

Campaign Plan:

Cineplex Inc

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Executive Summary

Cineplex Entertainment is the leading Canadian retailer for movie theatres, owning more than 164 theatres and 1,676 screens all over North America. Cineplex's company targets middle to upper-class patrons between the ages of 5 to 65, who are interested in high-quality movie experiences, and live within the urban and suburban areas of Canada. However, within the suggested campaign efforts, patrons ages 16-65 will be more specifically targeted in order to take full advantage of the theatres extrinsic incentives.

Unfortunately, the market for movie theatres hit a gradual decrease in attendance, making the box office revenue slip 1% and attendance falling to 4.8% in 2017 (Press, 2017). This is affected by consumer risks, film entertainment and content risks, exhibition industry risk, general economic risks, and new technological advancement risks. These risks can give Cineplex's competitors, such as Netflix, the upper hand. However, Cineplex holds many strengths. These strengths include, operating in various fields, using their SCENE loyalty program to keep a good grasp on their customer data, and holding a community based corporate culture. However, Cineplex holds weaknesses within their company that needs to be improved such as high ticket prices, the necessity for a strong monthly movie roster, the lack of diverse food options to cater to the wide array of consumers, and the broad loyalty program that makes it almost impossible to reach the incentives of the program.

With these problems and strengths, Cineplex can grow their opportunities through film entertainment and content, media, food services, alternative gaming, digital commerce, consumer loyalty, and gaming and leisure opportunities. These helps Cineplex reach its overarching goal, which is to increase the sale of movie tickets and other complementary products and services by

using increasing awareness, shaping consumer attitudes, and increasing ticket sales of products and services.

The revised campaign plan will boost brand loyalty, implement creative marketing specific to Cineplex's target audience, and focus on the key message of offering a unique and memorable social experience. This will be done by emotional and relatable marketing and development of the SCENE loyalty program, and the implementation of media strategies through their advertising tactics, product and service promotions, and social media mediums.

Cineplex Inc

In 1912, Adolph Zukor founded the Famous Players Film Corporation. The company went through a lot of merges and buyouts before it became Cineplex Entertainment. Cineplex is a Canadian company based in Toronto, Ontario. The company has more than 164 theaters and 1,676 screens operating all around North America, leading in the cinematic entertainment and media field. They serve more than 77 million visitors a year. As a leading Canadian brand, Cineplex has multiple smaller brands operating under its name such as “Cineplex Odeon, SilverCity, Scotiabank Theatres, Cineplex Cinemas, Cineplex VIP Cinemas, Famous Players, and Cinema City”(Cineplex, “Third Quarter Report”, 2017, p. 11). Cineplex operates in multiple different fields like digital commerce, food services, cinema media, amusement solutions, and online eSports platforms (Cineplex, “Third Quarter Report”, 2017, p. 11). Also, the company has partnered with SCENE to create their largest loyalty program.

The SWOT analysis introduces one overarching organizational goal and three communication objectives, which best fit the company and its long-term goals. Also, this report will define Cineplex's target audience, while suggesting an implementation of new creative and media strategies to coincide with the proposed goals and to connect with their target audience.

SWOT Analysis

The company's strength and weaknesses are two elements controllable and internal to the company. These are affected by several factors such as the 4Ps, marketing mix and their personnel, finance, and manufacturing capabilities. The company's opportunities and threats are two elements that are external and uncontrollable. They are based on their competitors, marketplace, sociocultural change, legalization, and the technological changes.

Strengths

Top 5 Largest Cinema Chain in the World.

Cineplex is considered the 5th biggest cinema chain in the world, owning 80% of Canada's movies theatres and earning a market cap of \$2.46 billion a year (Perlman, 2017). Cineplex is a top-tier Canadian brand that draws in approximately 77 million patrons annually through its 164 theatres across Canada. Cineplex offers 100 years of movie moments, gaining loyal customers who choose Cineplex for their film viewing experience.

More Than Just a Movie Theatre Company.

Cineplex is a diverse company. It owns 164 movie theatre locations across Canada and has invested in companies such as Tricorp Amusements, which is a supplier of arcade games found in competitors' venues. Cineplex also operates eSports (world gaming firm), food services, digital signage boards business, and the Rec Room; sports entertainment bars across the country (Cineplex, "Third Quarter Report", 2017, p. 2). Cineplex's revenue increased to 1.7% from their food services, 2.6% from their media, and 58.9% from their amusement business (Press, 2017). Cineplex's Rec Room gained \$2.1 million in food services and \$2 million in amusement revenue after its first location opening in Edmonton, Alberta, and added two more locations in Toronto and Calgary (Press, 2017).

Good Handle On Customer Data Through SCENE Loyalty Program

Cineplex has a good handle on their customer data. The SCENE points program holds 8 million members and knowledge of what works in the box office (Post, 2017). The owners of Cineplex state that they know what movies will do well and in what theatres. They also want to expand their movie choices for customers to include Asian films (e.g. Hindi and Punjabi movies)

in certain theatres, stimulated by the accessing and analyzing of box office statistics to know what movie will resonate in certain geographics and demographics (Post, 2017).

Holds a Community Corporate Culture

Cineplex Entertainment holds a community based corporate culture that supports various charitable organizations and commits to reducing environmental impact on the community (Cineplex, "Our Canadian Story", n.d.). The company uses Forest Stewardship Council (FSC) certified paper for all printing purposes and popcorn bags (Cineplex, "Our Canadian Story", n.d.). It also uses energy efficient LED lighting and has custom recycling units installed in their theatres (Cineplex, "Our Canadian Story", n.d.).

Weaknesses

Increased Ticket Prices

Cineplex is charging higher ticket prices for VIP, IMAX, and other special screenings to help boost their box office receipts per visitor and balance out the decrease in attendance (Post, 2017). This means that the company is relying heavily on their existing customers (customer loyalty) for revenue. By doing this, Cineplex added 3.3% per ticket and 5% rose in concessions (Press, 2017).

The Necessity For a Strong Monthly Movie Roster

Cineplex relies on a strong roster of new movie releases in consecutive months to keep patrons interested in coming to the movie theatres. New movie releases need to constantly come out to attract audiences. For example, the company believed that their fourth quarter box office performance for 2017 would even-out the previous quarters because of the consecutive big-budget releases that happened in November, with the release of movies like "Thor", and all

the way till the end of December, which was occupied by five other releases (Press & Paddon, 2017). Whereas in August 2017, their ticket sale numbers slipped drastically due to lack of new releases. Therefore, Cineplex relies on continuous releases. When there is slow movie releases, they can evaluate its drastic impact immediately because of box office statistics.

Limited Food Options

Cineplex Entertainment enforces specific food regulations that prohibits outside food or drinks into the theatres, other than water bottles (Cineplex Entertainment, "Guest Code of Conduct", n.d.). Cineplex requires you to purchase only their food selections that are offered in the theatres, which can be costly due to increased prices to compensate low attendance rates. Also, there is not a wide selection of food that can be purchased other than the generic movie theatre items such as popcorn, chocolates/candy, frozen yogurt, french fries, hot dogs, and nachos, from their outtakes, poptopia, and yoyos stands. The VIP section offers more food and drink options, but it is sold at a much higher cost compared to the regular food prices that are already inflated. The food options does not effectively accommodate to the diverse community that the theatre draws in.

Tedious Loyalty Program

Cineplex Entertainment faces a weakness within their broad loyalty program. The Scene loyalty program allows Cineplex customers to retain points with each purchase, allowing them to accumulate points to receive a free movie. However, it takes 1,000 scene points to redeem a regular screening of a film, 1,500 scene points to redeem an UltraAVX or IMAX screening, and 2,000 points to redeem a VIP cinema screening (Omar, 2015). Cineplex will only award visitors with high points when they pay for the more expensive tickets, which ensures that the visitor

pays more to receive more points (Omar, 2015). Users gain only 150 points by purchasing a premium-priced movie ticket (UltraAVX or IMAX) and 200 points for a VIP ticket (Omar, 2015). This makes it hard for non-avid moviegoers to obtain a free movie. Also, there is a longer process to obtain the free movie due to the low points given.

Opportunities

Film Entertainment and Content

In terms of film entertainment and content, as a society, people love to watch movies. It is part of the modern culture. In terms of theatre exhibition, Cineplex's highest box office revenue is \$711.1 million, attendance of 77.0 million, and Box Office Revenues Per Patron (BPP) of \$9.23 due to multiple blockbusters in the year (Cineplex, "Annual Report", 2015). Theatre exhibition, food service, alternative programming, and digital commerce are some of the subsidizing opportunities.

One key aspect in the opportunity of film entertainment and content is the food service. Cineplex reported an annual revenue of \$418.4 million and Concession Revenues Per Patron (CPP) of \$5.43 in food services (Cineplex, "Annual Report", 2015). Cineplex also had strong results from other forms of programming like the Metropolitan Opera. Alternative programming consists of events Cineplex operates through their event group and ethnic film programming team. This program offers non-hollywood filmed entertainment because it reaches many different types of consumers. In terms of digital commerce, Cineplex showcases that by the creation of *cineplexstore.com*, *cineplex.com*, and their mobile app. *CineplexStore.com* is user-based, which is experiencing growth. Cineplex also has the feature of a "SuperTicket" which gives the opportunity for digital downloads of movies. The mobile app has gained more

than 13.6 million downloads and over 744.4 million app sessions as of December 31, 2015 (Cineplex, "Annual Report", 2015).

Cineplex Media

Cineplex has the privilege of providing guests with a variety of premium viewing options for brand new blockbuster releases. The viewers engage with ads in a dark theatre rooms before their selected movie starts. Media research shows that the theatre is the most effective in terms of advertisement because it reaches a wide range of diverse viewers. Cineplex Media is their "wholly-owned and operated advertising business, which delivers its best results due to record showtime advertising sales" (Cineplex, "Annual Report", 2015). Most Canadian media companies declined in revenue in 2015, but Cineplex's revenue increased. Cineplex Media increased due to features like showtime, pre-show, Cineplex TimePlay, cineplex.com, Cineplex Magazine, Le magazine Cineplex, TimsTV, Brookfield Properties, ONroute service centres, Oxford Malls, Concourse Network, and other special media (Cineplex, "Annual Report", 2015).

Cineplex's digital media presence is also a key opportunity that attributes to their success in revenue. Cineplex Digital Media ("CDM"), which represents their digital out-of-home advertisement, includes networks both in shopping malls and quick service restaurants. CDM "provides an innovative and turn-key digital solution for some of North America's top brands including Tim Hortons and McDonald's (Cineplex, "Annual Report", 2015).

Threats

Customer Risk

In terms of customer risk, Cineplex competes for the leisure time and income of all its consumers. Therefore, the expansion of other forms of entertainment will become problematic if

Cineplex does not expand with it. Consumers do not always value the theatre as much as they did in the past, since people have limited leisure time, but have various available mediums to spend it on.

Content Risk

Based on the film entertainment and content risks, Cineplex is highly dependent on the availability, diversity, appeal, and overall success of movies. Any form of reduction in quality or quantity of the release of movies (including a strike or threat of a strike) can highly affect the company. For example, Cineplex depends on their relationship with film distributors, the moment that relationship is altered, it can and will highly affect the revenue Cineplex receives.

Exhibition Industry Risk

Another threat is the exhibition industry risk. People generally do not care about brands when thinking about watching a movie, they tend to go towards cinemas with the most cost-effective and convenient locations. This risk shows that cineplex as a brand is not valued, or does not stand out, in comparison to other theatres. Therefore, any new theatre that is built close to Cineplex can affect its business.

Technology Advancement Risk

Technology has been advancing and making it easier to watch unauthorized, high-quality copies of movies at home for free. Also, this technological advancement is becoming more of an issue for movie theatres because completely authorized, legal home-theatre technologies are also advancing and becoming competitors. Overall, online streaming services are becoming more sophisticated, making consumers choose them over going to the theatre (e.g. Netflix). Also, since

media reflects the economic influences and conditions of Canada, or any changes that may further influence Cineplex's revenue streams, media is a very prominent threat.

General Economic Conditions

General economic conditions are affected because Cineplex is constantly competing for consumer dollar. This competition becomes even more of an issue if, per say, the consumer can't afford constant premium movie screenings, leading to a focus on home-theatre forms of entertainment.

Cineplex may be successfully acknowledging and solving most of the threats that they face, but there is still many unaccommodated aspects they are not accounting for. Cineplex has the issue of not standing out as a distinct brand. Cineplex should stand out by aestheticizing their brand, making it more appealing in ways regular movie theatres do not. There are small theatres that profit off of having a unique, old, and vintage aesthetic. If cineplex offers a similar aesthetic, but at a bigger scale, it will definitely stand out from other brands. Cineplex needs to make sure they are prioritized in consumers minds, this can also be done by many different types of celebrity endorsement that would show cineplex in a different way, and if it were to 'go viral' through social media, brand engagement will increase.

Organizational Goal

According to Cineplex's missions statement, "passionately delivering exceptional experiences", its overarching goal is to increase the sale of movie tickets and other complementary products and services (Cineplex, "Third Quarter Report", 2017, p. 9).

Communication Objectives

The overarching goal can be accomplished through three main communication objectives: increasing awareness, shaping consumer attitudes, and increasing tickets sales of products and services.

Increasing Awareness

Cineplex is already well known for providing great viewing experiences. However, they continue to establish themselves as more than just a movie theatre business through arcade games, video games, and exclusive VIP experiences. Cineplex should concentrate on promoting additions that differentiate it from competitors. For example, by showcasing their brand in commercials featuring current celebrities. Cineplex should also improve online presence. The past decade has seen multiple business benefits from a strong online presence. Consumers are now more likely to interact with brands that have smart and humorous online interactions. For example, Charmin, the toilet paper company, has their *#tweetfromtheseat* campaign, which is a quirky way to get consumers talking about the brand (Pozin, 2014).

Cineplex's promotions are generally centered around their partnership with Scotiabank. They are rarely about Cineplex itself. The company will benefit from an interactive social media presence, especially catered to the younger demographic, who are also avid moviegoers. Notably, Cineplex has done interpersonal marketing like passing out redeemable towels that look like movie tickets to beach goers (Horn, 2016). However, the current climate favors more consistent interpersonal pop-up and social media marketing.

Shaping Consumer Attitudes

While Cineplex is the 5th biggest cinema chain in the world and 1st in Canada, consumers do not necessarily identify with the brand. After working with the marketing company, Zulu

Alpha Kilo, they concluded consumers' view of the Cineplex brand. Some say that they respect the brand and like the experience it provides them, but that it does not inspire loyalty. Consumers are attached to the movies, but not to the brand. This led to the production of Cineplex's very first piece of emotional marketing; a short film entitled *Lily and The Snowman*. An animated story of a girl who grows distant from her backyard snowman, who used to put on a finger-shadow show for her (Horn, 2016).

The key message is that while people grow they have less time for activities they love, like going to the movie theatre. Of course, with the emergence of streaming services like Netflix, it's easy to forget about going to the movie theatre. With the catchphrase, "make time for the things you love", Cineplex seeks to encourage Canadians to make time to go to movie theatres. Appealing to consumers in this way changes their attitude towards the brand. They feel more connected to the brand because it appeals to them emotionally. The short film was showcased in Cineplex theatres throughout the 2015 Christmas season. More production of emotional content such as *Lily and The Snowman* would improve the public image of Cineplex as a brand.

Increase Tickets Sales

While Cineplex continues to develop its in-theatre and place-based product and services, influencing consumer Increasing ticket sales and services is an important activity for communication managers. For Cineplex to influence consumer purchase, there needs to be a focus on Research and Development (R&D), advertising, and product management. R&D strategy refers to the studying of existing and potential products and services, but also sharing some of this acquired knowledge to appeal to consumers. A focused advertising strategy will reach Cineplex target market. These target market are essentially middle-class and upper-class

families and individuals, ages 5 to 65, interested in premium (high-quality) movie screenings. Also, the invention and reinvention of in-theatre and place-based products and services is important. If Cineplex continues to evolve their products and services, then the company will also evolve.

Examples of its current purchasing influences are the varying types of movie screening like 3D, UltraAVX, IMAX, D-BOX and VIP screenings, launch of food offerings like hotdogs and cheesy nachos, and launch of product offerings like SCENE memberships (Cineplex, "Third Quarter Report", 2017, p. 4). Examples of future purchase influences are launching of food offerings like the viral 'Cheetos flavoured Popcorn' and product offerings like home-theatre capabilities. Currently, Cineplex's 'place-based media' movement focuses on interactive, mobile screenplay for clients like BMO, Scotiabank, and Tim Hortons (Cineplex, "Third Quarter Report", 2017, p. 11, 51-52). However, their place-based media movement should also focus on launching more innovative screening incentives (e.g. online quizzes, gaming, and home-theatre screening capabilities).

Target Audience

Cineplex's school-age and mature moviegoers can be defined by the geographics, demographics, psychographics, and the VALS framework divisions:

Geographics

Cineplex has many theatres located across Canada's 10 provinces: Ontario, Quebec, British Columbia, Alberta, Nova Scotia, Saskatchewan, Manitoba, New Brunswick, Newfoundland & Labrador, and Prince Edward Island (Cineplex, "Third Quarter Report", 2017, p. 6). Although Ontario has the most theatres, multiple theatres exist within all provinces. All the Canadian

Cineplex locations share similar four-seasons and statutory holidays. Also, Cineplex theatres are placed in main towns and cities, in the midst of urban and suburban areas, to attract progressive individuals and families.

Demographics

The targets audience are middle to upper-class families, as well as individuals, aged between 5 and 65, who are interested in high-quality movie experiences. However, potential new campaign efforts highlighted in this report is focused specifically on the 16 to 65-year-olds: late teen, young adults, and middle-age groups. These age groups are willing and capable of taking advantage of the financial incentives incorporated into their movie screening time.

Psychographics

The school-age and mature moviegoers are intellectuals, either moderately or extremely educated individuals. Yet, they also value entertainment; most crave the fantasy, adventure, action, romance, humor, even the complex reasoning present in good movies. These movies either represent their current interests and activities, or reflect their wishful imaginations. Their movie-going experience is directly affected by Cineplex's customer service, movie trailers, movie critics, and other people's opinion (rating and reviews).

VALS Framework

According to the "Values and Lifestyles" (VALS) framework, Cineplex's target market can be categorized as innovators, strivers, and experiencers (Gevorgyan, "Module 3", 2017):

Innovators

Cineplex's moviegoers have high self-esteem and well-being. They are independent, successful, creative, and passionate. This is represented in their buying habits because they

purchase goods and services based on their sophisticated tastes. For example, innovators might opt out of a regular movie screening for more high-quality 3D, IMAX, VIP, or D-Box screening options.

Strivers

A majority of Cineplex's moviegoers are trendy and fun. They place great value on the purchase of popular/trending goods and services. As a personal and social activity, strivers impulsively consume. They constantly buy goods and services based on the opinions and approval of other members. For example, Cineplex's target audience watch out for newly released movies via website and external sources like YouTube. Therefore, the number of movie tickets they purchase yearly depends on their social engagements and the frequency of favourable movie releases.

Experiencers

All of Cineplex's target audience, both school-age and mature moviegoers, can be categorized as experiencers. They value self-expression; they value the representation of their beliefs, interests, experiences, and fantasies. These excite them. They are passionate consumers because they spend a great amount of their income on emphasizing novelty: fashion, entertainment and socializing. For example, Cineplex's target audience appreciate not just the movie screening but also enjoy social experience like playing interactive games before movies.

Creative Strategy

As Cineplex expands beyond being just a movie theatre business, the creative strategy will boost brand loyalty by increasing and developing strong customer interaction and promoting the unique in-theatre services that Cineplex provides. Creative ideas should put a focus on the target

audience, which are middle to upper-class families, individuals aged between 16 and 65, who are interested in high-quality movie experiences.

The key message will be that Cineplex offers a unique and memorable social experience beyond the movies screened in theatres, unlike streaming services, and other competing brands. A focus on creating memories is essential to boost brand loyalty and customer interaction.

1) **Emotional Branding**

This campaign will work on making Cineplex more active online and introduce new ways to promote their films. Through social media and email marketing, Cineplex would start promoting released movies based on their customers' feelings and emotions. The campaign will divide films based on the feelings that it provokes and advertise them based on that. For example, "Looking for inspiration to help overcome your fears and motivate you to start pursuing your dreams? *The Pursuit of Happiness* is in theaters March 20th". This social media and email marketing method focuses on different aspects than Cineplex is used too.

2) **SCENE Development**

Cineplex's loyalty programs are a huge hit and one of the most important points of strength for the company. As mentioned earlier, the SCENE points program has more than 8 million members. This campaign would work on improving their loyalty program by introducing a gold, silver, and bronze status. These statuses will help identify their loyal customers based on the number of times they visit the cinema per month. It will give their regular customers more benefits and special offers such as extra free movies, bigger discounts on their food, special prizes, and screenings. This is a way to motivate customers to increase their engagement to get the special treatment. Moreover, they should also introduce a discount for students on special

days. A major segment of Cineplex's customers are students. The discount will increase their customers and will also significantly increase the students' loyalty.

The development of more creative opportunities for SCENE members to acquire SCENE points while increasing engagement with the SCENE program, which will enhance brand affinity. The SCENE program has already benefited engagement with Cineplex because it gives consumers the chance to win free movies and other discounts. However, there are limited opportunities to acquire SCENE points. The development of such opportunities should center on creating a more engaging experience for consumers, whereby the more engaged consumers are, the more chances they get to increase their points. Additionally, the introduction of special discounts to specific customers will require consistent promotion. The discounts should prioritize audiences that are avid moviegoers and should be available on platforms or locations that those audiences interact with the most. The introduction of such discounts and chances to accumulate SCENE points will improve public perception of Cineplex as a brand; Cineplex will be perceived as a brand that takes care of its loyal customers.

Media Strategies

The main goal of this campaign is to improve the performance of Cineplex and overcome their weaknesses. By doing this, it will increase their chances of reaching their goals in a shorter time as well as increase their audience and profits. Improvements will be introduced at the venues, through emails to their customers, and also on their website and social media platforms such as "Facebook, Instagram, and twitter", which will help reach a larger segment.

1) In-house Marketing

one of the main platforms that would be the focus of our advertisement is the venue itself. In-house marketing is one of the most important ways to help promote new and upcoming products and events. The campaign would focus on advertising the new loyalty program in the cinema through posters, staff, and ads that play on-screen before the movie. The reason behind choosing the venue is mainly because their target audience would be their main customers, people who already show a huge interest in their activities and products. Moreover, in-house advertisement provides more control, flexibility over content and the way it is being advertised, in addition to the advantage of cost savings.

2) Email

Email marketing is a promotion method that the company has already embraced and showed success in. The company already has all their customers emails and have already established a base with their audience. However, one thing the company can improve on in their email marketing is making them more personalized. Customers react well to emails that are addressed to them specifically. The company can address their customers and suggest movies based on their previous movie screenings. One thing the company can do is track their customers previous visits to the cinema, which the SCENE card can help with that, then suggest new movies that are related to this history. This can increase their tickets sale and improve customer relationship.

3) Website

Their website and app already exist. They are well known to the customers, so one of the ways Cineplex can advertise their products is by being active on their website. There should be

emphasis on developing more interaction with consumers through updating the Cineplex website, app, and incorporating opportunities to win physical prizes, not just points or discounts.

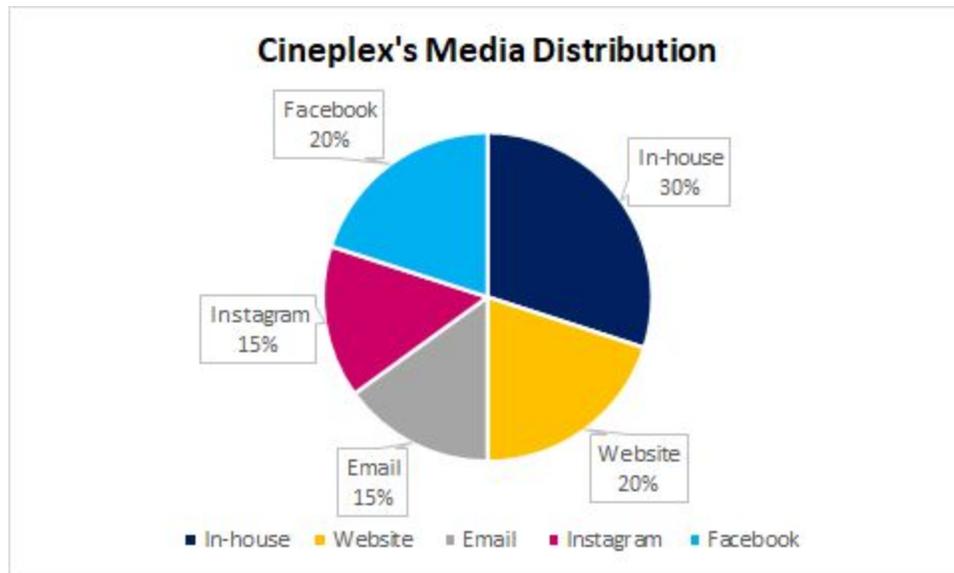
4) Facebook

Furthermore, Cineplex's engagement with its customers on social media would increase their sales and build a stronger relationship between the company and audience. This helps in the creation of its brand personality and differentiates the company from other brands. For example, Facebook would be a great outlet for more focused and fast customer interactions, mainly because of the huge base of customers and followers that they already have there. According to an article by Jen carpenter, "What really sets Facebook apart are the myriad of targeting options and hacks you can use to reach your audience and successfully convert users into customers. These options include: Layering interests. Video engagement. Lookalike audiences. Customer lists. Lead nurturing" (Carpenter, 2016). All these possibilities makes advertising on Facebook a huge success as it helps interact with the customers, creates a personality for Cineplex in the audience minds, and increases the base of the target audience.

5) Instagram

"While Facebook is still the biggest social media platform, with 1.13 billion daily active users, Instagram is catching up, with 300 million daily active users" (Carpenter, 2016). Instagram is huge social media platform that has been proving their success over the past few years. Especially after Facebook bought out Instagram, it became easier for companies to advertise on both platforms. Instagram generally has a younger audience. Advertising on this platform would help them reach this segment of their customers. Moreover, not all companies

have started embracing the idea of advertising on Instagram, so this would give the company a huge advancement over some of their competitors.



Medium: Excel Spreadsheet

In-house advertisements would require the biggest amount of media distribution because of the high number of venues and funds for the posters and ads. While on the other hand, the company has already established their social media and website, so the changes would only be on the content and frequency of the advertising. Moreover, the funds for the emails are for the research needed to strategically personalize the email marketing.

Conclusion

Since there is more than 164 Cineplex theatres and 1,676 screens all over North America, and this report's campaign efforts is focused on middle to upper-class patrons between the ages of 16 to 65, a detailed campaign plan is proposed to acknowledge Cineplex's weaknesses and threats.

In terms of the creative strategy, boosting brand loyalty and developing strong customer interactions are key aspects Cineplex should focus on. This will be achieved by emotional and relatable marketing such as promoting released movies based on consumer feeling and emotions. Second tactic would be SCENE development, for example, introducing a gold, silver, and bronze statuses to SCENE members.

In terms of the media strategy, Cineplex should consider things like in-house, email, website and social media marketing. For in-house marketing, Cineplex should focus on advertising the development of the loyalty program in through posters, staff, and ads that play on-screen before the movie. Email promotions will be addressing their customers and suggesting movies based on their previous movie screenings. Their website will develop more interaction with consumers through the updating and incorporating opportunities to win physical prizes, not just points or discounts. Lastly, in regards of social media, Cineplex will increase engagement with its customers on social media, which will increase their sales and build a stronger relationship between the company and its audience. These are some of the proposals that are given in this campaign plan to target all weaknesses and threats.

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