

**Celtra’s movie promotion widgets are now available also on popular iPhone and G1 movie show-times applications.**

Widget promotion through popular iPhone and G1 applications presents a new opportunity for reaching highly targeted mobile audience. Celtra features movie promotion widgets, within leading movie show-times applications.

**How it works**

**Screen 1:** Featured movie(s) are presented at the top of the movie show-times list.

**Screen 2:** Featured movie includes additional content (trailer, picture gallery, promotional content)

**Screen 3:** Featured movie promotion can include the following features (**calls, SMS and voice alerts, trivia games, coupons, promotional content, and more**)

**Value proposition**

Such promotion is less intrusive than mobile banner campaigns. It provides a more compelling value proposition to the user, which drives better campaign performance. It doesn’t require an additional landing page since it happens within the widget. It can be launched simultaneously through online and mobile widgets.

