

# PRE RE-OPENING

## Suggested Campaign Guide

### Getting Started

This document provides you with campaign ideas to prepare and promote your cinemas' re-opening to your moviegoers.\* These suggestions may be suitable if you:

- want to update moviegoers even if you don't have a firm re-opening date
- are ready to announce your re-opening
- have tickets on sale
- want to prepare your console and marketing activities to be ready for re-opening

The following are links to supplementary information on the Re-Starter Platform to help you get started:

- 'Comms Set-Up - Email Back to Basics'
- 'Email Deliverability'
- 'How To – Recurring Campaign'
- 'How To – Campaign Automation'
- 'Cinema Set-Up'

\*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

Re-activate your recurring campaigns (e.g. Welcome emails, Birthdays) and pre and post-session automated campaigns to reflect changed operations and address moviegoer expectations.

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

Action	Description
Re-deploy	<p>If you have paused some or all of your recurring/automated campaigns during the closure period, you may want to re-activate some of them in advance of re-opening</p> <p>e.g. Welcome Email</p>
Update	<p>You may want to amend the wording and segmentation of some recurring/automated campaigns</p> <p>Wording may need to refer to the closure period or the 'new normal'</p> <p>Segmentation may need to be updated due to a lack of transactions for an extended period of time</p> <p>e.g. Survey Email, Lapsed Members (no transaction in X months)</p>

## Loyalty Program Status Campaigns

Proactively inform members about how the closure and re-opening affects their loyalty programs.

- Treat each loyalty scheme individually
- Ensure changes to expiry and validation are implemented in Vista Loyalty

Topic	Description
Expired Benefits	Update members who had points or benefits that expired during the closure. Consider re-applying or extending their validity period
Membership Extension	Some members may have their membership expire during the closure. Consider extending their membership and/or compensating for the 'lost months'
New Members	<p>Send a one-off campaign to new members who signed up during the lockdown period to remind them of their benefits and inform them when cinemas reopen</p> <p>Re-issue any sign-up benefits</p>
Re-Opening Countdown	Send countdown campaign(s) to create excitement and make suggestions how your members can use their points/rewards once your cinemas re-open

## Ad-Hoc Marketing Campaigns

Create one-off campaigns to encourage and reinforce moviegoing behaviour, highlighting the magic of cinema and diversify yourself from at-home entertainment:

- Consider the tone of voice and content
- Be aware of current news and external events when sending campaigns
- Be aware of the email volume you are sending each week, staggered approach
- Ensure recognitions have been applied in Vista Loyalty and tested

Topic	Description
Movie Content	Incite to re-watch trailers once new release dates are confirmed  Major studios may not announce new release dates as soon as hoped. There could be opportunities to promote local content or non-Hollywood titles
Food & Beverage	Sell concessions or food items online for curbside pick-up or delivery
Recently Transacting Members	Communicate to members that have made a purchase during the lockdown period to let them know when you are re-opening so they can come back to your cinema
Birthday	Communicate to members who had a birthday during the lockdown and offer a birthday treat valid on the opening date
Safety Measures	Share the safety measures taken on site to engaged members and members already having tickets for the re-opening, make members feel safe to come (Safety measures may differ from one site to another)