1.7 lakh

@dishu__jain ↗



1 lakh

@kaairajindal ↗



1 lakh

@i_archivj ↗



93,783

@manyakauroberoi ↗



76,331

@manyakauroberoi ↗

HOW IT RAN

In one recent stretch, we covered 42 film releases and five in-cinema events.

42
film releases

5
in-cinema events

1.3 crore+
reach on one 500-creator run

Film reviews

Creators post an honest review in the week a film opens, from Sky Force and Chhaava to Mission: Impossible, Jurassic World and F1.

New screens

When a new cinema opens, such as Jaipur's first 4DX or Ahmedabad's five-screen laser cinema, creators take their followers inside.

Families and dates

Creators promote ₹150 children's shows, fairytale screenings for young fans and Valentine's Day re-releases.

Reach as reported to PVR INOX after the 500-creator run.

PVR INOX · BEFORE AI VS NOW

Before AI, a view cost PVR INOX ₹0.04. Today it costs ₹0.01.

₹4.8 lakh
our fee before AI (1,190 creators at ₹400 each)

1.1 crore+
views

₹0.04
cost per view

2.8 lakh
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 1,190 creators came to **₹4.8 lakh**, or **₹0.04** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 9,553 views per reel is about 19.1 lakh views, or **₹0.01** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

Your first campaign with us is on the house.

Paste your website link on outofcontextmarketing.com, and real creators will send you finished videos within 24 hours.

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