



FILM FORWARD

An Operator's Guide
to Elevating Cinema Marketing



Thanks for downloading this cinema marketing guide.

We're delighted to share it with you, as it's packed with insights, knowledge, and applicable examples of best practices to inspire you to optimise your marketing.

It's time to build your community of fans who want to visit your cinema!

The purpose of this guide is to:

- Help you understand the trends affecting the cinema industry and impacting audiences now and into the future
- Help you understand the basics of effective cinema marketing and social media
- Help you create engaging content to attract customers
- Future-proof your business by setting you on the strongest path possible to market your business and grow

We share in-depth insights on the current state of the industry, predictions for the future, and provide examples from both our clients and cinemas across the globe of effective marketing and social media, both on a small and large scale.

We also provide helpful guidance on how to promote your cinema, build buzz for your film programmes and events, and drive your ticket sales, whether you are a small team operating with few resources or part of a large chain with a full marketing team.

At DX, our aim is to provide as many resources as possible so that our partners and the cinema industry as a whole are prepared for the future with confidence and the tools to grow and adapt.



"Marketing is key, and increasingly important in a digital world where audience attention is scarce. One of our core values at DX is to enable others to succeed. This ebook is our effort to contribute to your success with marketing."

MARTIN BERG CEO





"The cinema industry has a great track record of reinventing itself: the transition from silent film to talkies, the introduction of color films, stadium seating, 3D and then - more recently - the emergence of boutique cinema offers are just some of the examples that spring to mind.

The next big embrace of innovation in our industry will have to reshape how cinema operators - in collaboration with partners from across the film value chain - market the movie-going experience to audiences. Gone are the times when we could wholeheartedly rely on one partner to drive footfall in cinemas.

The gap between distribution marketeers and their counterparts in exhibition remains too wide. We need new thinking, more collaboration and new tools and platforms to engage defined audience groups for films shown in our local cinemas.

The industry needs to enable exhibitors to unlock more resources to double down on their own marketing efforts to develop and engage local audiences. Sharing best practices and introducing to the exhibition sector a business culture that is centered around marketing is essential. That's why this guide and its many inspiring stories and examples are so exciting and so timely."

JAN RUNGE INDEPENDENT ADVISOR

WHAT'S IN THIS MARKETING KIT?

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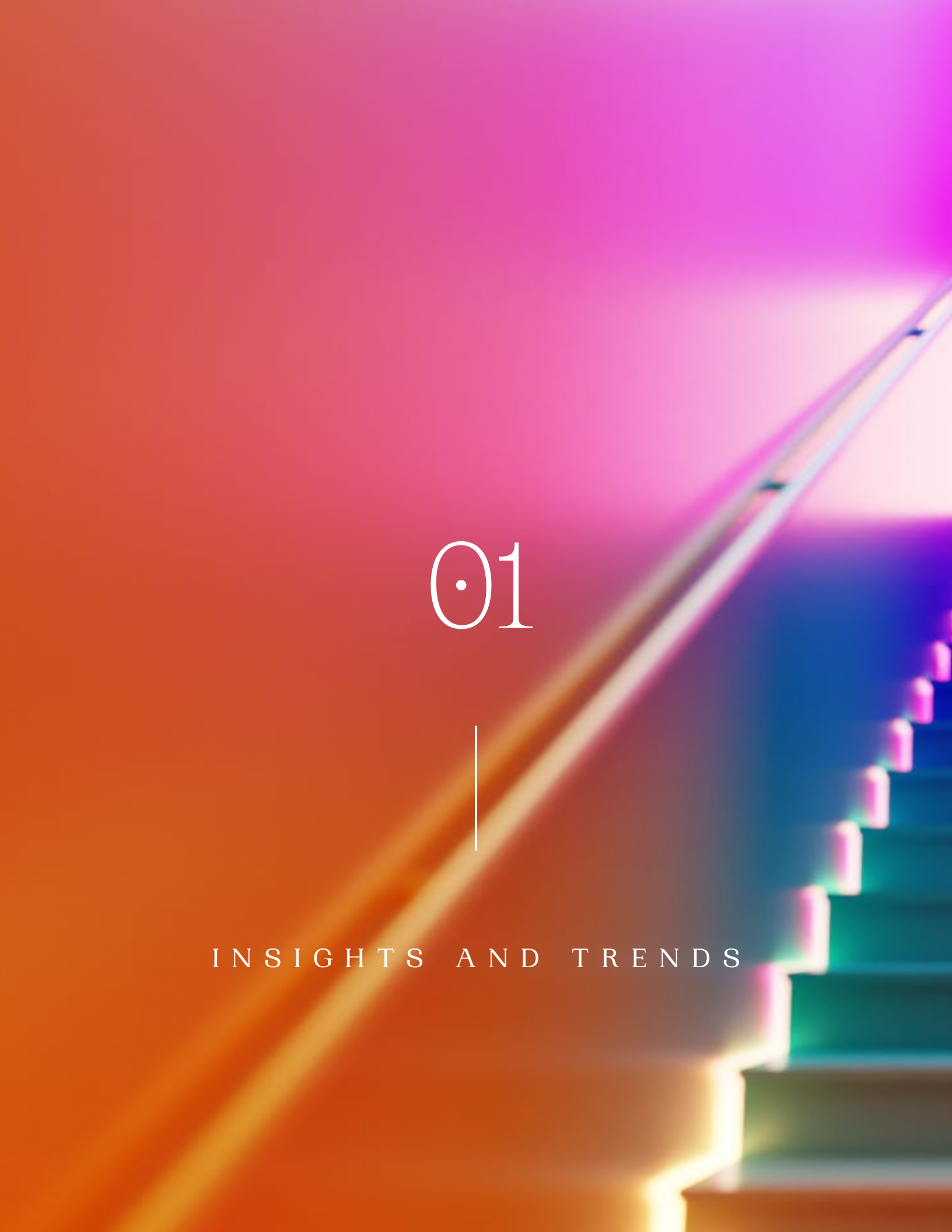
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INSIGHTS AND TRENDS

INSIGHTS AND TRENDS

As a busy cinema owner, you probably don't have time to deep dive into marketing insights, but we've got you covered.

The first section of this toolkit will bring you up to speed on the latest marketing knowledge and trends, with a detailed look at how these are shaping the industry today and likely impacts they will have on the future.

These trends are not only impacting consumer behaviour - which in turn can impact ticket sales, content programming and footfall - but also changing audiences' expectations from the movie theatre experience and their relationship with marketing and content.

For each trend, we've included some suggestions on practical applications, using examples.

You can also dive deeper into some case studies and best practices in cinema marketing in [Part Three of this E-book](#).

PART ONE: INSIGHTS AND TRENDS



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1.A

AI - NOT JUST A SPIELBERG MOVIE...

Whilst Artificial Intelligence, or AI, is not a new concept it has certainly experienced a boom in the past 12 months. It's a hot and controversial topic greatly affecting the film industry, with transformational implications for the future film landscape.

WHAT IS AI?

An AI, or Artificial Intelligence, refers to computer systems that can perform tasks that usually require human intelligence. It involves machines learning from data, recognizing patterns, and making decisions or predictions. AI can help computers understand and respond to the world around us, like recognising images, understanding speech, or recommending movies. AI research is focused on teaching computers to think and learn on their own, to benefit humans in a number of ways.

Open AI softwares such as ChatGPT (language-processing AI), DALL-E (image-generating AI) and Pictory (video-generating AI) offer exciting possibilities as creative and data analysis tools, especially for automating and simplifying time-consuming, complex tasks.

There are legitimate concerns around AI, as with any new and rapidly advancing technology, with fears that it will make jobs redundant or make it harder to determine credible or false news, and scams. But the vast creative and research opportunities AI provides are also incredibly exciting.

Whichever way you view the subject, AI is here to stay, and already transforming the cinema industry. As a cinema owner, it is a great tool that can save you time and resources when it comes to content creation and tasks such as email marketing, copywriting, and website updates. It can also support marketing idea generation and content planning.

WHY THE SUDDEN BOOM IN AI?

Whilst modern-day artificial intelligence research and development has been around since the 1950s, it truly became accessible and used on a mass scale by the general public in the internet age, from the 1990s onwards.

Many industries have been using AI programmes to analyse or compute big data, e.g. in the fields of economics, finance, banking, science, mathematics, physics, etc. for years. However, more recently AI has become a tool deployed with more obvious uses in the public sphere: it's what enables Netflix to analyse your streaming habits and determine what shows you might be interested in, for example.

The reason for the current explosion of interest, debate, and controversy around AI has its origins in the launch of ChatGPT in late 2022: An easily accessible open AI software that was made available for free to the general public for beta testing. This meant that for the first time, almost everyone globally could experience the incredible machine learning power of an artificial intelligence programme in a format that generated immediate, visible, astonishing results.

WHAT IS CHATGPT?

ChatGPT is a language processing tool with which users can have human-like conversations. The tool has been “trained” to replicate human interaction, through absorbing billions of pieces of information across the internet. A user can type a prompt into ChatGPT which will immediately send back a detailed, targeted answer. Prompts can be as complex as you like, meaning ChatGPT will adapt to different tones of voice, levels of expertise, jargon, slang, humour, etc.

Examples of uses of ChatGPT range from everything from writing computer code, to composing poetry, generating e-book outlines to delivering entire presentations on specific, specialist topics.

Whilst ChatGPT is only as good as the prompts it is given, once a user learns to prompt well, and ChatGPT interacts more and more with a user, the smarter and more useful the output gets. This is valid for all forms of AI, whether language based or image / video based.

There are a few notable flaws, for example ChatGPT has only absorbed information up to 2021, so it occasionally spits out incorrect information. However, the potential it offers to automate, simplify and generate content at a general level does appear to outweigh the flaws. Upgrades to ChatGPT are being made every month so it's intelligence is getting greater at rapid scale.

It is easy to see, based on the above information, the challenges and issues AI poses, and why these various AI tools have generated their share of controversy and fear. As soon as ChatGPT appeared, several other competitors came on the market, like Bard, Jasper AI, etc. improved and even faster, with even more data.

In addition to language-based AI, we have image-based AI, like Midjourney, that can generate realistic photos, art, or illustrations based on prompts, and film / video-based AI, like Pictory, that can create hyper realistic videos and films based on prompts.

POTENTIALS FOR AI IN CINEMA

In the film industry, these advances are both welcome and not. From a production point of view, the potential of AI to automate or simplify complex processes, especially in the visual effects and storyboarding departments are appealing both from a cost and time point of view.

However, recent writer's strikes in the USA highlighted AI as a theme of concern, with screen and TV writers nervous at having their jobs cut down, salaries lowered, or even entire writer's rooms replaced by AI written scripts, etc.

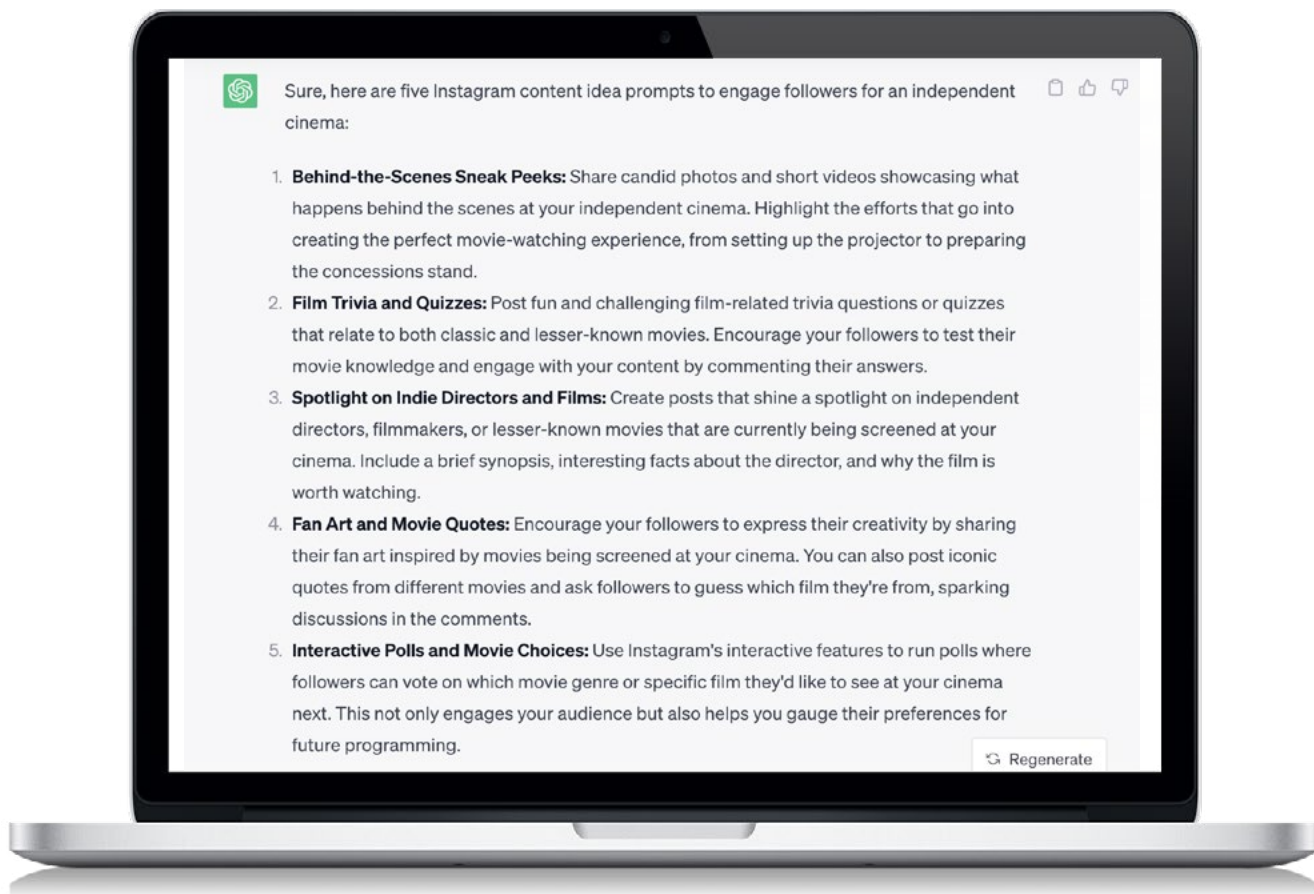
CASE STUDY: THE SAFE ZONE

In December 2022, a 4-minute short film entirely created by ChatGPT was released, entitled [The Safe Zone](#). Created as an experiment to demonstrate the positive power and possibilities of AI in film, the film also shares a message of caution, that the power of AI can be an asset to film, but there is also a need for its regulation to protect the creative industries.

Joe Russo, director of Avengers, believes AI will be able to [produce entire feature films in "two years"](#), with the possibility in the future for movie-goers to create different movies on the spot.

AI AND CINEMA MARKETING

AI is here to stay and will only get more sophisticated. Whilst none of us can predict where AI will lead the world of tomorrow, what we can do is share some valuable ways you can incorporate AI into your marketing to save you time, effort and resources and help you develop creative, strategic campaigns.



(Image above shows an example of using ChatGPT to generate Instagram content ideas)

PRACTICAL APPLICATIONS:

To give you an idea of the possibilities, here are three AI prompt ideas you can use for your cinema marketing:

- **Generating website copy:**

Use AI to create quick film descriptions and content with which to update your website film listings, or event listings.

- **Example prompt:** Write 75 word descriptions for each of the following films: John Wick 4, Pearl, Matilda, Parasite. Each description should be in informal, simple language.

Refreshing existing website copy to make it more engaging for a specific audience that is relevant to your cinema

- **Example prompt:** Rewrite the following copy in a fun, engaging and humorous tone of voice to appeal to a teenage audience: [paste your existing copy here]

- **Generating ideas for social media content:**

If you are a team of 1-2 and are also responsible for coming up with content ideas for your cinema, AI can take out a lot of guesswork so you don't run out of ideas.

- **Example prompt:** Give me 25 Instagram content idea prompts for a boutique cinema which specialises in independent and art house films.

It can also create captions and generate relevant hashtags to help your content get more engagement and reach.

- **Example prompt:** Write me an engaging, attention-grabbing caption to announce a screening of the new John Wick movie at my cinema, for Instagram. Then suggest ten relevant hashtags to go with that caption.

- **Helping you craft concise, on-brand email newsletters**

If you need to send out email newsletters to keep members informed of upcoming events, but hate writing or don't know how to write brief, best practice emails, Chat GPT can help.

- **Example prompt:** Write me an email newsletter which I can send our cinema members a newsletter to encourage them to book our next Movie and Mimosas event on XX June. The target audience is women between 25-50. The tone of voice should be playful, fun and snappy. The booking details are [insert here]. Word count of 350 maximum.
- **Example prompt:** What is a best practice email newsletter outline for Mailchimp

As with all tools that can support marketing, nothing can replace true human insight and personal touch, but AI can certainly help you speed up a lot of processes, or give you a good base of content to tweak, adapt, or edit into your brand style.

FURTHER READING

DEEP DIVE INTO AI - read DX's blog posts about AI [parts one](#) and [part two](#) where we explore the advances and AI platforms popular today, and look forward to the future impact on cinema and the film industry.

1.B

STREAMERS - YOUR BIGGEST COMPETITION IS NOT NETFLIX

Whilst the pandemic definitely caused a streaming boom, there is ample evidence that [cinema is recovering healthily](#) and that cinemas and streamers are increasingly less in competition.

In fact, your greatest competition for audiences is probably not Netflix as much as it's people's limited time and attention.

STREAMERS VS THEATRES: THE POST-PANDEMIC OUTLOOK

The general mood following the Cannes Film Festival in 2023 was that rather than competing with each other (a situation exacerbated by the pandemic), movie theatres and streamers are starting to understand how they can both support each other, with mutual benefits.

When *Knives Out: Glass Onion* appeared in just 600 movie theatres on Thanksgiving weekend 2022, as a “buzz-builder” for its Christmas Netflix streaming release, the strategy was dubbed “[an experiment](#)” in post-pandemic film marketing.

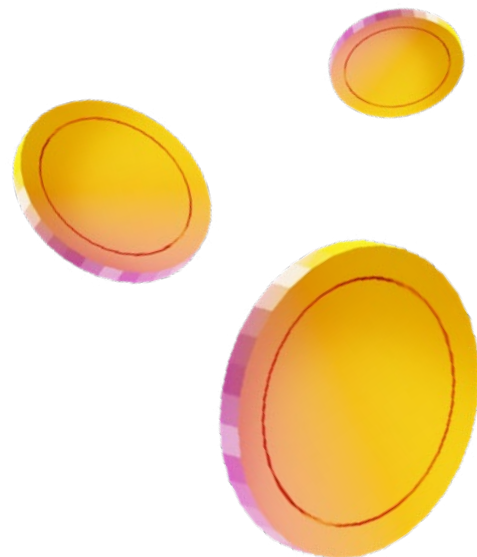
Audiences packed the cinemas, and it became clear to many that Netflix had potentially missed out on an opportunity to drive more interest in the film with a longer theatrical run, even though it isn't “trying to build a theatrical business”.

Since then, the industry appears to be changing its approach, with a more collaborative outlook that will benefit cinemas.

This means longer theatrical windows before going to SVOD, with some streamer-backed productions now opting to launch films in cinemas that they previously wouldn't have, before they arrive on their platforms.

There is evidence now that the cinema experience is helping solidify interest in, and generate more word of mouth for films, and that increases, rather than hinders, viewership on streaming platforms.

In fact, in early 2023, Amazon announced [plans to invest \\$1 billion](#) in making movies for theatrical release.





SO IF STREAMERS AREN'T THE COMPETITION, WHO IS?

Streamers do remain a strong challenge, but there is also so much more activity available that is competing for people's attention and hard-earned money.

In a financially challenging, post-pandemic era people are seeking human connections, rich experiences and memory-building moments without big spending. They are less interested in accumulating 'things', than creating memorable experiences.

Many cinemas are having to find new ways to appeal to audiences beyond the traditional selling points of film programming, comfortable seats and popcorn packages.

The retail, hospitality and travel industries have all utilised marketing and social media to tap into audience's desires for **rich, immersive, emotional experiences, and value for money** in the post-pandemic world. Overall marketing messaging has moved from one focused on selling a product with benefits, to selling a lifestyle, an experience, an emotion.

Cinemas can harness that power too, by adapting their marketing to focus on the emotional, experiential value of the cinema: The human desire for community, shared experiences, emotional wellbeing, and memory-building moments.

PRACTICAL APPLICATIONS:

How cinemas reposition themselves in the post-pandemic landscape can take on many forms. Here are a few examples below of messaging which you could adapt to your cinema.

- **Cinema as a "calming escape"**

Changing the narrative of cinema-going into one where cinemas become a "calming escape" from the constant distractions of the real world, a place where you can step away from the endless noise, notifications and 24-hour news cycle, and instead be completely absorbed and focused.

See below for further reading on reevaluating the power of this message in cinema marketing.

- **Bringing cinema back as a traditional date night**

Couples who have lost the joy of date nights, spending a whole pandemic watching films on the sofa whilst scrolling, might want to reignite the spark with a proper cinema date.

Drinks, food, plush seating, romantic atmosphere... Are there ways your cinema can enhance a couple's experience at the movies?

For example:

- Package tickets and F&B creatively - a welcome Champagne cocktail and chocolate dipped strawberries included in the ticket price, or red popcorn! Rialto Cinemas in New Zealand [offer this](#), which can be bought as a gift for someone.
- Partnering with a local florist to offer mini bouquets for special romantic occasions (Valentine's, couples packages, etc)

- **Cinema as an immersive experience**

Unlike watching it on a small screen, a film in the cinema allows your whole body to be transported elsewhere. Focusing marketing messaging on the transformative, immersive and emotionally engrossing power of cinema can have a powerful effect.

The language in marketing messaging can reflect this. You're not watching the latest sci-fi movie, you're "being blasted into outer space and floating among the stars for two hours."

FURTHER READING

MARKETING YOUR CINEMA AS THE BEST PLACE TO SPEND TIME WITH

LOVED ONES: DX explores how to use the serene quality of the cinema experience as a strong communication message in your marketing.



1.C

INFLUENCERS MATTER MORE THAN EVER

Word of mouth, earned media and UGC (user generated content) remains the highest value content marketing segment (outside owned and paid media). People trust the opinions and thoughts of their friends, peers and popular figures more than news outlets, big tech, advertisers, and politicians.

INFLUENCER MARKETING BY NUMBERS

- The Influencer marketing industry is set to grow to approximately \$21.1 billion in 2023.
- There is a strong preference for working with small (nano - 39% and micro - 30%) influencers ahead of expensive macro-influencers (19%) and celebrities (12%) (both stats by Influencer Marketing Hub Benchmark Report).
- Shoppers trust user-generated content 8.7 times more than influencer content and 6.6 times more than branded content (StackLA survey)

IT'S NOT ABOUT NUMBERS, BUT ABOUT ENGAGEMENT

Impactful influencers don't have to be big celebrities with millions of followers. What matters is the relevance of their audience, and the trust they have in the influencer.

In fact, many brands prefer to work with a range of "micro-influencers" with small, but highly engaged followings, and build long-term, reciprocal relationships with them for impact over time.

WHAT DOES THAT LOOK LIKE FOR CINEMAS?

Cineworld partnered with influencer marketing agency Fanbytes in 2022 to [promote their new 4DX immersive cinema experience](#). 20 influencers were invited to a "creator day" and given free reign to create content in their individual styles for their followers, that highlighted all the benefits and exciting experience of a 4DX screening.

The event generated 52 million TikTok views with Cineworld the central focus of authentic, fun, non-branded content which the influencers' followers loved.

WHAT IS UGC VS INFLUENCER MARKETING?

Both UGC and influencer marketing are similar, in that they are both forms of created content that is not made by the brand itself, and is created in a raw, unpolished format, primarily according to the existing style and tone of voice of the creator (although the brand may choose to give some direction or guidance).

The difference is one of distribution.

User Generated Content is content created by a user, who is usually an existing fan and customer of the brand, which is then handed over to the brand to distribute on their brand channels.

Influencer marketing, on the other hand, involves a brand paying an influencer to create brand content that they will post on their own platforms to their existing followers as a means of leveraging that following, and being introduced to new audiences.

HOW TO FIND YOUR INFLUENCERS?

Whilst there is the option to work with an influencer marketing agency, this is a bigger budget option. But it's important to also consider less traditional influencers in your immediate vicinity who can have a big impact:

- Your top 5 most regular customers / membership holders - use your data analytics to find out who these are
- A local film personality who has attended events at your cinema in the past (e.g. a local director, actor or crew member who would be willing to work with you on a piece of content)
- If you have a well-loved staff member with a strong social media presence who is happy to create content from their perspective
- Local film clubs, film schools or student associations in your area with an interest in cinema that might want to partner with you on an event, or some content creation

PRACTICAL APPLICATIONS:

- **Host an "influencer day"**

You might not have the budget to hire an influencer agency. But consider inviting 20 of your most loyal bookers to come to a free screening or cinema event in exchange for them posting about it to their social media. Make it fun with props, or a photo wall, or branded popcorn that can feature in the content.

- **Instagrammable wall**

Is there a blank wall space in your cinema that you can turn into a feature wall that would look great in Instagram photos? Or a feature that people might want to take photos of? E.g.: This great example at Picturehouse Cinemas to promote the Barbie movie is making waves on Instagram, a life-size Barbie box in cinema lobbies:

If you can identify people in your target market whose values reflect yours, whose followers are engaged and active (regardless of how many they have) and who have a genuine interest in films, your cinema, or your local community, it is worth exploring an influencer partnership with them to tap into their followers and potentially open up a whole new audience stream.



1.D

TIKTOK - ITS RISE ISN'T STOPPING

TikTok remains the fastest growing social platform in 2023 (834.3 million monthly active users in 2023) and the film industry is catching on. With over 1 billion active monthly users, it is impossible to ignore in any broad marketing strategy.

TIKTOK STATS TO PAY ATTENTION TO

- The 2021 GoodQues TikTok Entertainment Survey, 58% of users have discovered a film or actor through TikTok content
- 69% of users have created content directly related to a film or TV show they love
- 58% of users expressed an interest in seeing more movie-related and studio-related film content on the platform
- #FilmTok has over 4 billion views to date (Jan 2023)

Over the past four years, TikTok has focused on developing long term partnerships with some of the world's best known creative and arts festivals, sponsoring awards, hosting panel shows and content-making workshops, investing in young creative talent for the future.

As the official digital partner of Cannes Film Festival and Toronto International Film Festival, TikTok runs its own short film festivals alongside the main competition as well as developing talent-nurturing programmes for the creators of tomorrow, and introducing them to more traditional cinema for a two-way knowledge exchange.

Its informal, entertaining, and authentic video-style has put organic content marketing back on the map. Users of all ages, interests and demographics are building communities, learning, exchanging ideas and sharing the things they love there.

NOT JUST FOR GEN Z

49% of TikTok users are aged between 25-45, but its largest active audience remains Gen Z: the cinema audience of the future - who in five years will reach their greatest earning potential, and therefore their highest purchasing power potential.

TikTok is evolving into a powerful search engine too. With its sophisticated SEO algorithm, Gen Z in particular is turning to TikTok for information, how to guides, and recommendations in the same way as Youtube and Google.

PROMOTING THE MOVIE-GOING EXPERIENCE

[IMDb recently partnered with TikTok](#) to enhance movie and tv-based searches and content on TikTok, so users can more easily find videos relating to specific films and shows they are interested in.

In late 2022, TikTok started trialing [a new tool called Showtimes](#) for film studios which enables them to display movie times, local cinemas and ticket links straight after a trailer or film advert, with a goal to promoting the in-cinema experience and allowing users to buy a ticket within the app as soon as they see a trailer.

PRACTICAL APPLICATIONS:

Resources might not permit everyone to be active on TikTok, however even as a listening tool it can be really useful: to understand what audiences are saying about films, what they enjoy about cinema-going and to get content ideas.

- **Set up your TikTok channel, even if you don't use it right away**
 - It's worth claiming your TikTok handle so that if your resources change in the future, you have the channel set up with your brand name

- In this way you can also see if users are already creating content around your cinema
- It's also helpful to find influencers in your local area and understand the type of content your community is consuming and creating

- **Follow other cinemas, film studios and the big chains**

- This is a great way to get content ideas and inspiration that you might apply in the future (or on Instagram!)

- **Ask your audience**

- Consider adding a survey question about TikTok for your members / newsletter subscribers, find out if you have a lot of active users amongst your loyal audience



1.E

IMMERSIVE EXPERIENCES: CREATE MULTIPLE TOUCHPOINTS FOR AUDIENCES

Brands are increasingly looking at new ways to engage with audiences creatively to stay front of mind throughout the customer consideration and purchasing journey.

Technological advances, social media, remote working and gaming are fuelling a huge rise in the growth of the online community, and the blurring between online and offline habits. As we are increasingly online, so too are consumers becoming creators - wanting to be active, vocal participants in a two-way relationship with a brand or product, not just passive viewers digesting advertising and marketing activity.

To meet this new expectation, brands are looking at gamification tactics, building fan communities online, working with influencers.

WHAT IS GAMIFICATION?

Gamification is when elements of games, such as scoring points or earning badges, are added to non-game activities. For example, a language learning app may use gamification by rewarding users with virtual coins for completing lessons or achieving certain goals. These coins can then be used to unlock new content or compete with friends on a leaderboard, making the learning process more fun and motivating.

A CASE STUDY: CHIPOTLE X ROBLOX

Fast food chain Chipotle partnered with online gaming platform Roblox to develop a fun online game to reach younger audiences.

In the Burrito Builder game users create their dream custom burrito in a virtual POS, and share it with friends. Rolled out on National Burrito Day, the first 100,000 players to win the game won Burrito Bucks they could exchange for a real burrito in store.

PRACTICAL APPLICATIONS

Immersive marketing doesn't need to be big scale, or complex. It's about thinking of ways your audience can become more involved in their cinema visit, or share their enjoyment of a film, so that they experience it on a bigger scale.

Some ideas you can try:

- A movie-themed photowall or booth (like the Barbie example shared earlier)
- A themed menu if you have a significant food and beverage offer, or even just a themed cocktail / mocktail or burger
- A costume-screening with prizes for best dressed
- A Spotify playlist of movie-music created by your cinema staff that audiences can enjoy at home
- A quiz-night related to a movie.

[Symra Kino in Norway](#) created a Spy Quiz Game to celebrate the release of Norwegian film Nabospionen, a kids animated movie. Children could collect a printed sheet with clues to complete to win free tickets to the film.

The same cinema also had staff dress up as Mario and Luigi for families to pose with for the release of the Super Mario Brothers film.



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deichmanlambertseter DETEKTIV- OG SPIONQUIZ! 🕵️
Alle detektiver og hemmelige agenter utfordres til å prøve quizen vi har klekket ut i samarbeid med @cinemateketoslo og @symrakino! 🍿 Fra i dag og frem til 19. mai kl. 12.00, kan barn delta ved å finne quiz-ark i barneavdelingen og levere utfyllt ark til en bibliotekar. Og hva kan man vinne?! 🍿 Vi trekker en heldig vinner som får to billetter til visningen av «Nabospionen» på Symra kino 21. mai, pluss to popcornmenyer og gymbager fra Barnas Cinematek! 🍿 Vinner trekkes torsdag 19. mai etter kl. 12.00 🍿 #quiz #detektiv #symra #cinemateket #deichmann

64w See translation

25 likes
MAY 13, 2022

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symrakino Møt Mario og Wario på Symra i dag! 🍿
@supermariomovie
#nintendo #illumination #supermario #wario #nfkino #nfkinosymra

17w See translation

18 likes
APRIL 5

Add a comment... Post

1.F

CONSUMERS DON'T WANT TO BE SOLD TO, THEY WANT TO FEEL SEEN AND HEARD

In the social media age, traditional marketing and sales methods have lost their impact as trust in leadership and advertising declines. Promoting products and services with hard sales tactics and endless calls to purchase no longer have an impact.

Community-building has become an indispensable strategy for brands in the modern marketplace, and that needs to be led with authenticity. In the same way that consumers are now much more aware of greenwashing by oil companies and fast fashion, they no longer trust brands that come across as inauthentic, or who rely on soundbites and symbolic gestures instead of real action and interaction with their target audience.

No longer content with just being on the end of sales pitches; today's consumers want a deeper connection and engagement with the brands they support.

By cultivating a community around their products or services, brands can foster a sense of belonging, trust, and loyalty among their customer base. This approach means establishing vibrant communities online and offline, not only to drive sales but also to benefit from feedback, advocacy, and word-of-mouth referrals, aka the all important brand ambassadors.

This is valid for cinemas too.



In order to survive in the modern marketplace and keep their audience loyal and interested, cinemas are changing their marketing and sales strategies so that interactions with customers go far beyond just a ticket and popcorn purchasing transaction.

The goal? Listen to, engage with, celebrate your followers. Make them feel important. Don't just sell to them.

PRACTICAL APPLICATIONS:

There are a number of ways you can switch up your marketing to meet these new customer expectations.

- **Explore more creative ways to interact with your followers on social media**
 - Ask questions, create polls, share your followers' content and respond to it
 - Get your staff involved, let them share their favourite films or let your audiences give authentic reactions to upcoming movies - this can be a more fun way to promote a film with genuine enthusiasm
- **Encourage your cinema goers to share their ideas and thoughts**
 - Set up a feedback box or suggestions wall in your cinema (and make sure to take action on that feedback!)
- **Improve your response times to online customer queries**
 - whether on your website, socials or booking app - if people are using Twitter to ask about your cinema, make sure someone is getting back to them in a timely manner
- **Switch up your tone of voice**
 - Using a more informal, friendly tone of voice across your sales and marketing content will give your followers a sense of trust and belonging

1.G

COMMUNITY HAS NEVER BEEN MORE IMPORTANT

After the isolation of the pandemic, people want to connect and share with others more than ever before. Cinemas, much more than simply places to see films, have the potential to become valued community hubs, with many of them embracing creative approaches to bring more people through their doors and foster inclusive environments.

BECOMING A COMMUNITY HUB HAS LONG TERM BENEFITS

Exploring ways to engage with the local community not only helps attract new audiences and broaden a cinema's potential revenue streams, but also generates a greater sense of loyalty amongst cinema goers: they feel a greater sense of belonging, and enjoy spending longer in a space where they can both work, play, share, create, meet other people and discover new things, as well as catch the latest action movie.

In an uncertain economy, businesses that are open to partnerships and exchanges with other cultural organizations, schools, clubs and even competitors create more opportunities for diverse revenue streams, investment and long-term survival, as well as gaining social capital.

All of the above creates an experience that cannot be replicated at home, a key message for cinemas to differentiate themselves from streamers and other digital platforms.

WHAT ARE CINEMAS DOING TO BUILD COMMUNITY?

To transform themselves into community hubs, cinemas are employing various strategies with varying degrees of impact, both short and long-term. These include activities specific to film programming, utilising a cinema's public spaces more effectively, leveraging social media and fostering local partnerships.

PRACTICAL APPLICATIONS:

Cinemas that have cafe or bar space are looking at ways to utilise that space during quieter hours, promoting it to students or freelancers as work or meeting space, with attractive food and drink offers, good WiFi and a quiet environment.

E.g. Picturehouse members in the UK can enjoy £1 coffee or free tea during the day, making Picturehouse cafes an appealing space to come in during slower hours.

Those that have food and beverage service are enhancing their menus, introducing partnerships with local drinks producers or food brands, creating themed dishes or cocktails that tie in with films, or even offering their bars for private hire and events.

A popular approach is to host events like filmmaker Q&As, quiz nights, costumed-screening nights, board games nights etc. to bring in different audiences: From keen film nerds to others who might not be into movies at all, but are always in need of a space to meet like minded friends.

In the long term, it is also a good idea to engage with the local community through active participation in community events, sponsorship of local initiatives, and partnerships with relevant organizations where possible - maybe for a charity fundraising drive, or offering a discount to a local sports team in exchange for discounted cinema memberships.

Lastly, many cinemas are putting more focus into their social media to build online communities, showcase their cinema to a broader audience, engage with film fans and leverage buzz around new releases.

This could mean sharing behind-the-scenes content, showing off the staff who make the cinema experience special, filming content when there are events taking place (such as exclusive interviews with filmmakers), jumping on popular trends, and hosting giveaways and competitions. All these can generate excitement and interest.

Programming with purpose is another way to attract members of the local community, perhaps offering a screen to local amateur or student filmmakers once a month, or creating seasonal programming that ties into significant local interests, or that are relevant to the local area.

FURTHER READING

HOW A LOCAL CINEMA KEEPS GROWING THROUGH COMMUNITY BUILDING

- DX looks at Panorama Kulturhus in the small community of Eidsvoll, Norway and how it grew from 1,500 admissions a year to 8,000 in just 12 months.

1.H

FANDOMS - THE POWER OF A FANBASE...

Fan communities are some of the most active, engaged and influential groups out there.

Every year, thousands of film fans flock to Disney Expo, Star Wars Celebration, Bravo Con, etc. to celebrate their favourite characters, meet like-minded people to share ideas with, hope for an encounter with the actors, filmmakers and crew that shape the films they love and generally feel part of something bigger than themselves.

Whilst only a small percentage of cinema goers would consider themselves fans, as opposed to casual viewers, that fan community holds the power to influence other viewers, to drive the conversation and buzz around a film and impact a film's success.

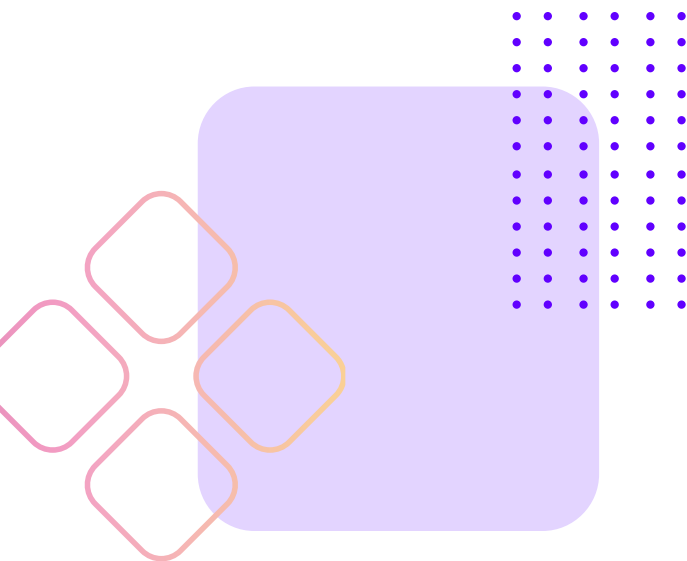
WHAT CONSTITUTES BEING “A FAN”?

Unlike the average film lover, a fan goes above and beyond when it comes to expressing their enthusiasm and interest in a film. Fans might collect merchandise, books, digital and physical products tied into a film. They organise or attend conferences to discuss and celebrate films, grassroots meet up groups, and online chat forums on Reddit or Discord.

Many create fan art, or write fanfiction - original stories based on film characters or set in the world of a specific franchise - even creating video edits or roleplaying scenes from their favourite movies.

Some fans invest in cosplay, the act of building their own costumes from scratch and dressing up for events, charity runs, or for their own fun, even creating social media accounts where they take on the persona of a film character.

Fans are the hyper-enthusiasts, those who don't just enjoy the film, but want to talk about it, pull it apart, immerse themselves into that film's universe by extending the enjoyment of it in other arenas of their lives.



FANDOMS AND CINEMA

Fandoms are not new in the film world, but with the rise of social media, film studios and producers are increasingly aware of, and harnessing, their impact.

Several fanfictions have gone on to become optioned as screenplays, then major Hollywood hits: Most famously, the “50 Shades...” franchise, which began life as a fanfiction based on the Twilight movies originally written by E. L. James on the fanfiction.net platform. Since then producers have begun scouring fanfiction sites for inspiration and to spot new writers that might influence a script.

Fan power has been used to successfully influence studio decision-making too, with 2021’s #ReleaseTheSnyderCut a great example:

Zack Snyder’s Justice League was released in 2021, following a four year fan-led campaign calling for Warner Brothers to #ReleaseTheSnyderCut on Twitter and Vero social networks.

In 2017, due to a personal loss, Zack Snyder had to leave the Justice League project, handing the reins to Joss Whedon. Snyder later hinted that the version he had wanted to direct was significantly different to what ended up being made. Fans of Snyder and the franchise demanded the creation of the “true” version of the film, gaining so much support over the years that Snyder eventually got the opportunity to bring this new four-hour edition to life.

Leveraging, and providing space for, existing communities who are highly engaged around specific films, shows, characters or studios is a great way to harness an already developed audience who will be interested in what you are showing and spread the word on your behalf.

PRACTICAL APPLICATIONS:

- **Consider hosting a fan meetup, quiz or costume party in your cinema**
- **Invite local creators to sell fan merchandise in your public space before a film / during a film season**
- **Create a fanfiction writing or open mic reading event with a competition encouraging writers to create a short piece of fan fiction around a current release**

E.g. Cinemagic Theatre in Portland, USA hosts a regular curated screening event [in partnership with a fan merchandise market](#), the event is created by local sticker artist Not Cool PDX.



image: Not Cool PDX presents Miami Vice screening and local movie merchandise art market at Cinemagic

1.I

GEN Z - THE BIGGEST PURCHASING POWER OF TOMORROW

Whilst Generation Z (Gen Z) currently makes up 30% of the world's population, with a current estimated \$360 billion in purchasing power, it can seem to be the hardest generation to understand when it comes to effective marketing. Many cinemas feel they face an added challenge for Gen Z's attention given this generation was born into a small-screen, digital culture.

As with any generation, it is so broad and varied there are no hard and fast, one-size-fits-all rules for how to reach and engage them effectively through marketing. However there are some general trends it is important to understand if you want to stay ahead of the competition, and attract them to your business.

WHO ARE GEN Z?

Generation Z means people born between 1996 and 2010. They are digital natives, growing up with the Internet as part of their daily life and have endured the post-9/11 global power shift, the 2008 financial crash, and COVID-19 before their 30s.

Defined by McKinsey as “extremely online” this generation curates its digital life with great care and spends an average of six hours a day scrolling seamlessly between platforms. It also has the highest rates of mental health issues (depression, anxiety, and distress) of any current generation. (McKinsey)

Gen Z, as a whole, is characterised by a general distrust of mainstream news media, leadership and authority. They are less loyal to employers and brands than previous generations, having grown up in a more fragile jobs market. They display a generally entrepreneurial mindset, and are more swayed by peers and influencers within their friendship communities than by traditional advertising and marketing.

40% of Gen Zers cite social media as the biggest influencing factor in a purchasing decision, and prioritise spending on experiences that improve their daily lives (hobbies, entertainment, fashion).

THE CREATOR GENERATION

Gen Z is a generation of creators. Unlike Millennials and Zoomers who are used to consuming marketing and advertising content in a one-way direction, Gen Z was born into a digital age in which they create content as part of their daily lives.

They routinely engage in conversations with brands, celebrities, influencers and interest communities online across the globe, whether it's chatting with gamer friends on Twitch, calling out a brand for greenwashing on Snapchat, or dueting with K-Pop bands on TikTok.

All of the above factors impact how brands market to Gen Z, with many finding that traditional marketing messaging and formats that work for Millennials and Zoomers are missing the mark with this younger generation.

Authenticity matters, having agency matters, being listened to matters. Brands that try to market to Gen Z, without doing their research, consulting with or collaborating with young creators can come across as “trying too hard”, or “cringe” (a favourite term!).

Obvious sales tactics, polished perfection, and extravagant promises do not engage.

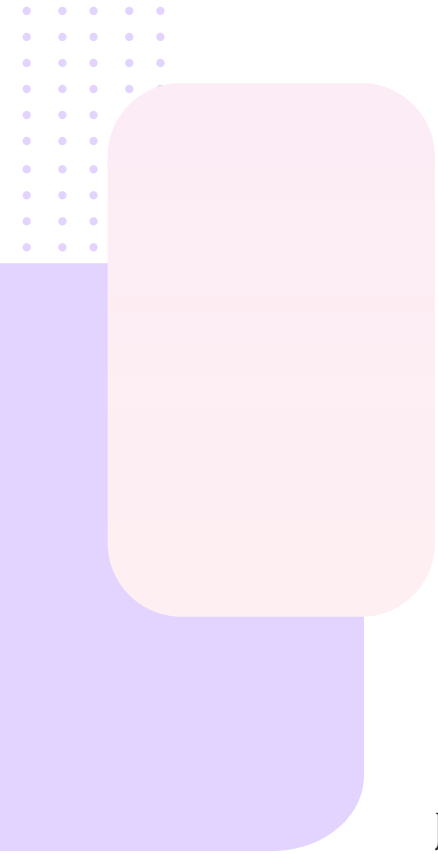
On the whole Gen Z is cynical and realistic about how brands, leaders, and media try to sell to them. They don't just consume content, but create it in huge quantities, therefore they expect to have agency in how they are communicated to. They want to be reflected authentically in marketing that connects with them at their level, that doesn't make assumptions about them or try to sell to them overtly.





"I have to say that the type of content that draws my attention, and keeps it, is relatable humour. If someone is marketing a product to me as their target audience, then I want something to encourage a feeling which makes it memorable - whether it be humour or nostalgia. I need to feel like the brand "gets me" and my humour. What I don't want is something clinical and static, or worse, a brand trying to be funny without being clued into what my age group finds cool."

ABIGAIL ROLFE DIGITAL MARKETING EXECUTIVE, UK - 23 YEARS OLD



"I enjoy authentic content on social, but a lot of brands do it in a way that feels surface level, or over-thought. It's like that Steve Buscemi meme "*how do you do, fellow kids?*" and I get bad vibes from it. Particularly on video. It's a tough balance."

JAMIE LANC UX CONSULTANT, UK - 22 YEARS OLD

1.J

SUSTAINABILITY: WORTH SHOUTING ABOUT

Sustainability and green practices are hugely important to consumers, a fact that is as valid for the cinema industry as any other. Keeping up with sustainable practices is crucial for a greener, more cost-efficient future for cinema, and for attracting and retaining audiences that are increasingly concerned about climate change, greenwashing, carbon footprints and the cost of energy.

Understanding your supply and customer chain structure, including indirect emissions, waste management, pollution, and energy usage, is vital in reducing your carbon footprint and achieving sustainability goals like the [UN's sustainable development goals](#).

CONSUMERS AND SUSTAINABILITY: SOME STATISTICS

- **78%** of consumers feel that sustainability is important.
- **55%** of consumers are willing to pay more for eco-friendly brands
- **84%** of customers say that poor environmental practices will alienate them from a brand or company

Whilst there have definitely been big improvements made on reducing waste in the cinema industry, from reducing paper consumption and moving the majority of ticket sales online, switching to digital projection and implementing carbon reduction measures, there are still steps to be made.

DX is proud to support partners with our entirely cloud based systems, and technology powered by Amazon Web Services, one of the most sustainable ways they can run their business through technology.

It is also important to communicate your sustainability efforts to your customers more visibly, to encourage them to support you by playing their part, but also to reassure them that you take their concerns on board.

PRACTICAL APPLICATIONS:

- **Switch to LED / eco-friendly lighting where possible**
- **Implement clearly accessible recycling for customers (and back of house)**
- **Encourage customers to bring their own containers for drinks - e.g. coffee discounts, etc**
- **Provide free water dispensers**

- **Move to ticketless solutions / digital only brochures (this may be more challenging in areas with an older demographic)**
- **Move to a cloud-based system (such as DX solution)**
- **Set goals and communicate these regularly to the public to hold yourself accountable and show your efforts to your audience, to encourage them too:**
 - This could be through email updates, a page on your website, visible posters charting achievements and milestones, and gentle reminders at different touchpoints to recycle, etc.

Examples:

[Cinecitta Nuremberg](#) in Germany is moving to power itself entirely using nearby hydro power, a completely renewable source, by building two small hydroelectric power stations that will be housed in a small building near the cinema.

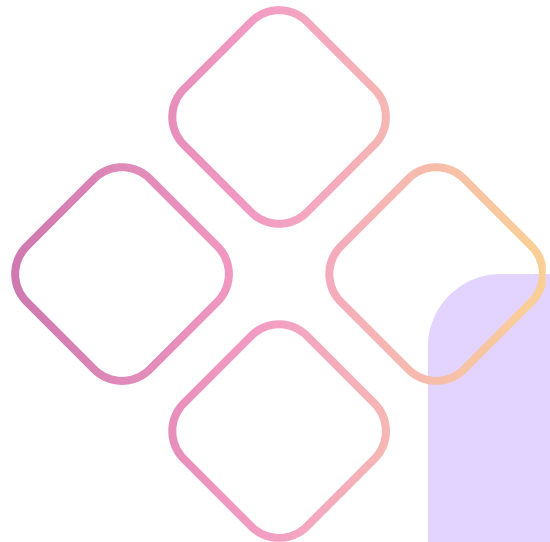
[Lewes Depot in UK](#) won the 2022 Big Screen award for Sustainability, largely owing to their clear, target-oriented low carbon strategy that extends across all areas of their business, from how the building operates to staff welfare, the maintenance of a biodiverse garden and the encouragement of green forms of transport to and around the venue.

The cinema has a clear [Sustainability landing page](#) explaining its efforts and commitments in detail with SMART targets.

FURTHER READING

DISCOVERING A MORE ENVIRONMENTALLY FRIENDLY CINEMA INDUSTRY

- DX looks at how cinemas across Europe are changing the game when it comes to creating environmentally friendly cinemas and adopting sustainable strategies.



1.K

DATA DRIVEN DECISIONS: MORE EFFECTIVE MARKETING

Having access to data, the skills and resources to analyse it, and to act upon it to create effective strategies and cost efficiencies is an enormous advantage for cinemas.

By understanding data, you can make informed decisions and enhance the overall cinema experience, achieve greater operational efficiency, deliver audience-driven programming, and utilize loyalty and membership data more effectively - creating real surprise and delight moments for your customers.

HOW CAN DATA ANALYTICS HELP YOU?

Understanding audience data helps cinemas make cost-effective decisions for operations and staffing. By tracking demographics, visitation times, booking patterns, and film preferences, cinemas can spot trends, forecast and adapt operations dynamically.

E.g. Adjusting staffing levels during peak visitation times based on historical data, or understanding how often to restock concession stands (and reduce waste) based on previous procurement and consumption data.

Likewise, being able to track and analyse audience preferences can help you shape programming at a hyper-local level. By knowing

what your local audience wants to see and where they invest their money, cinemas can deliver programming that balances data-proven crowd-pleasing content with niche offerings that might have smaller but relevant audiences. This could include film seasons featuring lesser-known directors, local festivals, or diverse and arthouse programming.

CREATE MORE APPEALING AND TARGETED CAMPAIGNS FOR MEMBERS

Cinemas can leverage loyalty and membership data to enhance their marketing and sales strategies. By extracting and interpreting granular membership data, cinemas can offer personalized experiences to members, such as:

- Segmented email marketing based on age, location, interests, membership tier
- Exclusive offers and previews
- Proactive and reactive offers based on previous purchasing habits
- Targeted upsells based on member profile during the booking journey
- Automated birthday and membership anniversary messages with a targeted celebration offer

TAKING MARKETING EVEN FURTHER:

Targeted marketing campaigns can be developed by analyzing audience demographics and historic booking trends. When applied as a forecasting tool, this data can be used to make informed decisions regarding optimal screening times, promotional windows, relevant F&B offers, and seasonal marketing activities. It can help you understand what to programme, and when, to drive the optimal footfall on any given day, and also where you can afford to take risks and try new things.

FURTHER READING

LIGHTS, CAMERA, LOYALTY - DX
explores how cinema managers
can harness data to transform
and grow their business.



02

Five steps any cinema
can take to win at marketing

FIVE STEPS ANY CINEMA CAN TAKE TO WIN AT MARKETING

We understand that as a cinema owner or manager, your time and resources are limited. You might not have a marketing or social media person in your team, or you have to juggle the responsibility amongst a very small team.

We consider the following steps the basic building blocks of a solid marketing strategy that any cinema can achieve, with options to scale up as and when resources allow you.

For each of the five steps, we've given Basic, Intermediate and Advanced action steps you can take, along with examples from existing cinemas to help inspire you.

These tips will bring you consistency, direction, opportunities to engage your audience (existing and new), and help focus your efforts.

Even small steps can have a big impact, and save you time.

PART TWO: FIVE STEPS ANY CINEMA CAN TAKE TO WIN AT MARKETING



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For each of these five steps, we will recommend a **BASIC** , **INTERMEDIATE** and **ADVANCED** level of adoption which you can apply, with examples from other cinemas, to help guide you no matter what your resource levels may be.

2.A

STEP ONE: CREATE A CONSISTENT VISUAL IDENTITY

A consistent look and feel across all your public-facing platforms will strengthen your brand, look professional and create recognition.

If you can't afford a professional design agency or freelancer, we recommend using free tools like Canva, Design Wizard or Adobe Express (the free in-browser version of Adobe's Illustrator Software). Each of these have Pro versions you can upgrade to if you wish.

CREATE A CONSISTENT VISUAL IDENTITY **BASIC**

Checklist

- ☐ **CREATE A LOGO.** This doesn't have to be a complex piece of design, just a clearly recognisable visual, and/or easy-to-read if it contains the name of your cinema.

SUGGESTED EXPANSION

You might consider making two versions of a logo:

- A square logo which can be used for: social media profiles, stamps, stickers, etc. This might be a simple symbol or drawing.
- A landscape logo which contains the full name of your cinema and matches the colours of your square logo. This could be used for: Email signatures, printed letterheads, posters, flyers, etc.

Examples:

- Kelty Community Cinema in Ireland has a simple black and white logo which it uses for their social media channels and in Canva to make simple flyers and posters.
- [Kunstnerhus Kino](#) in Norway has a simple black and white wordmark logo and lion symbol which are used together for their website, social media and posters.



Kelty Community Cinema Facebook



Kelty Community Cinema Flyer



Kino Program at Kunstnerhaus



kunstnerhaus kino logo



kunstnerhouse kino instagram

CREATE A CONSISTENT VISUAL IDENTITY **INTERMEDIATE**

Checklist

- ☐ Logo
- ☐ Font Family (i.e. a set of typefaces that you will use across all your online and offline marketing materials, print, website, etc)
- ☐ Colour Palette
- ☐ Basic templates incorporating the above for social media graphics, posters, flyers, popcorn bags, stickers, etc.
- ☐ Tone of Voice: This is the character of your cinema and how that is reflected in your written, visual and spoken content, based on the audience you want to attract and your style of cinema.

E.g. You might be a hip, youth-oriented independent cinema using fun, humorous, informal language and incorporating lots of pop culture references

Or your tone of voice might be more informative, serious, traditional, straightforward

Have this information in a document you can refer to, maybe including key words and messages you want to get across in all your marketing

SUGGESTED EXPANSION

Once you have the above elements, you can set up a brand guidelines document where you save the information (font types, logo files, colour codes, etc.) and guidance on your tone of voice so whenever a new person starts on the team they can access it to make marketing materials.

Apply the above to your website and emails too.

Canva Pro offers the opportunity to create a Brand Kit in the application, so every time you create new assets it will apply your brand fonts, colours, etc to your assets automatically - which saves a lot of time.

Examples:

[Alamo Drafthouse](#) in the US has a consistent visual branding across all its branches, and incorporates a youthful, playful, energetic tone of voice, clearly aimed at passionate indie cinema goers - their written content sounds like a friend is talking to you.

This is reflected in their strapline "By Movie Lovers, For Movie Lovers".

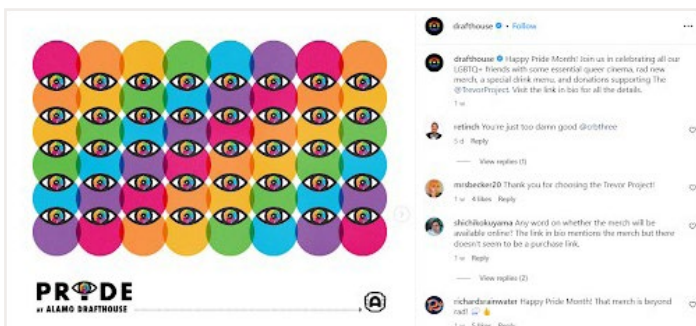
Their logo and branding appears on merchandise, stickers, website, gift cards, etc and their brand black, white and yellow is visible at all their franchises too.



Alamo Drafthouse merchandise



alamo drafthouse website banner



Alamo Drafthouse Pride facebook post



Alamo Drafthouse newsletter logo

CREATE A CONSISTENT VISUAL IDENTITY **ADVANCED**

Checklist

- ❑ Seamless consistent visual branding across all online and offline platforms and marketing - usually created by a professional agency or expert
- ❑ Printed or visual materials have a greater degree of creative complexity, also usually created by a professional agency or expert
- ❑ Branding can also be animated, for use in video or creatively - e.g. as idents to screen before film trailers, etc.
- ❑ Consistent tone of voice, strapline, brand vision and mission statement - this will be contained in a Brand Guidelines or Brand Bible document for use by a marketing team / specialist

SUGGESTED EXPANSION

The branding extends to service delivery - e.g. a cinema might have a specific “welcome style” which team members are trained in, which includes what to say when a customer comes to the concessions stand, etc

Examples:

[CURZON cinemas in the UK](#) employ a branding agency (The Plant) to design their entire visual identity, including print materials, interior and exterior design elements, digital and social media assets, etc.

[Tivoli Cinemas in London](#) also worked with a branding agency to develop a full visual style





2.B

STEP TWO: BE PRESENT ON SOCIAL MEDIA

Social media is THE inescapable marketing tool of the 21st century. Free to use, accessed by almost 5 billion people on the planet, and incredibly versatile - there is almost no brand on earth today that doesn't have some form of social media presence.

Social Media use is only growing, with Gen Z and under being digital natives born with social media at their fingertips, on which they are discovering their identities, building communities, following their favourite brands, and being marketed to.

It's better to do less, but of better quality, than to try and be on every channel, all at once, with scattered, inconsistent messaging. The below steps can help you formulate a simple social media marketing plan to reach the right people, and grow an audience with less overwhelm.

BE PRESENT ON SOCIAL MEDIA **BASIC**

Checklist

- ☐ Be on at least one social media channel - select the one you feel is most relevant to your audience. We recommend Facebook or Instagram as a good place to start as they have the most established audiences for cinemas.
- ☐ Have a complete profile on whichever platform(s) you choose
 - ☐ Website link / booking link
 - ☐ Phone number
 - ☐ Profile picture / logo
 - ☐ Basic description including location

- Have a basic content plan:
 - Set a regular time each week to update basic content:
 - Your upcoming film programme
 - Any special events
 - Important news
 - Use relevant hashtags and location tag (where relevant)

SUGGESTED EXPANSION

Use an app like Canva to create very simple graphics using their existing templates (e.g. to promote seasonal opening times, important news, or promote an event)

Start with one channel and focus your efforts there. It is better to do one channel well to reach your audience with consistent content, than to try and cover too much ground and not have the time to manage those channels.



BE PRESENT ON SOCIAL MEDIA **INTERMEDIATE**

Checklist

- ☐ Have a monthly content plan and use a scheduling app like Hootsuite or Later to automate as much as possible: upcoming film screenings, events, news, new menu items, etc
- ☐ Have consistent visuals created using Canva or similar
- ☐ Have a consistent tone of voice, with detailed captions and relevant hashtags
- ☐ Experiment with using tools like adding music to posts, polls, videos, memes
- ☐ Monitor channels once a day to respond to comments, queries and engage with people / other brands that are relevant to you (e.g film distributors) by asking questions or commenting on posts
- ☐ Explore creating cinema-based content: set aside time once a week or month to take photos / video behind the scenes in your cinema that showcase your team, your food and drink, your decor, etc.

SUGGESTED EXPANSION

Consider investing in some targeted paid adverts on Facebook / Instagram, or boosted content, to promote bigger events or film seasons in your cinema. By trying out different advertising styles and messages you can understand what resonates and drives traffic, and what doesn't.

If you have a budget, consider investing more in the type of adverts that work based on your testing.

BE PRESENT ON SOCIAL MEDIA **ADVANCED**

Checklist

- ☐ A consistent, up to date content calendar, across multiple platforms, incorporating both organic and paid social media.
- ☐ Flexibility to jump on trends and respond to immediate events alongside planned content to create more engagement: e.g. Getting the cinema team involved in the Barbie Meme within 24 hours of it being a trend.
- ☐ Training in the use of a social media management tool that allows for scheduling, community engagement and analytics
- ☐ Regular reviewing of analytics and adapting strategies accordingly
- ☐ Regular use of video content to drive reach
- ☐ Resharing and engaging with user generated content and encouraging followers to create content / tag themselves / enter competitions

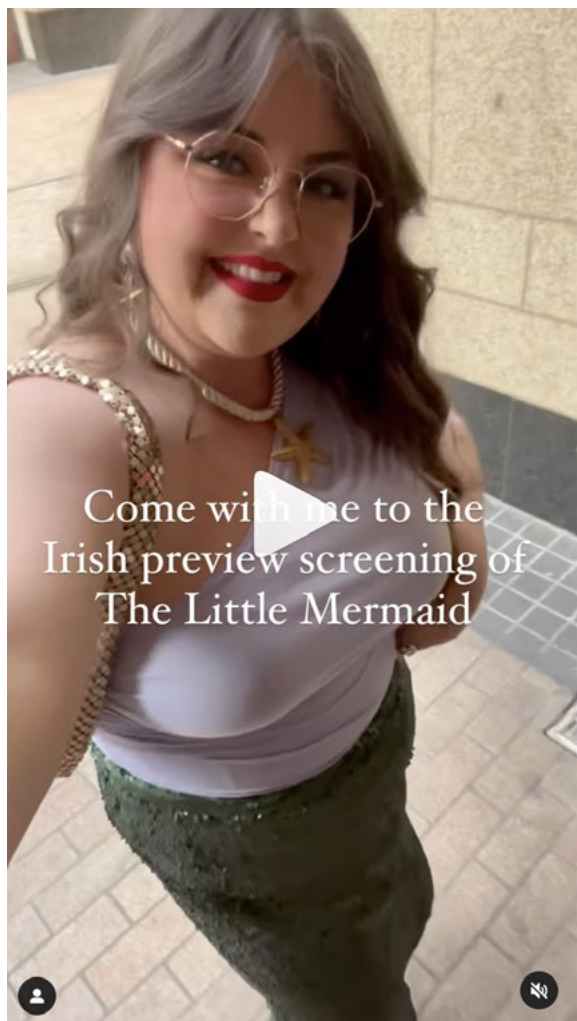
SUGGESTED EXPANSION

Explore working with local influencers on some social media content. Start small, set clear parameters and a brief in advance. Be collaborative and trusting and make sure to work with people whose content you trust and which reflects your audience and values.

Examples:

Lighthouse Cinema in Dublin hosted a number of local influencers for the premiere of Little Mermaid and invited them to create video content of their experience.

[The British Film Institute](#) has a rich content plan made up of remixed film content, original video created with visiting talent, audience testimonials, forward programming and behind-the-scenes.



myprettyperfectmess • Follow

Halle • Part of Your World



myprettyperfectmess Come with me to a special preview screening of The Little Mermaid 🧜‍♀️

It was so incredible to be a guest at the preview screening of The Little Mermaid last night. The movie is absolutely fantastic and completely surpassed my expectations ❤️🥹👏 Such an incredible cast too! My five year old self was screaming the entire time! Thank you for taking me @ekomodelmanagement 🙌 and thank you for having us @disneystudios 💖

•

•

•

#thelittlemermaid #thelittlemermaidliveaction #ariel #disneystudios #waltdisneystudios #irishdisneyprincess

10w



heathersparx IT WAS AMAZING



10w 1 like Reply

— View replies (1)



meaghy mouse This has me so excited!



10w Reply

— View replies (1)



281 likes

MAY 24



Add a comment...

Post

Influencer @myprettyperfectmess attends the Irish preview of Little Mermaid

2.C

STEP THREE: PERSONALISE YOUR CONTENT

Don't feel that you have to rely solely on the marketing assets provided to you from distributors to promote your film programmes.

Whilst they are incredibly useful, you can also personalise them, or make them location specific, or even create your own (within their brand guidelines!) to complement what is sent to you.

You can use location tags, location hashtags and personalised graphics to target a local audience or community to you.

And if you are able, play around with developing your own personalised content to talk about your cinema, not just the films!

PERSONALISE YOUR CONTENT **BASIC**

Checklist

- ☐ Apply your logo to visual assets like social media content so people understand where they can see the film
- ☐ Where relevant and possible, use personalisation elements in your visual assets, e.g. mention location, cinema name, etc when creation captions or imagery

SUGGESTED EXPANSION

If you have a specific event, like a film preview, or book club at your cinema, create a Facebook event. This helps you appear in local event searches and will be shown to relevant audiences in your location.

Consider, depending on the platform, using location tags where possible - these can help your content be found by people in your local area. This could mean tagging your city, or using hashtags relevant to your location in captions.

E.g.: #Edinburgh #WhatsOnEdinburgh etc.

Examples:

[Queen's Theatre Belfast](#) personalises movie assets with their logo and fonts for social media, using Canva

[Cinematheque Seoul](#) always uses the location tag on it's Instagram content





PERSONALISE YOUR CONTENT INTERMEDIATE

Checklist

- ☐ Use stickers, gifs and engagement functions that are also engaging with audiences - e.g. polls, questions, film stickers, filters, etc. This is a great way to interact with your followers, find out their opinions, and build relationships.
- ☐ Use Canva templates to create personalised content including video
- ☐ Explore creating content about your cinema, your food and drink offering, your staff and / or other events you run that showcase your “full package” not just the film programme.



SUGGESTED EXPANSION

If you are a chain of cinemas with main Brand social media to cover all your location branches, consider allowing each cinema to create their own content which relates directly to their location and programme, and have their own social media pages - If they have the resources to do so.

Examples:

Cineworld chain in the UK has brand social media channels, but each individual Cineworld location also has social media.

The central brand channels share content to showcase their different venues, and they also ask their audience questions to generate engagement, here they used Cineworld Belfast's picture to ask their audience about their favourite cinema snacks.



PERSONALISE YOUR CONTENT **ADVANCED**

Checklist

- ☐ questions, polls, etc. Asking for feedback and audience input often to help tailor marketing and programming activity
- ☐ Work with local influencers to increase your awareness in local area and make sure they use all relevant location tags
- ☐ Partner with local brands to reach new audiences
- ☐ Use segmentation on email marketing to reach specific groups of audiences, by location, age group, booking habits, etc.

SUGGESTED EXPANSION

Consider repurposing film content to create your own videos (e.g. on TikTok / Instagram Reels) or film your events to create more engagement - e.g. if you are hosting a guest director for a Q&A, record a piece of content with them that you can brand for your cinema

Examples:

[The Cinema at the French Institute in London](#) records mini interviews with visiting directors for their Instagram/YouTube



 **ifru_london** • Follow
Original audio

 **ifru_london** Charlotte Gainsbourg about Jane Birkin. A love letter to her mother ❤️

In tribute to the late Jane Birkin, let's watch an interview of her daughter @charlottegainsbourg on the occasion of the special screening of documentary Jane by Charlotte at the Institut français last November.

You can watch the full interview on our YouTube channel (link in bio)

[#JaneBirkin](#) [#CharlotteGainsbourg](#)
Edited · 3w

 **rachelcheungna** Un nom , une voix, une icône, une carrière prolifique :Jane Birkin (1946-2023) l'Anglaise préférée des Français n'est plus. La célébrité au look ultra sexy et convenable à la fois , au maquillage léger et au sourire affable, a inspiré des générations. The Bridge Magazine souhaite un Doux Repos à la muse du sac Hermès. 🌸 Rachel Tcheungna 🌍🌍🌍
<https://www.the-bridge-magazine.com/>
2w Reply See translation

 **tanjaduszynski** Loved the documentary ❤️
1w Reply

595 likes

JULY 17

 Add a comment...

Post

2.D

STEP FOUR: CONSIDER THE COMPLETE EXPERIENCE ON AND OFFLINE

The opportunity to market your cinema starts when a customer begins to think about seeing a film. There are many possible touchpoints for your audience to interact with your cinema, from the consideration phase “Maybe I’ll go to the movies tonight”, to after their visit to your cinema (when they might receive a prompt to review their experience).

It’s important that your customer has a positive experience throughout the booking journey and whenever they encounter your marketing touchpoints.

CONSIDER THE COMPLETE EXPERIENCE ON AND OFFLINE **BASIC**

Checklist

- ☐ You have a consistent visual identity (covered in point one)
- ☐ Your ticket booking system is easy to use (online and in-person) - it is worth running regular test bookings to ensure your system is working
 - On your website:
 - Ticket booking is easy to find on your website, large and visible
 - There are few steps to purchase, the process does not require many hurdles
 - Different ticket options are clearly displayed and easy to read
 - Over the phone:
 - Your booking phone number is listed on public websites and on any printed posters / flyers / brochures
 - Your booking line is responsive during open hours, or has an automated booking system that works

- ☐ Your film programme is kept up to date (online and in any printed materials / signs you might display)
- ☐ Your website and booking link are clearly displayed on all your printed materials, social media channels, in your email marketing
- ☐ Your Google Business Listing is up to date and correct:
 - ☐ Name, telephone number and website
 - ☐ Address and location pin
 - ☐ Good quality pictures

SUGGESTED EXPANSION

Consider listing your cinema on other relevant local business listing websites, and the local tourism board website.

Bing and Facebook are other important listings sites that need to be kept up to date.

CONSIDER THE COMPLETE EXPERIENCE ON AND OFFLINE **INTERMEDIATE**

Checklist

- ☐ Seamless online booking system or app that is optimised for mobile - DX can help!
- ☐ Clear wayfinding signage inside and outside your cinema
- ☐ Film listings, events and ticket prices are always up to date with correct assets displayed - e.g. [with an integrated film database](#) (ticketing or management solution)
- ☐ You communicate your programme regularly through email marketing and / or social media and local listings websites
- ☐ Your public area posters and promotional materials are up to date and in good condition
- ☐ Automated prompt to leave a review - through email marketing or your booking app

SUGGESTED EXPANSION

Consider investing in promotional poster campaigns or signage in your city in relevant locations, through a media agency. Either to promote your cinema generally, or for a specific film or promotional campaign (e.g. student offers during September University intake)

Examples:

[Watershed Cinema in Bristol](#) has brightly coloured promotional posters and wayfinding signage in key footfall areas around the city.



CONSIDER THE COMPLETE EXPERIENCE ON AND OFFLINE **ADVANCED**

Checklist

- ☐ Have a fully integrated ticketing and digital cinema marketing solution to save time and resource - like DX's solution
- ☐ Have an optimised and segmented email marketing strategy
- ☐ Have an annual marketing and advertising strategy for out of home, print, digital, paid and social media - ideally managed by an agency or marketing team
- ☐ Effective SEO and PPC strategies to ensure your cinema remains top of search and reaches the right audience during the consideration phase of purchase

SUGGESTED EXPANSION

Considering investing in an integrated cinema solution that enables you to optimise your marketing efforts, creates an attractive, seamless booking experience with detailed analytics to help you deliver more effective marketing.

2.E

STEP FIVE: APPLY EVENT MARKETING TACTICS

In order to compete with streamers and the sofa, as well as other entertainment choices available to customers in your area, it is important to create reasons to visit that offer audiences something a bit more than a simple movie screening.

Building anticipation and buzz, adding event tactics to create excitement around coming to the cinema, will help you stand out from the competition, providing something audiences just can't get at home.

CREATE EVENTS AND EXPERIENCES **BASIC**

Checklist

- ☐ Create Facebook events or use free local listings sites to announce film seasons, film previews, film premieres or other events in your cinema ahead of time to build awareness
- ☐ Create an element of surprise with a monthly "secret movie" - audiences buy a reduced cost ticket and only discover the movie once they are in the cinema
- ☐ Consider ticket upgrades or packages designed for different audience groups:
 - ☐ A family snack box + family ticket
 - ☐ Date Night package that includes a welcome cocktail / mocktail, popcorn + ticket

SUGGESTED EXPANSION

Consider a basic members card: Every 5th movie is half-price, every 10th movie free, etc. - can be a printed card you can stamp at the desk, or look at ways to implement this at your concession stand with snack or drink offers

Examples:

[The Coliseum Cinema in Bournemouth](#) is a 30-seater community cinema and bar run almost entirely by volunteers. It offers Fish & Chip dinner and ticket packages in partnership with its nearby Fish and Chip shop and screens “golden oldies” for their older audience!

CREATE EVENTS AND EXPERIENCES **INTERMEDIATE**

Checklist

- ☐ Programming non-film content such as theatre, concerts or dance via a national organisation (e.g. The National Theatre screenings in the UK, or Met Opera Live in the USA)
- ☐ Using your bar / lounge / cafe space to host community events such as:
 - ☐ Quiz Nights
 - ☐ Book Clubs
 - ☐ Open Mic or live music
 - ☐ Art Exhibitions by local artists
- ☐ Turn the opening night of a more popular film into more of an event with themed drinks and snacks, staff in costume and a surprise gift for the first XX people to arrive, etc.
- ☐ Promote events such as the above on your website and socials quite far ahead and in your email marketing to create anticipation

SUGGESTED EXPANSION

Consider working with a local organisation or community group to create a themed season of films with special interest and cross promote it on your different channels.

Examples:

[Reading Cinemas in Australia](#) introduced Knitting Club. Once a month knitting hobby clubs all meet in the cinema to knit together, hang out and then watch a film

Cinepolis Cinemas in the US introduced [Self-Care Screenings](#) which included a under-eye relaxation mask, gourmet popcorn and 10 minute mindfulness guided meditation before a themed movie (included in the ticket price)

CREATE EVENTS AND EXPERIENCES **ADVANCED**

Checklist

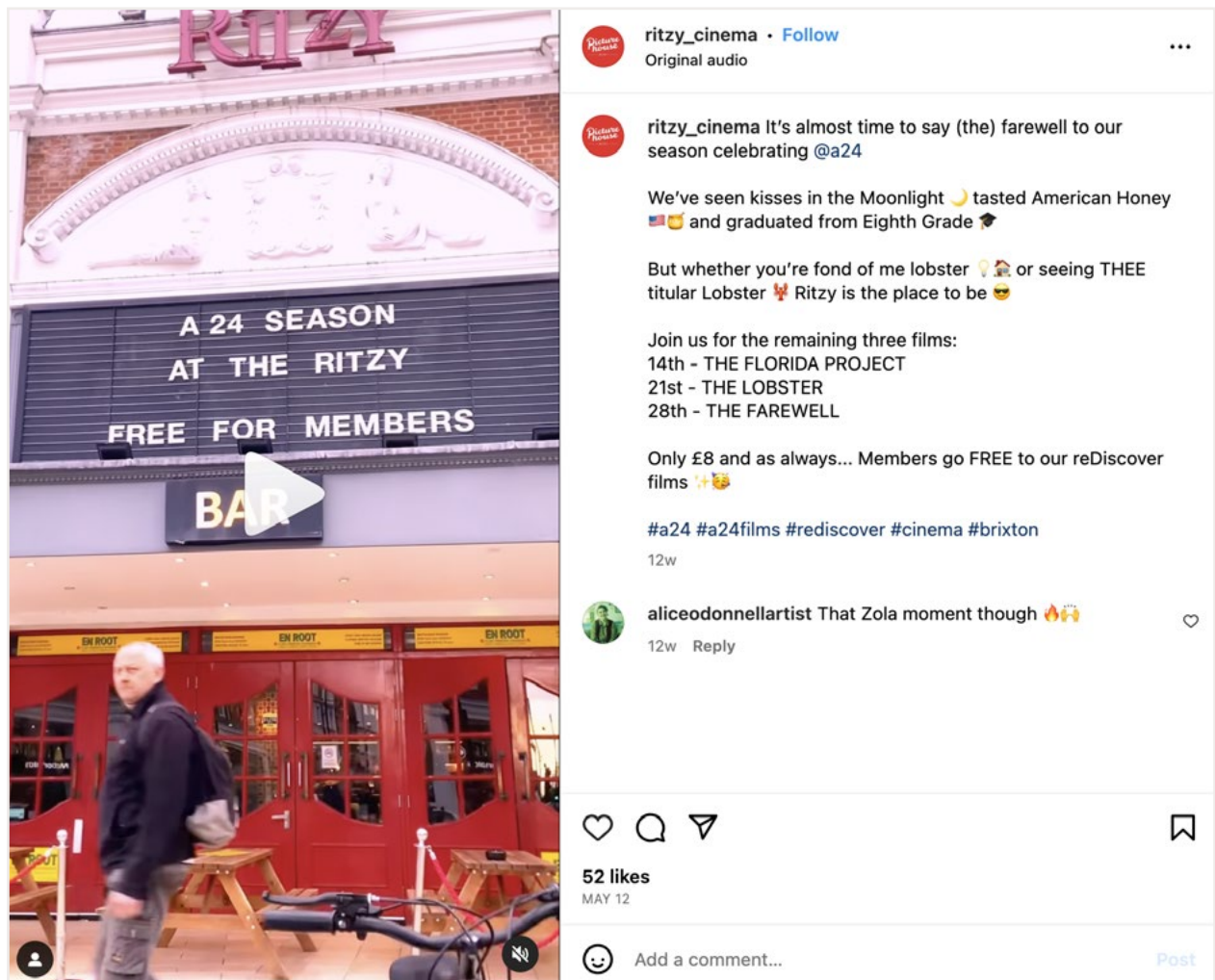
- ☐ Established programme of events mixing both film seasons, event cinema screenings, and non-film events in public spaces
- ☐ These are promoted in advance through multi-channel marketing: web, social media, email marketing, local press advertising, paid campaigns
- ☐ Enhancing film screenings by hosting directors, cast, crew for Q&As, or hosting film workshops and educational events
- ☐ Regularly tapping into local influencers and invite-led events for bigger film premieres with possibly:
 - ☐ Red carpet
 - ☐ Photographer
 - ☐ Entertainment such as live music, canapés, etc.
- ☐ Partnerships with external organisations and relevant brands to curate events and cross-promote on each other's marketing channels
- ☐ Creating regular experiences for loyalty card holders / members which can be promoted through email marketing and membership apps e.g.:
 - ☐ Exclusive event access
 - ☐ Early-bird booking
 - ☐ Birthday free ticket / drink

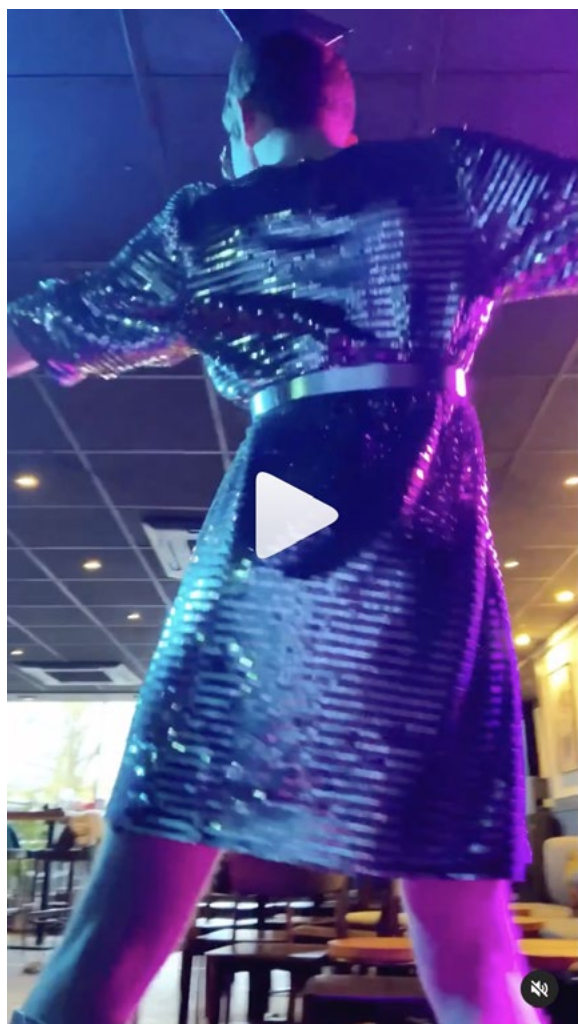
SUGGESTED EXPANSION

The Ritzy Cinema in London, in addition to having a rich independent cinema programme with multiple themed seasons, event cinema screenings and educational programmes, also boasts an upstairs bar and music venue which regularly plays host to comedy nights, open mic and live music events. They also rent out the space for organisations to run workshops and classes.

The venue's cafe offers its kitchen to local Chefs serving food relevant to the area's diverse community.

The cinema also makes regular use of its famous facade signage to both promote programmes, but also celebrate the local community and promote other community events.





ritzy_cinema • Follow
Original audio

...



ritzy_cinema 🎉🔥 The warmup exercises have begun as we get limber and loose for #eurovision at the Ritzy and our compère @iamharryevans has caught Verka fever!

🇺🇦 In honour of one of Eurovision's most iconic performance we're paying tribute to previous Ukrainian entry @v_serduchka and their show-stopping performance of 'Dancing Lasha Tumbai'.

🎉🔥 In a few weeks time you can be dancing through the aisles at our Eurovision Party where we'll be streaming the show live on the Big Screen! There'll be goodie bags, face painting and prizes for the best dressed so don't delay!

🎟️ Book your tickets to the party of the summer now!

14w



joey.fruth ATE. SERVED. SLAYED.



14w 1 like Reply



indhoward Wish I could be there ❤️



14w 1 like Reply



so.cozza Now This..... This is staring camp STRAIGHT in the eye 🙄🔥🔥🔥🔥🔥



14w 1 like Reply



93 likes

APRIL 27

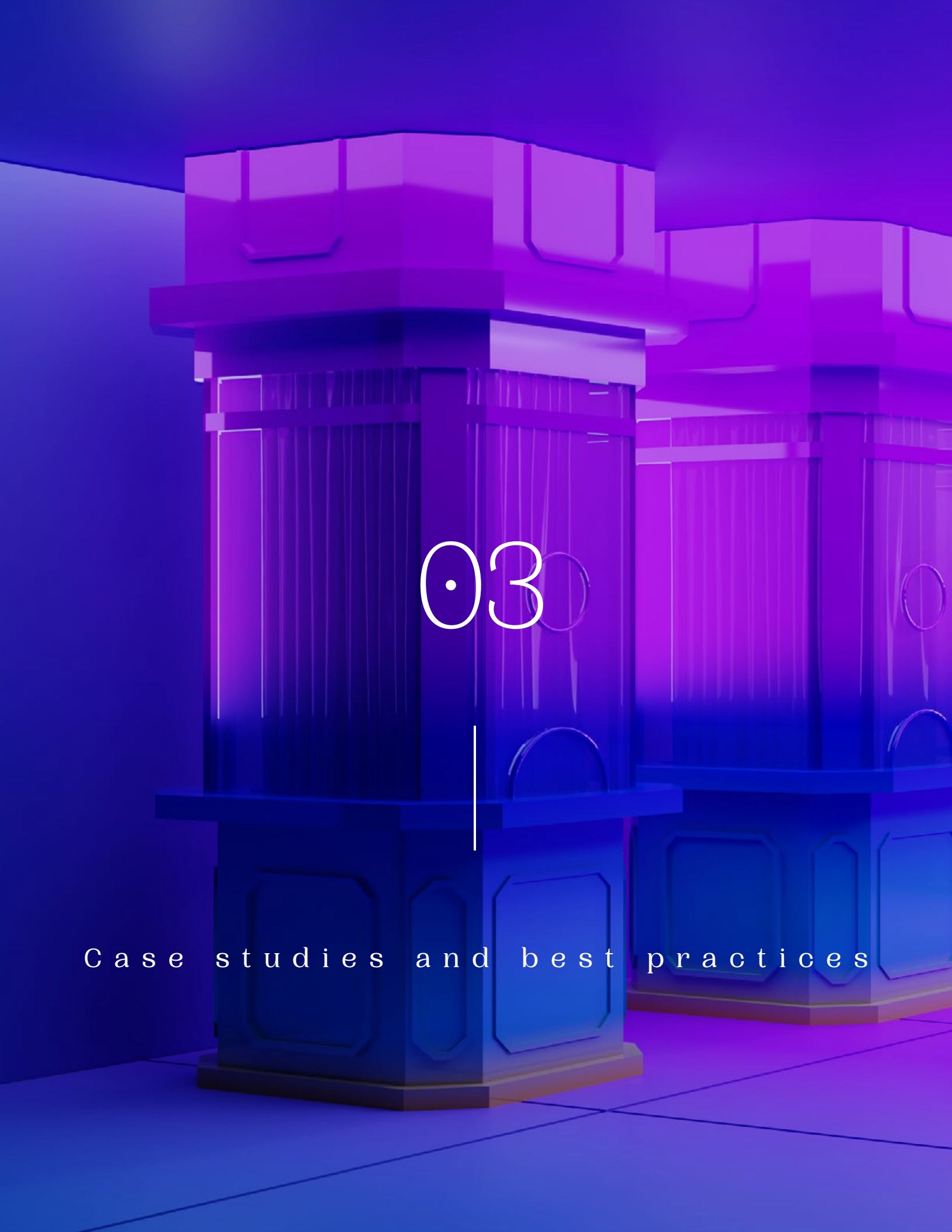


Add a comment...

Post







03

C a s e s t u d i e s a n d b e s t p r a c t i c e s

CASE STUDIES AND BEST PRACTICES

The following five case studies demonstrate best practices in cinema marketing at different levels of resource, across different countries.

From small independent cinemas to big chains, we've highlighted how these cinemas have applied the steps we outline above to positively impact their business, and what you can learn from them.

PART THREE: BEST PRACTICE CASE STUDIES



- 3.A Case study one: LILLEHAMMER KINO, NORWAY 72
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- 3.C Case study three: WESTWOOD CINEMA, LA, USA 78
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3.A CASE STUDY ONE

LILLEHAMMER KINO, NORWAY: SELLING A ROMANTIC COMEDY AS EVENT CINEMA

[Lillehammer Kino](#) is located in the town of Lillehammer, southern Norway, a popular holiday destination with a population around 30,000 inhabitants and frequent visitors.

The cinema boasts five screening rooms with a total of 517 seats.

The goal:

Sell out screenings for the romantic comedy “Ticket to Ride” starring George Clooney and Julia Roberts.

The challenges:

- In a city of just 30,000 inhabitants, 517 seats means 2% of the total population
- The cinema team had limited resources and time to promote the film and knew they had to come up with creative ways to drive people in
- Romantic comedies are harder to sell than franchise / mainstream blockbusters as most people feel they don’t need to be experienced on a big screen, with surround sound, etc.

THE STRATEGY

Lillehammer Kino’s Manager Clarissa Berg decided to take an event marketing approach, to build the film screenings into more of a memorable event experience that people would be excited for, and talk about afterwards.



To achieve this, the team:

- Booked three of the screens out in advance, reserving a communal space in between with the bar so people could mingle before and after the film, with a drink.
- They decided to target women and groups of female friends and create a Ladies Night event with drinks and gift bags, so coming to see the film felt more like a party for friends to hang out at, than just a cinema screening.
- Clarissa leaned on the expertise of her young team, who are social media savvy, and got them to create branded and localised content from the assets that United International Pictures, the Norwegian distributor, sent through in their marketing kit.
 - This involved branding assets with the Lillehammer logo
 - Creating localised visuals for Facebook and Instagram
 - Setting up a Facebook event
 - Building anticipation with regular posts one month ahead of the event
- They sent out invitations via Facebook and targeted local groups
- The team partnered with local brands to create a beauty gift bag every attendee would be given with their ticket, this encouraged local suppliers to also promote the event to their audiences

The results:

- 50% of one screening room sold 1 month ahead of the event - this had never happened at Lillehammer Kino
- Three rooms sold out
- 220 tickets sold
- Top ten ranking in tickets sales for "Ticket to Ride" in Norway
- Boost in bar and concession sales on the night
- 50% tickets sold for the following Ladies Night immediately following the event

This case study highlights:

- Event marketing tactics
- Personalised content
- Targeted audience
- Consistent Visual Identity






lillehammerkino • Follow



lillehammerkino 🍷 Who is ready for LADIES NIGHT 16. September? 🍷 George Clooney + Julia Roberts = cinematic magic in "Ticket to Paradise" 🍷 We're rolling out the carpet, offering gorgeous gift bags and a fun photobooth, so this will be the perfect evening with friends. The bar is open 18 age limit. But you: floor 4 is already sold out, LUX is half sold, we have opened floor 3 as well. Secure your tickets now! 🍷🍷 #lillehammergoestoparadise #lillehammergoestoparadise #tickettoparadise @tickettoparadise #lafiesnight

48w See original



juliarobertsart This is awesome ❤️

48w 1 like Reply





38 likes
SEPTEMBER 2, 2022

 Add a comment... Post




lillehammerkino • Follow



lillehammerkino Are you going to ladies night tomorrow? 🍷🍷

Join our photo competition:

WIN A GIRLS NIGHT AT THE MOVIE FOR YOUR ENTIRE GANG! 🍷🍷

Take a picture of your group of friends, post it on Instagram (must be an open profile) and use the hashtags #lillehammergoestoparadise and #lillehammerkino in your text. A lucky winner will receive tickets and a menu gift card for a movie of their choice to the number of friends in the picture. Whether it's two or ten it doesn't matter the chances of winning, but the more you are, the more people get to go to the movies if you win. All friends in the picture can participate in the competition with the same picture, as long as it is on the individual's feed. We'll draw one lucky winner on Sunday evening - so you'll have some time to post. We reserve the right to share the winning image on our own profile. Welcome to Ladies Night ! (There are still a few tickets left in room 3) #LillehammerGoesToParadise #georgeclooney #juliaroberts . #jentekveld @tickettoparadise

46w See original





43 likes
SEPTEMBER 15, 2022

 Add a comment... Post



3.B

CASE STUDY TWO

ÅS KINO, NORWAY: GROWING A CINEMA FROM 5,000 TO 17,500 TICKETS THROUGH INTEGRATED DIGITAL CINEMA SOLUTIONS

Ås Kino is a small cinema located in southern Norway, a small municipality of 20,000 inhabitants.

The goal:

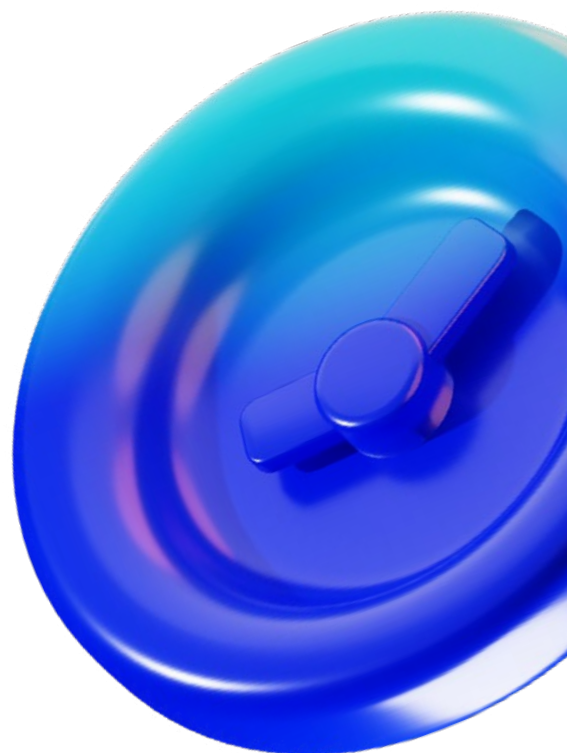
Transform the cinema into a vibrant cultural hotspot in the town of Ås.

The challenges:

- Lack of resources. The cinema manager was in charge of all aspects of running the cinema, including programming, marketing, sales, customer service and even cleaning up popcorn!
- A lot of laborious, repetitive tasks, especially with regards to updating the website, loading film content, leaving little time to focus on growing the business
- No website that allowed visitors to book tickets or view the programme online
- Competition from a commercial cinema located 1 mile away with 8 screens and better technology

THE STRATEGY

- Upgrade all the cinema's technology:
 - Invest in a stand-alone website with ticket booking capability instead of marketing film programming through the local municipality
 - Upgrade the cinema technology to automate tasks such as updating film programmes, inputting data and even managing the concession stand (which was previously run by a private, outsourced company)
 - Use the data provided by the integrated tech solution to optimise pricing, stock, time management and maximise profits



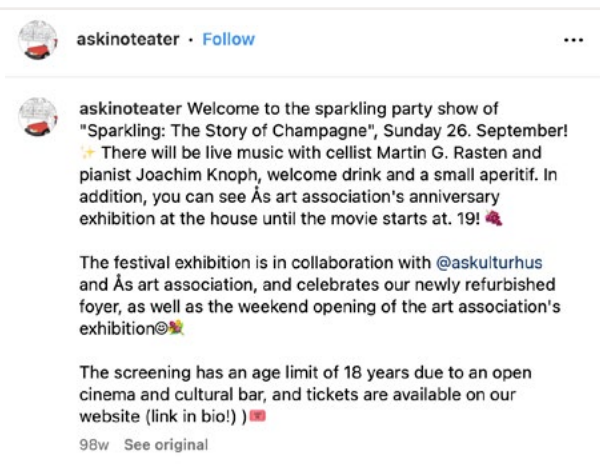
- Automated ticket scanning to manage flow during busy times
- Reinvest all the time saved into outreach marketing to build interest
- Build community interest in the cinema by creating localised programmes and events:
 - Wild Card Film of the Month: a discounted “surprise movie” introduced by a special guest
 - Classic Norwegian Film screenings from the region in partnership with The Norden Association
 - Queer Film Festival in association with a local community group
 - Quiz Nights
- Keeping the local press interested
 - Regular news outreach to the local press, especially around community-based events, helped build a good reputation for the cinema and highlight the value of going to the local screen.

The results:

- Time and resource saved, freeing up the team to focus on growing the business
- Better digital presence and automation meant a smoother customer experience during the booking process and on site
- Creation of loyalty programmes, seasons and events partnering with community organisations gave people reason to visit more regularly
- 17,500 ticket sales a year after four years! That’s a 250% increase in attendance!

This case study highlights:

- Community Building
- Seamless complete experience on and offline
- Creating events and experiences





askinoteater • Follow
Ås kinoteater

askinoteater NEW RECORD OF VISITORS! 🥳 Although we were closed for three months while we were renovating the hall this summer, we passed last year with almost 650 visitors! Thank you for visiting in 2018, everyone! Happy New Year, and see you again in 2019 ❤️ The goal for next year is ambitious: 20,000 visitors! 🥳 New Year's greeting from Martin & Tobias

240w See original

93 likes
DECEMBER 31, 2018

Add a comment...



askinoteater • Follow
Ås kinoteater

askinoteater A total of 357 seniors came to the "World's Worst Man" on Wednesday! ❤️ The queue went all the way to the fountain at the City Hall Square, and the pretzels disappeared quickly: We simply have a new senior cinema record!

Later in the evening, there were also a lot of people attending Joachim Trier's latest film. Together as many as 500 touched guests in a meeting with @verdensverstemenneske on a Wednesday in Ås. Thank you to everyone who came, it was absolutely amazing! 🥳 We're going to have a great day with our new friends! @askommune #mittås

Edited · 93w See original

33 likes
OCTOBER 22, 2021

Add a comment...



3.C

CASE STUDY THREE

VILLAGE THEATRE, WESTWOOD, LA, USA: CREATING BUZZ FOR A MOVIE OPENING THROUGH INFLUENCER MARKETING

For the launch of Sonic the Hedgehog 2, Paramount Pictures launched a large-scale family day, influencer premiere at Westwood Village Cinema that generated strong impact for a movie opening night across multiple channels: social media, press, website content, specifically targeting the family market.

The goal:

Generate buzz and drive ticket sales among a family audience for Sonic the Hedgehog

The challenges:

- Strong competition from other big blockbuster films coming out in the same month
- Families increasingly financially burdened - cinema outings are increasingly seen as a luxury

THE STRATEGY

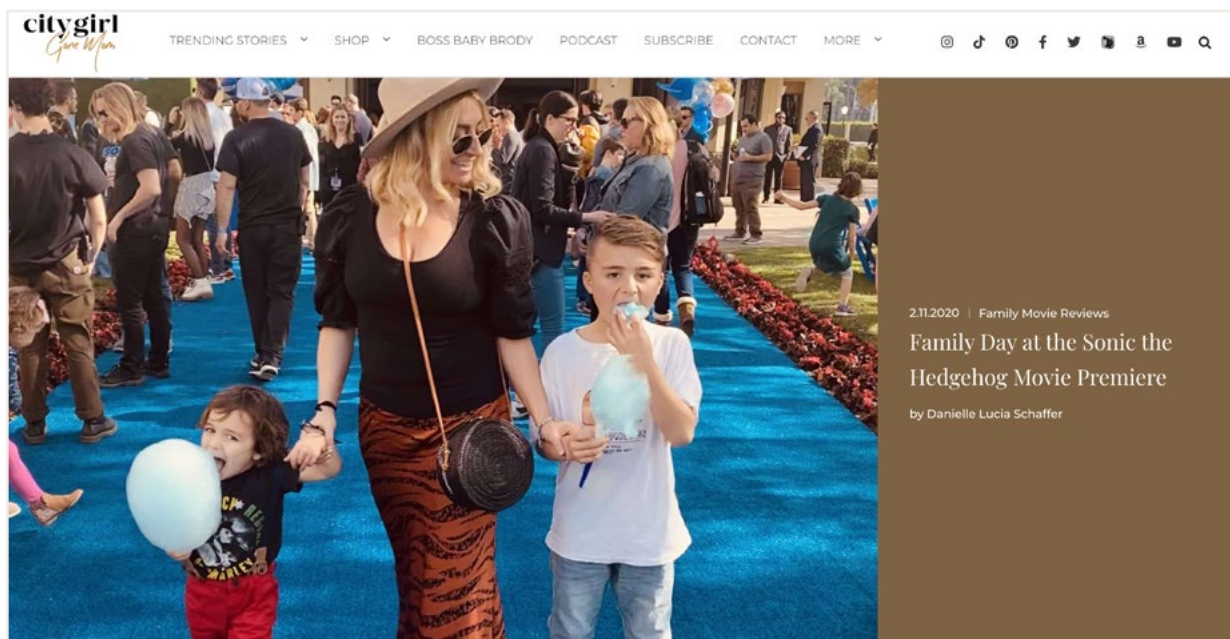
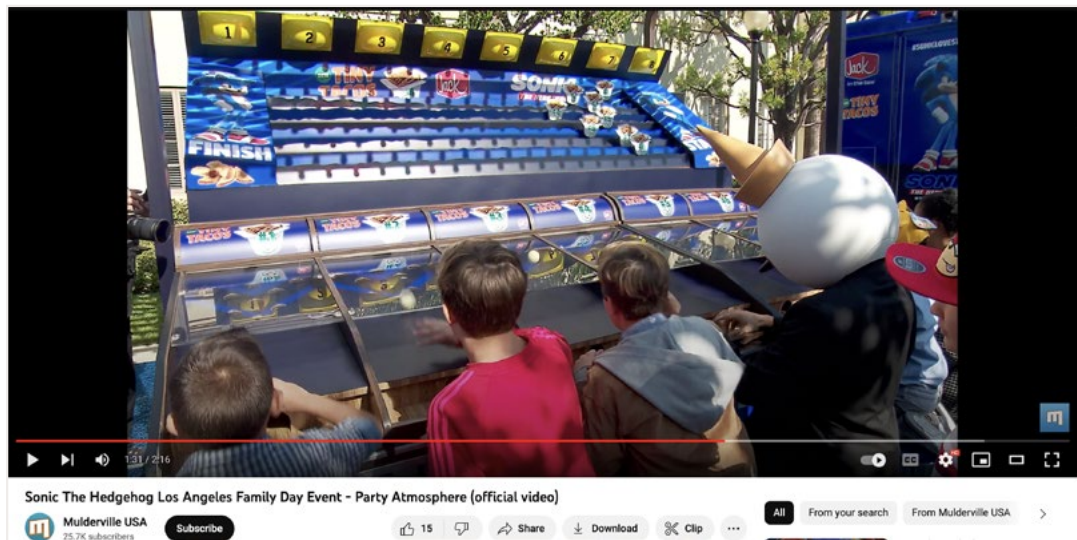
- A family-themed influencer red-carpet event to mark the premiere of the film
- A large number of well-known mummy or family bloggers were invited to come to the premiere with their partners and kids
- A full themed day was created with games, competitions, costumes, themed catering, a photo wall and interactive activities focused on the kids
- Bloggers were encouraged to live post on the day, post after the event and write up the event on their blogs
- Local press and talent from the film were also invited

The results:

- Huge amounts of targeted blog coverage reaching specific, relevant audiences ahead of the official movie opening
- Continuous coverage with live posting and post-event blogs
- Film-specific press coverage focused on the Hollywood talent in attendance to appeal to a wider readership
- Happy kids who will tell their friends and put pressure on their parents to go to the film!

This case study highlights:

- Influencer Marketing
- Event Marketing
- Use of Social Media



Read [Mama's Geeky blog of the event](#).



3.D

CASE STUDY FOUR

METROGRAPH, NEW YORK, USA: SURVIVING A PANDEMIC THROUGH CREATIVE THINKING

[The Metrograph Cinema in New York](#) is considered one of the best arthouse cinemas in the city. Following the pandemic, it continued many programmes that it had developed to survive during lockdown which has increased its reputation and audience reach.

The cinema itself is a two-screen cinema with a shop, cocktail bar, and restaurant. It shows new independent cinema, foreign films, retrospectives and occasional arthouse film premieres.

The goal:

Continue to serve the community and stay relevant during and after the pandemic

THE STRATEGY

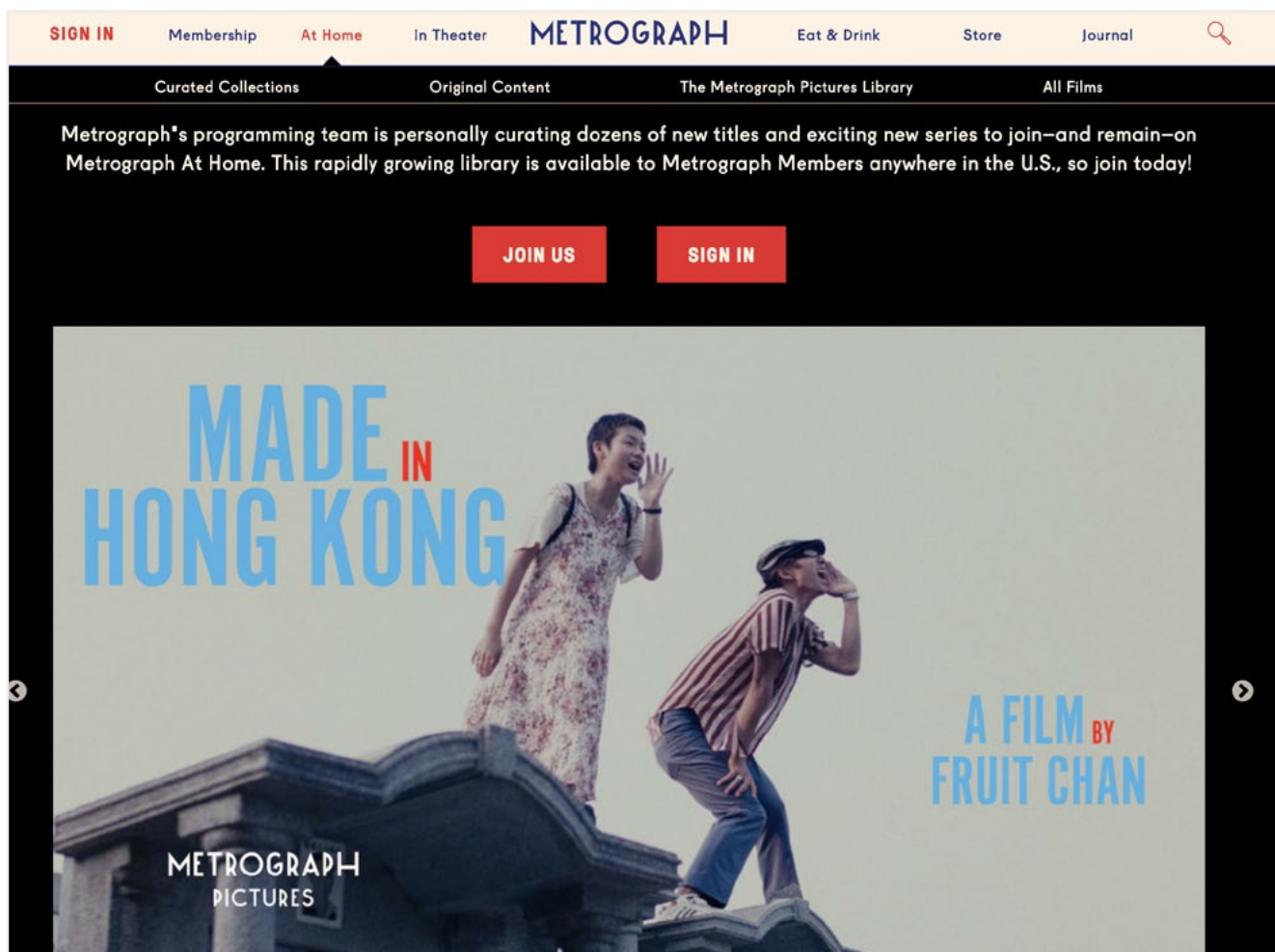
- Create an [online platform for Metrograph members](#) to stream curated film programmes at home - this was then opened to the whole of the USA
- A social media campaign working with well-known friends and local community members developed a series called “At Home With...” (to promote the streaming service) with people sharing their favourite films through video content, and sharing their love for cinema and the film community
- This was also promoted through email marketing which continued during the pandemic to retain interest from members
- The cinema opened its doors during lockdown as a “safe space” for people in the community, such as emergency services and care workers, to get a bathroom break, charge their phones, and just to take a break. Notably they offered sanctuary to protesters during the BLM marches in June / July 2020 - a move very much celebrated in the local press
- Increase its programme of Q&A and cinephile events after reopening, and continuing its At Home streaming programme as a means to promote the cinema and serve the wider community of film lovers

The results:

- The Metrograph was able to keep audience interest alive during a long period of closure
- It connected with audience members on an emotional level both through its social media, celebration of the film community and by playing a role in the local effort to help keyworkers
- Whilst it wouldn't have matched income from the cinema itself, offering a streaming service which was available across the US meant a steady income streaming even during closure
- The Metrograph successfully reopened in October 2021 and is back to its regular programming rich in events

This case study highlights:

- Building Community
- The Complete Experience On and Offline





3.E

CASE STUDY FIVE

CINEWORLD, UK: HARNESSING GEN-Z TO CREATE BOLDER SOCIAL MEDIA MARKETING

[Cineworld UK](#) is one of the leading cinema chains (part of Cineworld Group which also owns Picturehouse indie cinema chain) in the UK. Whilst the group itself has been embattled post-pandemic with financial struggles, on a national marketing level, it is raising the bar and setting an example for Gen Z, 21st-century-savvy social media marketing with a formula that embraces authenticity, fun, the complete cinema experience and localised marketing above all.

The goal:

Bring social media marketing into the 21st century by hiring young talent, taking risks on current trends and embracing authenticity and localised content

THE STRATEGY

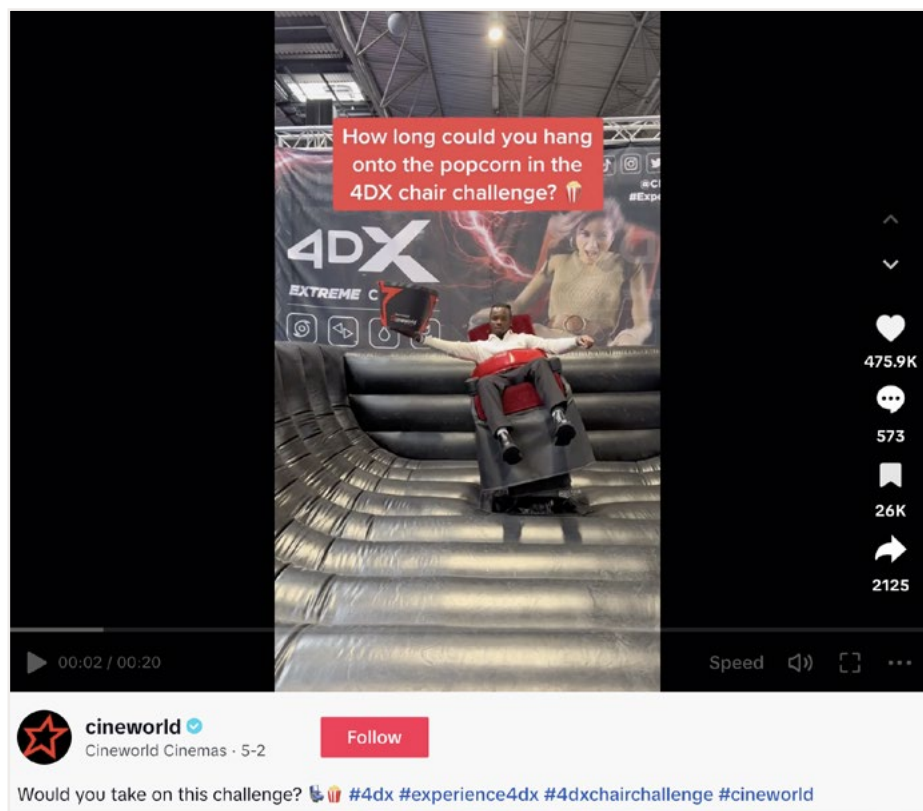
- The Cineworld UK team shook up its social media marketing team by hiring young, digital native executives with little formal experience, but lots of real world understanding of Gen Z to create content and energise their social media strategies
- Development of Cineworld Creator Day, an influencer-led event partnering with a creative agency, centered around major film launches, that encourages influencers to come to an opening night and create content throughout the event
- Instead of focusing on one brand channel, sharing largely generic film promotional content, the brand switched to encouraging local branches to open their own channels to focus on locally relevant content - understanding that different locations have different interests, demographics and habits
- They opened a TikTok account and invested significant creative budget into developing the channel with the understanding that it is the fastest growing social platform
- They focused on native, in-app organic content and paid partnerships with relevant influencers and brands, rather than advertising and polished content
- The emphasis was fun, engagement, irreverent humour and tapping into audience nostalgia and current pop culture trends - both important to TikTok audiences, especially Gen Z.

The results:

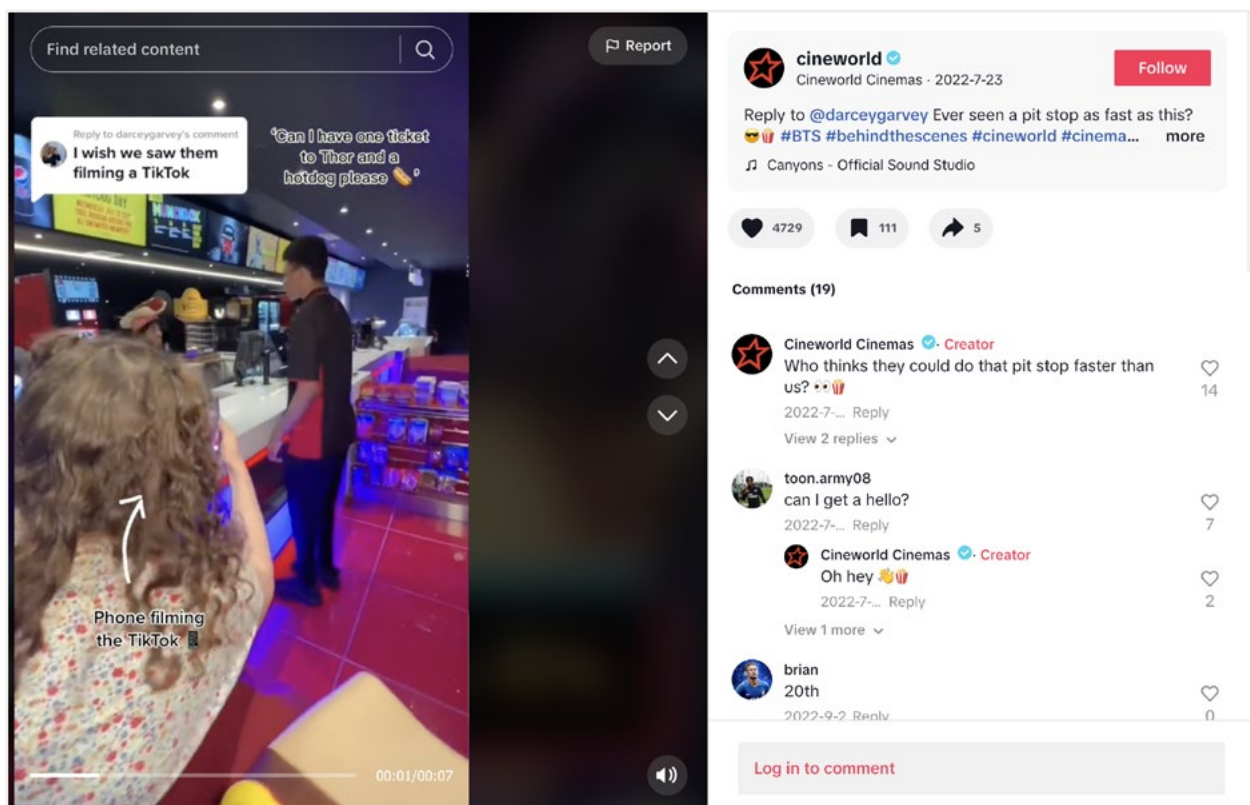
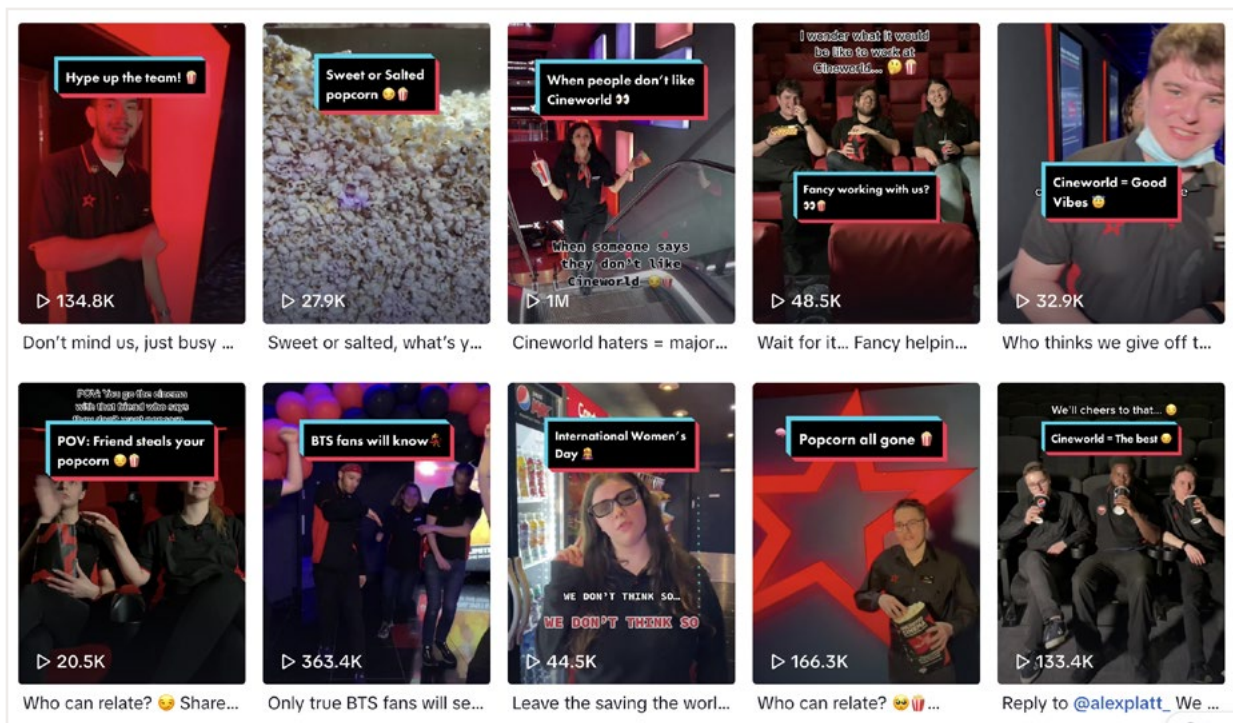
- 5.9 million likes on TikTok, 300,000 followers, and their first Creator Day promoting the new Cineworld 4DX technology generated 35 million views with just one piece of TikTok content!
- Local cinemas encouraged to create their own content and cross-share it with the brand channel to amplify the overall Cineworld offering at local and national level
- Increased engagement and reach across the country
- Industry Rising Star award from Screen Daily for Cineworld Senior Social Content Executive, Gen Zer Olivia Ter-Berg

This case study highlights:

- Gen Z
- TikTok
- Creating Experiences / Event Marketing



Visit [Cineworld's TikTok channel](#)



04

A guide to Canva, Chat GPT and
making marketing assets



[Click & Go](#)

"If you can tap into people in the heart of the fan community you are trying to attract, this will support and enhance your marketing reach. You then need to ensure you provide those fans with the digital assets and tools they need to allow them to be ambassadors for your content or event. Fans are excited and passionate about seeing the content that they love, with fellow fans, and will undoubtedly support the ability to do so."



MICHELLE STEVENS COMMERCIAL DIRECTOR AT POWSTER



"For my generation, cinema is all about the experience & the exclusivity. You are not only going to the movie, you are gonna out to have a moment alone, with your friends, family, and you want things to be premium. By premium I'm talking about really comfortable seats (where you can lay down), an amazing choice of food (diversified, creative ...) and some films that you know are worth it. Going to the cinema is like going to a fancy event. You want the red carpet, you want to feel that there are some surprises waiting for you. The best experience I had in a cinema was in London about 5 years ago. Amazing seats, you had those private lodges where you could invite your whole family, the food was unbelievable, and the people working knew the clients and made you feel really special."

TALORA ROUFFAUD SOCIAL MEDIA MANAGER, 25 YEARS OLD

"One of the main reasons I go to the cinema is the immersive experience. This is further enhanced for cinemas which provide additional effects such as moving chairs, wind and water effects and 3D. Another reason to go to the cinema is to see the new blockbuster movies in the company of friends. Not only is it a fun experience to share with friends, it also becomes a topic of conversation for the following days as different theories and details are discussed."



ANDREI COJANU QA SPECIALIST, 24 YEARS OLD

"For me, cinema has to be all about the experience, like everything else. And cinemas have to see themselves as unique individual brands. Each cinema has a different story to tell and experience to bring and I want to see that experience come to life across all customer touchpoints. We have apps like Airbnb and Uber on our phones, and yet we accept an extremely archaic experience when buying our movie tickets online. That experience has an expiration date. This is the time for cinemas to step up and start storytelling. Only the combination of telling their story and their film's stories paired with a seamless customer experience online and offline can secure future admissions."



JENNY SIDOROVA HEAD OF MARKETING AT DX

MEET THE CREATIVE TEAM

This cinema marketing guide is brought to you by:



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