

# POST-RE-OPENING

## Suggested Campaign Guide

### Encourage moviegoing behavior

Find campaign ideas below that can help you switching to a 'new normal'. \* These suggestions may be suitable if you:

- Have recently re-opened your cinemas
- have more visibility on new movie release dates
- have received guest feedback about their new moviegoing expectations
- want to prepare your Movio Cinema console and marketing activities for continuous operations

The following are links to supplementary information on the Re-Starter Platform to help you while re-opening:

- 'Comms Set-Up - Email Back to Basics'
- 'Audience Insights & Movie Insights'
- 'Email Deliverability'
- 'How To – Recurring Campaign'
- 'How To – Campaign Automation'

\* These ideas are a guide only, we are not suggesting any exhibitor to execute everything on the list. Please consider your own circumstances, the circumstances of your guests and the specifics of your market before sending any campaigns.

## Recurring and Automated Campaigns

Use recurring campaigns and pre- and post-session automated campaigns to address moviegoer expectations and keep encouraging moviegoing behavior.

Include Conditional Content to further personalize messages that need to be tailored to cinema location, membership tier or moviegoer profile.

Topic	Description
Recurring Campaigns	<p>Amend wording and segmentation to reflect 'new normal' operations</p> <p>Wording may need to be updated given the new/changed requirements</p> <p>Segmentation may need to be updated due to the generation of new transactions</p> <p>e.g. Welcome email, Lapsed members</p>
Pre-Session	<p>Address moviegoer expectations before visiting the cinema</p> <p>e.g. Reminder about sanitation procedures</p>
Post-Session	<p>Incentivize members who recently attended your cinemas to visit again</p> <p>e.g. Ad-hoc benefit with short expiry date</p> <p>Send surveys to check your guests' sentiment and satisfaction</p>

## Loyalty Program Status Campaigns

Inform members about how this new period and current restrictions affects their loyalty programs.

- Treat each loyalty scheme (free, paid, subscription) individually
- Use recurring or one-off campaigns

Topic	Description
News Updates	<p>Keep informing your members about the latest news and changes (temporary or permanent)</p> <p>e.g. Change in pricing or benefits</p>
Guests Satisfaction	<p>Closely monitor guests' and members' satisfaction independent of specific cinema visits on your various communication channels</p> <p>e.g. Unsubscribes, open and click rates</p>

## Ad-Hoc Marketing Campaigns

Encourage and reinforce moviegoing behavior by highlighting the magic of cinema:

- Consider the tone of voice and content
- Be aware of current news and external events when sending campaigns
- Keep in mind that movies are the main driver of attendance and so focus on new movie content and upcoming release dates
- Also see 'Email Back to Basics' and 'Audience Insights & Movie Insights'

Topic	Description
Legacy Movies	<p>Consider creating offers/discounts on tickets for legacy movies to drive attendance</p> <p>e.g. Reduce the points threshold to redeem a ticket for a legacy title or reduce ticket price for second person</p>
New Releases	<p>Create excitement for new releases by promoting movie content and their release dates</p> <p>Use insights-driven segmentation for targeted and personalized campaigns</p>
New Services	<p>Update members about new services that you might have implemented during closure and continue to offer</p> <p>e.g. Concession pick-up, concession delivery, VOD service, outdoor screenings</p>
Surveys	<p>Create one-off surveys to ask moviegoers what they are looking for in your cinema in order to return</p> <p>e.g. Vote for legacy movies, pricing, F&amp;B offers</p>
Marketing Channels	<p>Add SMS or Facebook/Instagram campaigns in your marketing mix</p> <p>e.g. For retargeting or abandoned cart purposes</p>