



## **Puerto Rico premieres cinema ads during Black Panther and Avatar sequels**

*The advertisements will be seen in cities in the U.S. East, South, and Midwest*

**San Juan, Puerto Rico, November 15, 2022** – With the premiere of the film Black Panther: Wakanda Forever, Discover Puerto Rico initiated new advertising efforts in U.S. movie theaters with commercial ads that will run until the end of December, inviting travelers to experience the Boricua lifestyle that goes beyond the warm weather to the warmth of its culture and its people.

The ads projected on the big screen just before the Black Panther film will be active until November 27. Between December 16 and 31, the advertisements will be projected before Avatar: The Way of the Water. The ads will be published in cities like Atlanta, Baltimore, Boston, Chicago, Dallas, Houston, New York, Philadelphia, Austin, Nashville, St. Louis, Detroit, Cleveland, Washington D.C., and the Minneapolis-St. Paul metro area.

"We are very excited about this initiative because it is our first time advertising in cinemas, maximizing our impact with two of the most anticipated films of the year. Adding to the anticipation, Black Panther was partially filmed in Puerto Rico, and the images filmed on the Island highlight the scenic beauty that can be captured only by those who visit us and Live Boricua," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico.

The ads are 30 seconds long and, in addition to promoting Puerto Rican culture as an attraction for visitors, it punctuates the local warmth at a time when much of the northern hemisphere, including many U.S. cities, began to experience winter's low temperatures.

The strategy is to reach populations within the established and emerging markets of travelers to Puerto Rico and complement paid media efforts already underway through television, streaming services, print, digital and social networks to strengthen Puerto Rico's peak tourism season.

Click the link to see the ad: <https://we.tl/t-pjHuDm5f1u>

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