

National Movie Theater

In the evolving entertainment landscape, our national-based movie theater client faced the challenge of promoting its unlimited pass for in-person theater experiences and increasing general awareness amidst the growing trend of at-home movie streaming.

THE OBJECTIVE

- Create widespread awareness and drive sales of unlimited pass
- Bolster overall awareness of physical theater locations

THE SOLUTION

CTV played a pivotal role in filling the funnel with awareness. By harnessing CTV's visual and immersive power, we introduced audiences to the unique experience of the client's unlimited pass for in-person theater engagements. Event player retargeting audiences allowed the campaign to strategically target users who had engaged with the initial CTV content, ensuring a more personalized and nuanced approach in subsequent campaign stages.

Data targeting emerged as a crucial component in driving users down the funnel. It included targeting unique audiences with different creatives and utilizing the budget across multiple mediums, including event retargeting, retargeting, lookalike audiences, geoframing competitors, lapsed movie theater visitors, frequent movie streamers, and frequent movie attendees.

The final phase, retargeting, was designed to drive sign-ups for the unlimited passes and, notably, encourage visits to nearby theater locations. Retargeting created the final push needed for successful conversions and in-person experiences by re-engaging users who had shown interest.

The success shown here illustrates the effectiveness of a holistic, omnichannel approach. By integrating various tactics across the marketing funnel, we showcased the synergy between different strategies, ultimately yielding optimal results. This highlights the importance of cohesively viewing the entire media plan rather than siloing tactics.



KEY RESULTS

4.6 million
UNIQUE USERS

\$1.96
CPV

\$19.01
CPA

2,630
PASS SIGN-UPS

2,246
LOCATION VISITS