



## **AUSTRALIAN-BASED EXHIBITOR *VILLAGE CINEMAS* LEVERAGES *MOVIO* EXPERTS AND *MOVIO CINEMA* TO REDEFINE AND RELAUNCH LOYALTY PROGRAM**

***Vrewards: Points you'll actually use.***

**Las Vegas, Nevada and Melbourne, Australia; March 28<sup>th</sup>, 2017** -- [Village Cinemas](#) loyalty members will receive more benefits than ever before, with an all-new loyalty club program launched on March 23. [Movio](#), the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios around the world, worked with the Australian-based cinema exhibitor to refine and relaunch its Vrewards program.

The new iteration of *Vrewards* gives members the opportunity to earn point-based rewards on every dollar spent at Village Cinemas' Ticket Box, Candy Bar and Gold Class. Previously, benefits could only be collected by purchasing tickets, with members rewarded with discounted or free tickets after accumulating visits. Now members will be rewarded with 10 points for each dollar spent at Village Cinemas. Points can be redeemed wherever guests see the most value, whether it be at the candy bar, ticket box, or upgrading to a Gold Class session, starting with a FREE small popcorn at just 500 points.

Movio utilized *Movio Cinema*, its flagship offering, to re-evaluate the existing Village Cinemas' member communications strategy. Although Village had a program with a large base of members and wanted to refresh their program overall, they also had the opportunity to get some quick wins by communicating more effectively with their existing base. Recommendations were developed with respect to email design, segmentation schemes, and campaign strategies. Then the entire design was refreshed. The redefined loyalty program provides customers with exclusive benefits and offers they personally value in the movie-going experience.

Mohit Bhargava, General Manager of Sales & Marketing at Village Cinemas, said "After surveying and rigorous feedback sessions covering in excess of 15,000 customers, it became clear to us that an effective reward program ought to offer more choice, control and flexibility in what you value, whether it is at the ticket box, Candy Bar or within Gold Class. We are constantly looking for innovative concepts to reward our members. With the introduction of concepts such as Gold Class, Vjunior and VPremium, guests can choose how they experience their film. We thought that they deserve the same amount of freedom to choose their rewards, and make the most of what Village Cinemas has to offer."

Sarah Lewthwaite, Managing Director & Senior Vice President for Europe, the Middle East and Africa (EMEA) and part of the *Movio Experts* roster of industry thought leaders, evaluated the existing Village Cinemas loyalty program and devised solutions in concert with the Village team. "The relaunch of the Vrewards program is a fantastic example of how customer data can help improve an existing strategy. The insights we were able to generate from Village's customer base, provided critical information to refine the loyalty program in order to meet both customer expectations and business objectives. I am confident that the new Vrewards program will be hugely successful," says Lewthwaite.

### **About Village Cinemas**

Village Cinemas has been providing quality entertainment for Australian families since establishing one of the country's first drive-in cinemas in 1954. Countless memories have been created in our cinemas, from those tentative first dates, to celebrating anniversaries in style, to seeing the kids' faces light up in front of their favorite superheroes. We're proud to have played a small part in these moments and are committed to continuously creating new ways to make the cinema experience more meaningful.

Over the years, we've developed a broad range of cinema experiences to cover all tastes and occasions. Whether you're looking for family fun, a great girls' night out, a luxury experience for a special occasion, expanding your horizons with foreign films and documentaries, or just to be blown away by the latest blockbuster, you can do it all at Village Cinemas.

Website: [villagecinemas.com.au](http://villagecinemas.com.au)

Facebook: [facebook.com/villagecinemas](https://facebook.com/villagecinemas)

### **About Movio**

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios around the world. A company of Vista Group International Ltd (NZX & ASX: VGL), Movio is revolutionizing the way the film industry interacts with moviegoers. The company maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide. Movio operates in North America, Latin America, Europe, Middle East, Africa, Australia, New Zealand, China, and South East Asia. Movio was named winner of the "Innovative Software Product" award at the 2016 annual New Zealand Hi-Tech Awards.

**Movio Cinema**, Movio's flagship product, holds comprehensive marketing data covering 53 percent of cinema screens of the Large Cinema Circuit in North America, 83 percent in Australia and 29 percent globally accounting for 37+ million active moviegoers. **Movio Media** has been a game changer for every major American film studio and distributor, providing comprehensive market data on the demographics, ethnicity and behavior of moviegoers, crucial audience insights and innovative campaign solutions. The Movio Media technology offers the most powerful and most accurate near real-time film market research platform in the United States.

Website: [www.movio.co](http://www.movio.co)

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