

It's More Than a Movie, It's an Experience

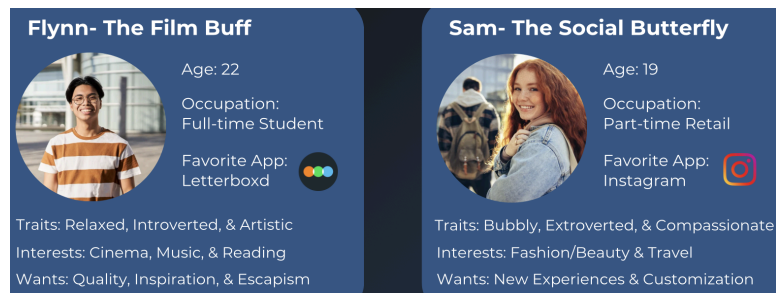
Company: AMC Theatres

American Multi-Cinema (AMC) Theaters is a prominent entertainment company in the U.S. It was founded in 1920 in Kansas City, Missouri, and today it is the largest movie theater exhibitor in the world. As of fall 2023, AMC has 900 theaters and 10,000 screens in 15+ countries.

Problem: With the rise of streaming services in the recent decade, people have turned to various platforms to watch movies and consume media. During the COVID-19 pandemic, which was another large disruptor for the entertainment and film industry, social safety regulations were put in place to lessen the disease's spread. AMC Theatres struggled to sell tickets in the aftermath. The company had to close almost 1,000 locations and lay off many employees. With consumers growing accustomed to primarily streaming films from home, AMC struggled to raise their ticket sales to pre-COVID numbers after their slow reopening. Today, AMC still faces the problems of needing to raise ticket sales, nurture its community of moviegoers, and keep theaters full.

Target Audience and Personas: For our campaign, we will focus primarily on Generation Z. More specifically, our target audience is individuals aged 18-24 who live in the United States and attend a college or university. We will also be drilling down into our target audience by looking at psychographic traits that make them optimal candidates for AMC to reach. The following two target personas represent the segments of our audience to which we will be tailoring our content.

The personas have different interests, motivations, and goals, but they also have several traits in common. Our target audience is tuned into pop culture and digitally native, and both personas also have shared needs of affordability, convenience, and connection.



While Generation Z is used to streaming, they do go to the movies when they feel motivated enough to. By looking into recent occurrences, we have also identified how much they love immersive experiences. The primary indicator for this preference is the way Gen-Z has been able to sensationalize events through social media. Two examples of this happening were for the releases of the *Barbie* and *Oppenheimer* films in 2023, as well as the release of the *Minions: Rise of Gru* movie (where teens came to see the movie in full suits). Even in the live music realm, we saw how the Harry Styles tour swept feather boas off the shelves of Party City stores across the nation, and we watched as Taylor Swift fans carefully crafted friendship bracelets and elaborate costumes to share during the Eras Tour. These instances have illustrated not only an affinity for the interactive, but also how they desire to make these events more community-oriented.

Our Solution: With the goal of bringing Gen-Z back into theaters, our strategy will be to enhance and amplify the AMC experience to optimize it for our target audience and generate excitement. The message for our campaign will be that, "With AMC, It's more than just a movie. It's an experience." Whether fans are going for the social aspect or the high-quality moviegoing

experience that theaters offer, we are striving to remind them that they can't get the same experience anywhere else.

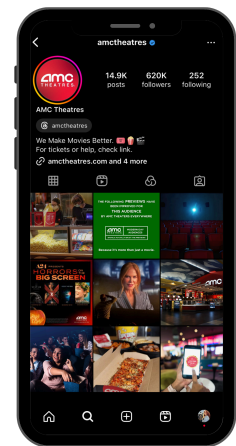
Our campaign will work to enhance the AMC experience to make it more interactive in a way that attracts Gen Z and appeals to their tech-savvy. By adding new elements into the moviegoing mix, like gamification, we can use the novelty to spark trends and online buzz. That's where our amplification will come in, as we'll grow word-of-mouth through the digital space and tell our audience about the updated AMC experience. As our target audience is currently facing pain points with streaming services cracking down on password sharing and raising prices, now is the perfect time to remind audiences just how much they're missing when they stay home for that film.

Execution: Our proposed solution and campaign will be orchestrated through four main media channels. The primary one will be social media, specifically Instagram and TikTok, where we can best reach our digitally-oriented audience through both paid and organic efforts. This medium will allow us to reach both audience segments in a more precise way, and we will create content that resonates with Gen-Z using humor, relevant topics, and more.

Secondly, we will create brand activations to enhance the in-theater experience and inspire engagement. We plan to add a more interactive, digital spin on the classic movie previews for select films with primarily Gen-Z audiences. Instead of reading off static trivia questions, guests will scan a QR code, be able to make an avatar, compete to answer questions in real time, make predictions, and more. This can be achieved through partnering with existing interactive quiz games such as Kahoot and customizing the interface to blend with the AMC experience. Partnering with Letterboxd would also create a way for users to submit predictions and track their accuracy over time. Activations will also be implemented in select theater lobbies to correspond with participating films and to promote the updated and more interactive preview experience.

Finally, we will use influencer marketing to shape trends and build positive word of mouth, and we will also use out-of-home advertising to connect our campaign out into the community. Our ads, two of which are shown here, will primarily be displayed in high-traffic zones within college and university areas. Our influencer marketing efforts will also go to promote the in-theater upgrades we have made, both through partnering with relevant well-known influencers and micro-influencers, who can offer higher relatability, engagement, and overall ROI.

Return on Investment: We can measure our success by monitoring the amount of earned media by word-of-mouth advertising amongst our target audience. This will ultimately lead to an increase in ticket sales and foster brand loyalty.



References

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