Audience Related Initiatives

SBC INTERNATIONAL CINEMAS

The Experience of a Multiplex

By
Lisa McNamara

The Experience of a Multiplex.

Moto: "If you build it, they will come"
Lucky for SBC, there
Is no direct competition....
any more, anyway...

Multiplex v's ..... None Multiplex Cinemas.

Strengths of SBC Cinemas:

Location: Situated inside an established and attractive Shopping centre, on the main entrance road.
Décor and layout of the cinema.
Pleasant staff, who care.
No close competition.
Dynamic Management Team.
No. of Screens

ADDED VALUE

MARKETING

€ PROMOTIOS

SBC INTERNATIONAL CINEMAS

+ BON

INTERNAL MOVIE PROMOTIONS

Added Value

SBC
INTERNATIONAL CINEMAS

MR. JONES
MR. SMITH

ASSISTA HOJE ÀS 20:30h À CHEGADA DOS MIB NUM MERCEDES CLASS E PARA A ENTREGA DO FILME

MIIB

AOS CINEMAS SBC.

NÃO PERCA!!! VENHA, DIVIRTA-SE E GANHE PRÉMIOS ESTE FIM-DE-SEMANA NOS CINEMAS SBC

Austin Powers
Yeah Baby, ggggggrrrrrrr!

-Kadoc Night Club
-Faro Motorbike Club
-BMW
To name a few who Helped to promote this movie

Sponsored by

PIAGGIO®

Middle, winner of the Piageo Scooter
Left and right of her, are the men from Faro Motorbike Club.

SBC
INTERNATIONAL CINEMAS

JACK DANIEL'S
Tennessee
WHISKEY
BACK

MIB II

JACK DANIEL'S
Tennessee
WHISKEY

Alternative Events & Promotions

EURO 2004

Above: 24 hrs Burger Bar

Below: Donkey sanctuary

TOURQUE

SUPER BIKES

This was a cross Promotion between SBC and a toy shop called FUNNY.
They had the merchandise for this movie.
They placed a stall in the foyer, selling toys during the opening of this movie

School Visits

- Aim at very small children, visiting the cinema for another experience as the schools in the Algarve are not very affluent and don’t have many trips with the children; we give them a nice discount.
- We aim at the older children as a form of education (depending on the movie) or as prizes for working hard.

Charity Events

l the

-Charity money collection in the cinema.

French Film Festival.

Staged over 3 days showing 6 movies.

Les Choristes, by Christophe Barratier,
this will be the opening movie where
Christophe Barratier will be our star guest.

Haute Tension By Alexandre Aja,
Blueberry by Jan Kounen,
Agents Secrets by Frederic Schoendoerffer,
Tais-toia by Francis Veber,
Feux Rouges by Cedric Kahn,
Le roi et l'oiseau by Paul Grimault.

SBC
INTERNATIONAL CINEMAS

Alternative Movies in a Multiplex

Do they work?

Alternative Movies

The Secretary

Nowhere in Africa

The Barber

The Cats Meow

XX/XY

TO NAME BUT A FEW

9 Screens and 23 movies!

IS THIS POSSIBLE ?

YES

- Certain Time slots for certain movies.
- The alternative movies can now be accommodated for, where as before it was difficult.
- Certain Days of the week will be dedicated to alternative movies. We collaborate with Cine Clube and don’t wish to take the movies off them, merely exploit the movies more.
- Only show that movie once or twice in a week and then move on.
- All other movies will be placed in time slots based on their performance the previous week.

Offers and Promotions

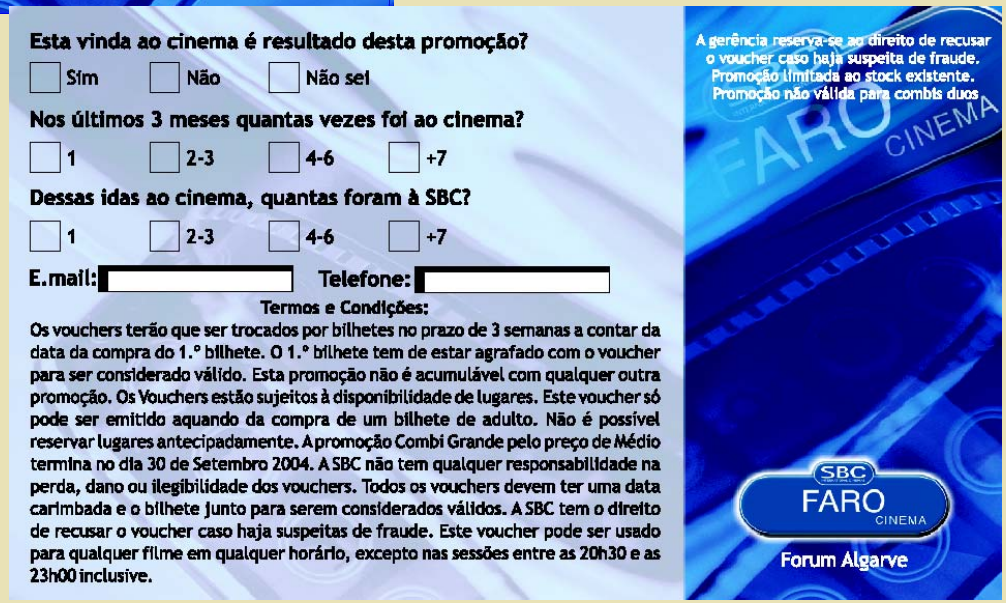
€ Promotions

2nd Movie Offer

Buy a full price ticket
And save 85cents on
Your next ticket.

Did you come as a result of this offer?

MARKET RESEARCH



2ND MOVIE TICKET ANALYSIS

The idea of the promotion was to bring people back to our Cinema more often than they normally would.

REVISED SECOND MOVIE OFFER - REDEMPTION REPORT PLEASE ENTER RESULTS IN THIS SECTION w/c 05/12/03 is week 1				ANALYSIS (NO ENTRY NEEDED IN THIS SECTION)								
Week	Vouchers Issued	Ticket Vouchers Redeemed	Concession Voucher Redemptions	Cum Vouchers Issued	Cum Ticket Redeemed	Cum Conc Redeemed	Cum Av Issued	Cum Av Tick Red	Cum Av Conc Red	%Red Tickets	Cum% Tickets	%Red Concession
1	3287	12	56	3287	12	56	3,287	12	56	0.4%	0.4%	1.7%
2	4,138	45	64	7425	57	120	3,713	29	60	1.1%	0.8%	1.5%
3	4,833	55	114	12258	112	234	4,086	37	78	1.1%	0.9%	2.4%
4	4,285	99	100	16543	211	334	4,136	53	84	2.3%	1.3%	2.3%
5	4,659	57	143	21202	268	477	4,240	54	95	1.2%	1.3%	3.1%
6	5,401	98	119	26603	366	596	4,434	61	99	1.8%	1.4%	2.2%
7	4614	102	164	31217	468	760	4,460	67	109	2.2%	1.5%	3.6%
8	5564	154	187	36781	622	947	4,598	78	118	2.8%	1.7%	3.4%
9	4007	66	102	40788	688	1049	4,532	76	117	1.6%	1.7%	2.5%
10	3884	75	1	44672	763	1050	4,467	76	105	1.9%	1.7%	0.0%

Does it work? **YES**

SMS Advertising

- No one else advertises as we have the rights in the Algarve with this.
- It is different and customers have to subscribe to the service, we cannot just text messages
- The customer can text to see what movie is on in the largest screen.
- It can be used for information as well as value added discounts
- Its quick and can cater for special promotions that you want to broadcast quickly.
- You can assess how the service is performing as you get to keep everyone number and you can see who comes and who goes.
- The service has the potential to be added to

SMS MONTHLY ANALYSIS

SBC Cinemas SMS Report						
Optin100						
Month	**In**	**Out**	**Sum In (1)**	**Sum Out (2)**	**Mailing List Size (1) - (2)**	**Database Growth Rate**
Dec-02	45	2	45	2	43	
Jan-03	145	14	190	16	174	304.7%
Feb-03	94	11	284	27	257	47.7%
Mar-03	98	22	382	49	333	29.6%
Apr-03	47	12	429	61	368	10.5%
May-03	34	4	463	65	398	8.2%
Jun-03	22	2	485	67	418	5.0%
Jul-03	50	5	535	72	463	10.8%
Aug-03	115	17	650	89	561	21.2%
Sep-03	80	29	730	118	612	9.1%
Oct-03	66	11	796	129	667	9.0%
Nov-03	36	8	832	137	695	4.2%
Dec-03	47	9	879	146	733	5.5%
Jan-04	57	8	936	154	782	6.7%
Feb-04	101	11	1037	165	872	11.5%
Mar-04	75	12	1112	177	935	7.2%
Apr-04	45	8	1157	185	972	4.0%
May-04	52	7	1209	192	1017	4.6%
Jun-04	22	7	1231	199	1032	1.5%
Jul-04	39	10	1270	209	1061	2.8%
Aug-04	65	16	1335	225	1110	4.6%

Press

Radio

SMS

Flyers

GENERAL ADVERTISING

Posters

Email

Letters

THANK YOU FOR YOUR TIME.

Final Thought…

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

Martin Luther King

One Last thought…

A woman is like a TEA BAG,

Only when in hot water

do you see how strong she really is

If you have any questions, please wait until the end to ask them…..