

CinemaWorld

OUR WORLD OF FILM

*Branding Beyond the Cinemas: Boosting
CinemaWorld's Digital Awareness and Community*



Jonas Ngoh



Rachel Tham



Xavier Chen



Jamie
Kohchet-Chua



Vanessa Lee



Pandhita
Chuanromanee



Neo Jing Xiang



Sofiia
Gromosiak

Prepared By: MGMT330 G2 Group 4
Midterm Presentation

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Executive Summary

In the last 6 weeks, we conducted in-depth research, defined target customer segments and developed solutions to enhance engagement and reach

Project Objective

To establish a strong brand identity and revenue channels for CinemaWorld in the digital space, targeting the culturally engaged and film-loving audience aged 35-40 in Singapore through multi-channel outreach.

Key Focus Areas: 1) Maximising YouTube monetization 2) Cultivating community of engaged audience

Our Approach

1

- Researched on the film and movie streaming industry in Singapore
- Understand CinemaWorld and identified key challenges

2

- Conducted surveys and interviews to better understand CinemaWorld's target audience
- Identified key customer segments and personas

3

- Developed 3 recommendations tailored to each customer persona identified

Our Recommendations



Scenes Unseen

Interactive film-related content variety



CineMates

Experiential screening & gamification



Family Time!

All-encompassing family-curated playlists



Environmental Analysis



The film landscape is dominated by scale but target audience value content depth and engagement.

Industry Analysis: PESTEL

P

- Media regulations & censorship limit accessible content e.g. IMDA in Singapore
- Viewers aged 35-40 value licensed & credible platforms e.g. Government backing & ties to meWATCH
- Sudden platform exits reduce trust as viewers aged 35-40 value stability in platforms

E

- Intense competition from streaming platforms with larger budgets squeezes market share - Netflix, Disney+, Viu
- Lack of economies of scale due to smaller subscriber base compared to mass-market players limits profitability
- Market stagnation in cable TV reduces long-term economic viability of CW's linear channel

S

- Viewers value community engagement and enjoy curation and depth in films
- Viewers seek cultural enrichment & prestige - films as identity markers rather than casual entertainment

T

- Data analytics & algorithms drive personalized recommendations, improving customer engagement
- Advances in streaming compression improves user experience, especially in low-bandwidth markets
- Geo-blocking shapes regional content availability

E

- Collective demand for films and other content contributes to global carbon footprint
- Optimising code & algorithm can reduce consumption of computing resources

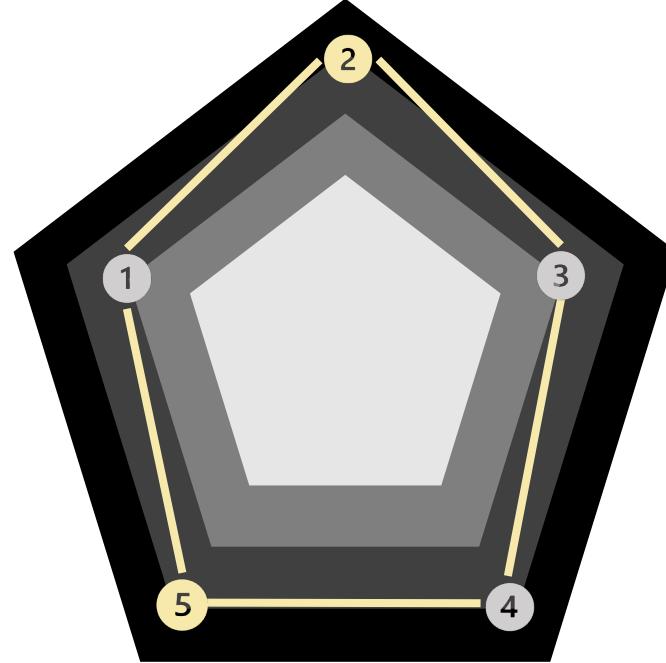
L

- Copyright & piracy are challenges for streaming platforms
- Platforms may face legal challenges related to content hosted e.g. IP infringement & illegal content
- Varying broadcasting & licensing regulations across regions impacts the acquisition & distribution of content



High rivalry and substitution risks pressure CinemaWorld but a strong community can serve as a key differentiator

Industry Analysis: Porter's 5 Forces



Overall: CW faces intense rivalry and high substitution risk, competing for cinephile audiences with gaps left by The Projector's closure, but can win by building a loyal community



1
Threat of
New
Entrants:
Moderate

2
Threat of
Substitutes:
High

3
Customer
Power:
Moderate

4
Supplier
Power:
High

5
Competitive
Rivalry:
High

Elevated Barriers to Entry

- Licenses are expensive & time consuming to secure
- New entrants must establish distribution partnerships
- Startups getting funded and threaten CW; Mubi's \$100M

Many alternatives

- Mainstream OTT, Cinema & Festivals' engaging content
- May resort to piracy if only interested in one film
- Loyal customers may stick if there's a community

Ease of switching

- General watchers may readily switch or piracy, international film watchers may be more loyal
- Watchers & Advertisers cannot directly dictate prices

Price-taker

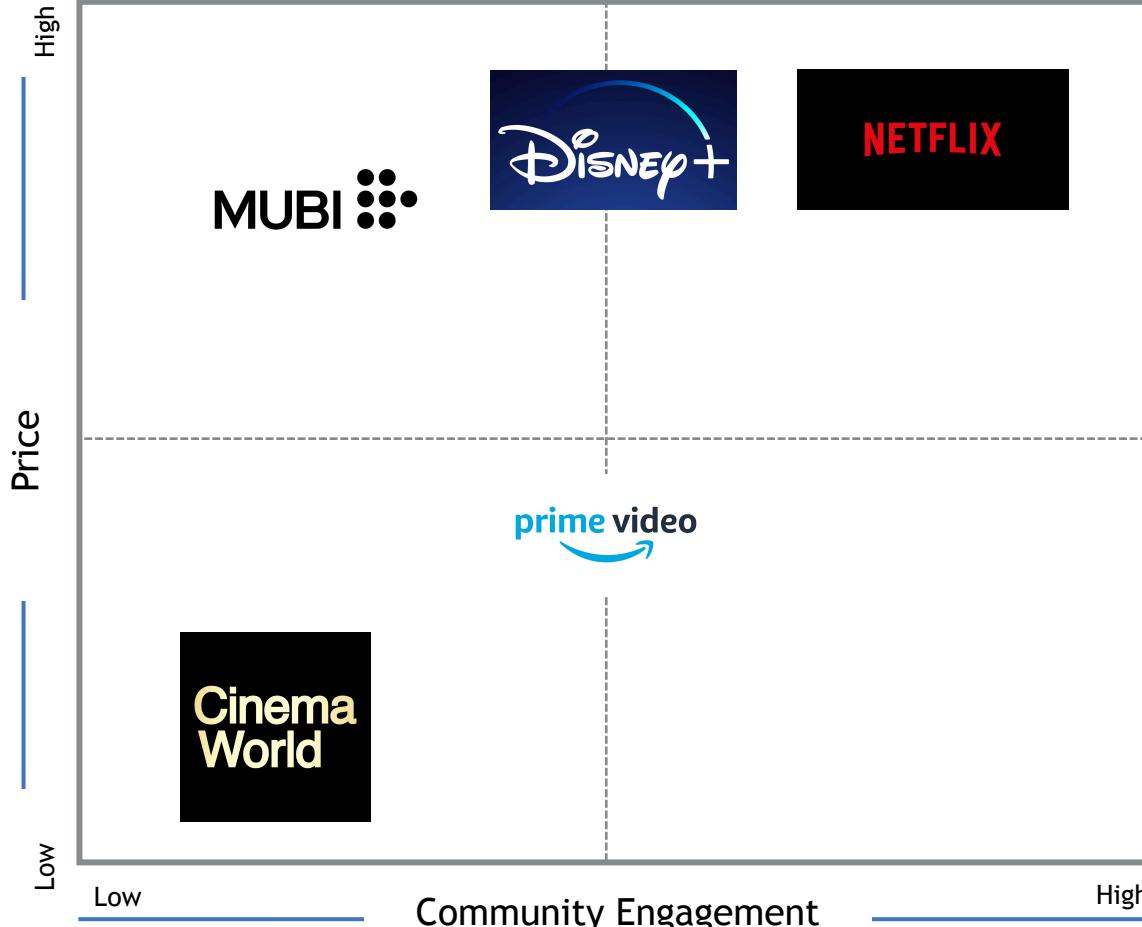
- Suppliers can demand favourable terms
- Quality independent films are hard to find
- Strong relationships or high budgets for desirable titles

Intense Competition

- Direct: Mubi
- Indirect: Netflix, Disney+, Amazon Prime Video

With competitive pricing, CinemaWorld is well-positioned to unlock value by strengthening community engagement

Competitor Analysis



***Price denoted by subscription fee to use streaming services

***Community engagement denoted by content engagement; likes, comments, and share on social media and YouTube and offline events

Analysis

- Owned variety of content and genres, from mass box-office movies to original content, specifically for each country/region
- Multiple subscription options, from single to family option
- Engage customer through social media platforms, including casts interview and local memes for different culture
- Stream box office and mass series, owning original license, catering content for specific countries
- Stands out with its extensive portfolio of **Disney, Pixar, Marvel, Star Wars, and National Geographic** content
- Appeal to families and kids with movies cater to that segment
- Stream both licensed and original content
- Social media and YouTube content highlights trailers, interviews, and snippets from movies/series through main and localised channel
- Distributor and streaming platform for films & series from film festival
- Engage customer through content on social media and YouTube, focusing on trailers, podcast, and cast interview
- Build global community to rate, review, and discuss on the website
- First and only premium pan-Asia movie service showcasing international award-winning films
- Engage customer through social media content and close-door physical screening, such as the Mandala Event.

Despite clear strengths in content offering, CinemaWorld faces 2 key challenges - weak digital engagement and limited brand visibility

Company Analysis: SWOT Analysis & 'As-is' BMC

Strengths

- First and only pan-Asian international movie service since 2012
- 70% exclusive catalog with curated international award-winning festival films
- Wide reach (90+ countries); multilingual access

Opportunities

- YouTube monetization (Shorts, memberships)
- Social media growth via IG Reels, TikTok storytelling
- Market gap: The Projector closure → cultural hub for cinephiles
- Festival & cultural partnerships, cross-promotion with filmmakers
- Rising demand for authentic feminist/socially relevant stories

SWOT

Weaknesses

- Low visibility outside cinephile circles; weak social media presence
- Reliance on meWATCH with clunky UI; reach declined after StarHub exit

CinemaWorld receives limited customer insights

Threats

- Strong competition from Mubi, Netflix, Disney+, Prime
- Heavy dependence on meWATCH; vulnerable if partnership ends
- Copyright issues block ~10% of trailers and content on YouTube
- Viewers moving to free short-form platforms, less willing to pay multiple subscriptions

Key Challenges Identified:



- Limited engagement content on social media & YouTube
- CW's engagement content online focuses heavily on films trailers with limited casts/director interview and content that engage niche audiences



- Low content library visibility and brand awareness
- CW has wide range of content library; however, CW struggle to raise awareness and create visibility of their content to reach target audience



Customer Relationship

- Community Engagement: Out of Frame Initiatives, Cinemashort
- Collaboration with film festivals
- Social media Interactivity: Spark and raise film awareness on social media and lead to meWATCH subscription



Customer Segment

B2C Customers

- 20-45 years old who enjoy watching films
- Middle to high income
- Film enthusiasts who are interested in exploring international films
- International films enthusiasts who watch films in theatres, and are not exploring alternatives due to the lack of options



Channels

- SVOD services
- Social media channels & engagement - YouTube, Facebook, and Instagram
- Private Events, closed door screening - Mandala Event

B2B Customers

- Potential broadcasting and streaming services who has known local presence

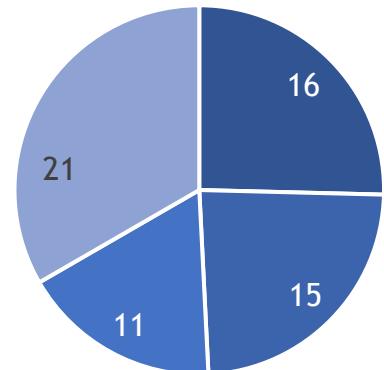


Primary Research

Our survey and interviews revealed that awareness of CinemaWorld is at an early stage, with strong interest in the content pointing to significant growth potential

Overall Demographics

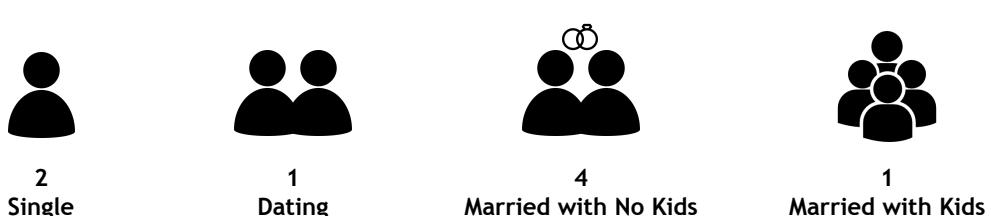
Survey (n = 63 for 35-40 years old):



- Single
- Dating
- Married with No Children
- Married with Children

In-depth Interview with 8 film fans aged 35-40:

Relationship Status



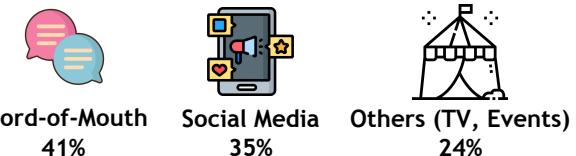
CinemaWorld-Specific



5 out of 8 interviewees expressed interest in CinemaWorld once introduced to its content - a clear sign that the platform holds **strong content value**

Current Awareness

27% of survey respondents have heard of CinemaWorld from:



DINKs who travel frequently came across CinemaWorld on travel catalogues e.g. SQ

What would make you more interested in CinemaWorld?

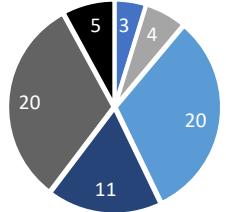
- 1 A wider selection of films
- 2 Free trial or promotional offers
- 3 Social/Interactive Features (e.g. watch parties, discussions)
- 4 More arthouse, indie films



Our target audience are regular film watchers whose viewing preferences and habits shift across life stages

Film-Watching Habits & Preferences

Viewing Frequency



Preferred Platforms



Streaming Services
57%



Cinema
35%

Top 3 Genres



Comedy
60%



Romance
38%



Action
41%

Who do they watch with?



Singles often watch alone or with friends



Couples & DINKs often watch with their partner



Parents often watch with their children

Other Insights

Overall, most interviewees consume films to relax and take mind off work and life.
Most spend 1-2h on streaming services per week.

Motivations for Watching International Films

Content Relevance

- 1 • Attracted to unique storylines not found in mainstream blockbusters
- Film choices guided by personal genre preferences & suitability for the viewing company

Discovery & Curiosity

- 2 • Exposure through promotions, festivals & visibility campaigns
- Influence of social media buzz & word-of-mouth recommendations
- Guidance from renowned directors, actors & cast reputation

Accessibility

- 3 • Prefer films that are easily to access both online and in theatres
- Value having multiple viewing options - from streaming at home to nearby cinema visits



Our target audience consists of avid social media users who engage with a wide variety of content online

Social Media Habits

Top Platforms



Instagram
83%



YouTube
81%



TikTok
40%



Facebook
40%

Preferred Content Format

90%

prefer short-form content

Content Preference



Entertaining Content



Informative Content



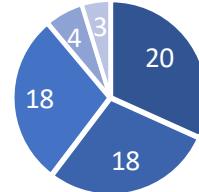
Inspirational Content

Other Insights

Interviewees mentioned that they check reviews on Google and watch trailers on YouTube before committing to watching the whole film

YouTube-Specific

Time Spent



- <0.5h
- 0.5-1h
- 1-2h
- 2-3h
- >3h

Content Discovery



YouTube Recommendations
52%



Shared by social media / friends
29%

Popular Film-Related Content on YouTube



Trailers & Teasers



Film Reviews & Critiques



Behind-the-Scenes



Cast & Crew Interviews

What would make it more likely to follow a YouTube channel?

1 Engaging Personalities

2 Exclusive Content

3 Regular Uploads

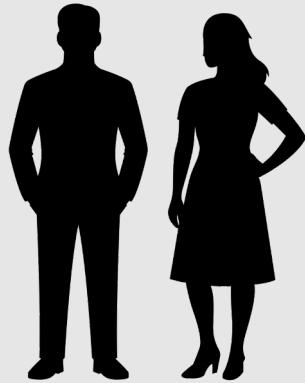


Customer Segmentation



Viewing motivations and habits of our target segment change progressively across life stages

Customer Lifecycle



Single

Key Findings

- 87% of them stated that better promotion and content will make them more likely to watch international films
- Over 72% of them prefer thought- provoking & informative content on social media



Dating/DINK

Key Findings

- 89% of them stated that greater accessibility will make them more likely to watch international films
- Most of them expressed that they like to watch films with their other half



DIWK

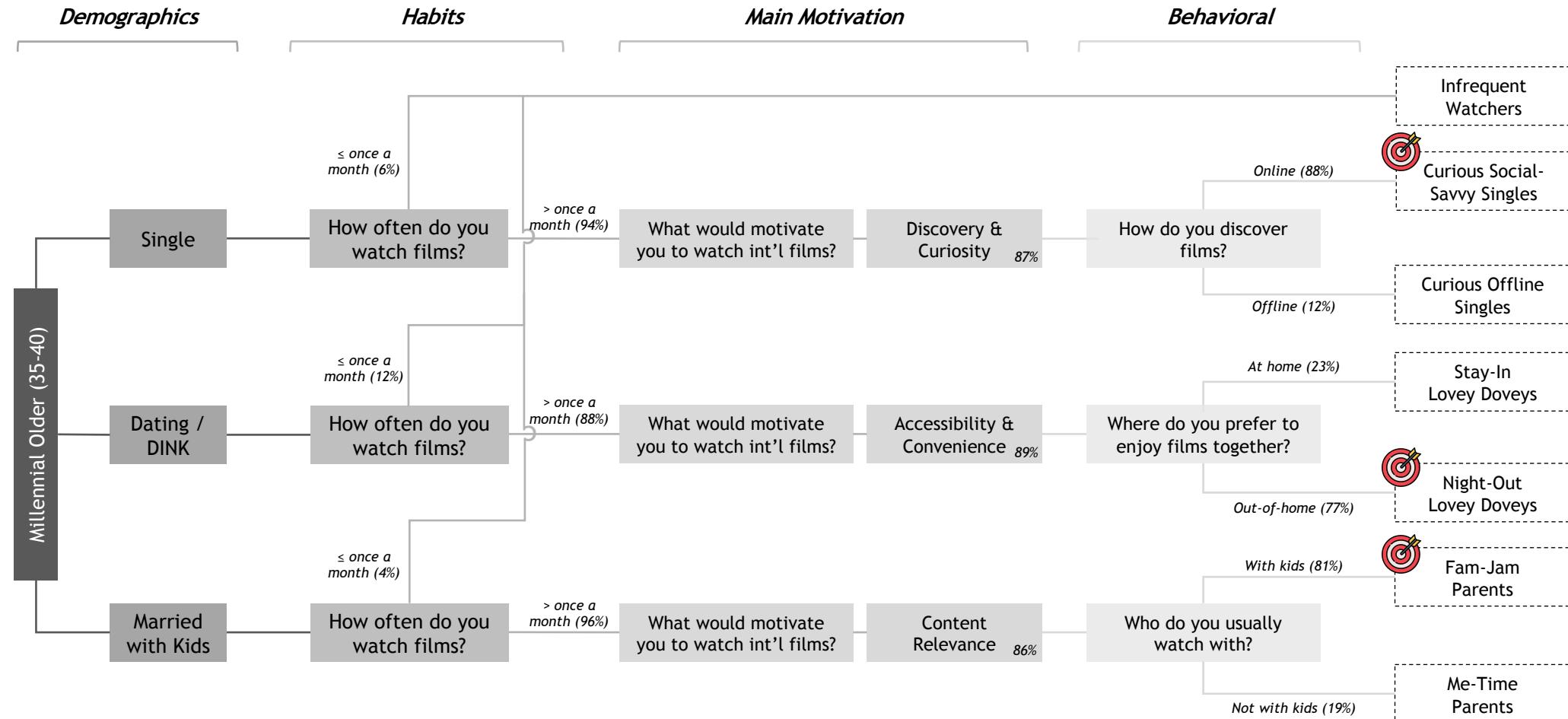
Key Findings

- 86% of them stated that higher content quality and kid-friendly suitability will make them more likely to watch international films
- Over 60% of them prefer informative content on social media



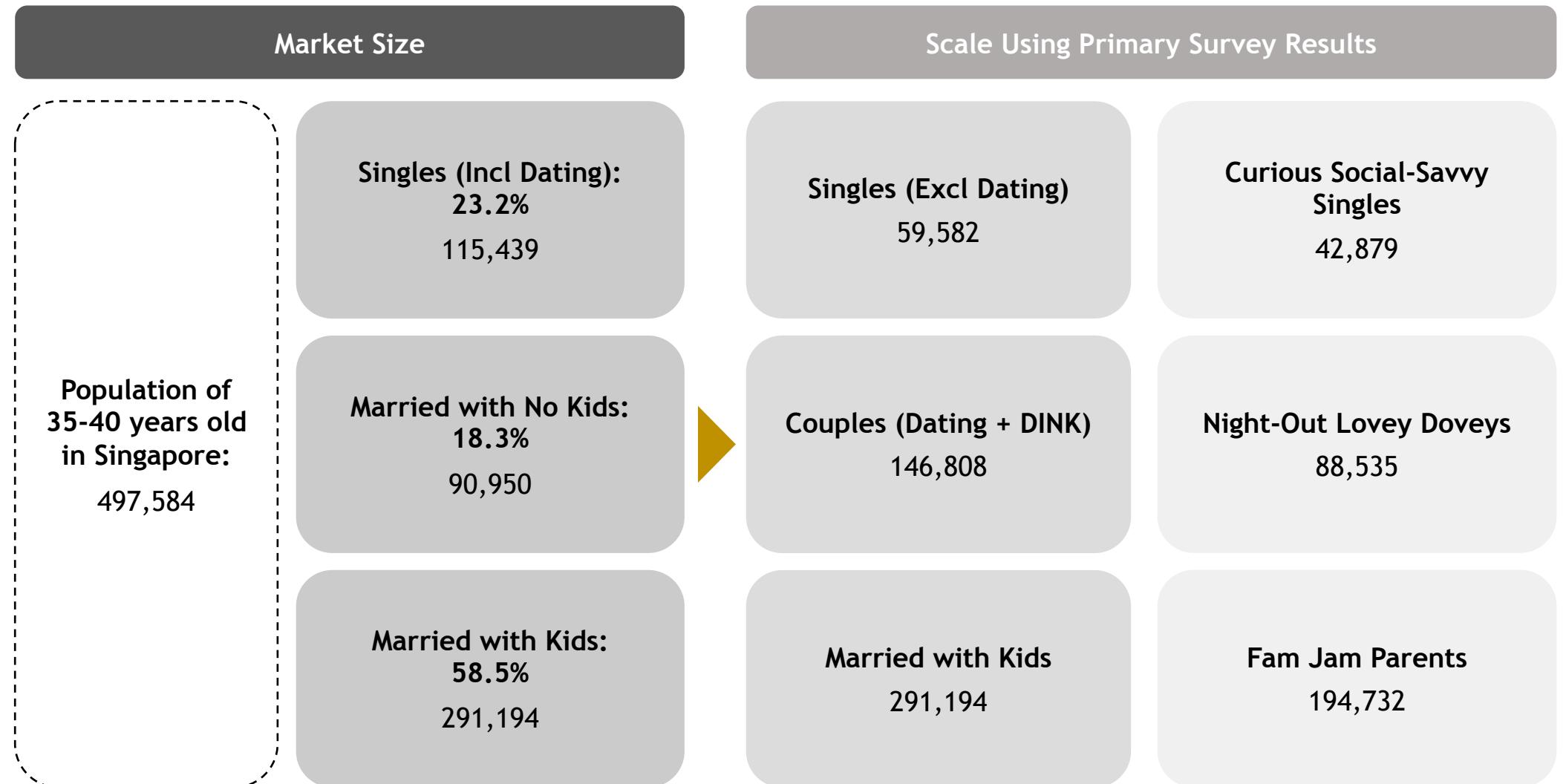
We chose to prioritize 3 customer segments from different life stages according to growth potential

Customer Segmentation Classification



The total market size of our target customer segments is 326,145

Market Sizing





Recommendations

Idea 1: Scenes Unseen



(1) Customer Profile: Curious Social-Savvy Singles

Seek and open to new experience, yet must be appealing

Demographics



Explorer Emma

 Age: Millennial Older (35-40)

 Life Stage: Single

 Income Level: Middle-to-upper income

 Occupation: Mid-career professionals, managers, or business owners

Persona

Open-minded Watchers - *Looking for new and interesting films to watch during free and relaxing time*

Behavior

- Open-minded and like to explore new content through social media
- Usually received films influenced by social media content and YouTube recommendation

Social Media Habits

44%

Spend more than 1-2 hours on YouTube as a mean of entertainment

57%

Consume livestream & podcast video content mostly on YouTube

Needs

- Exploration of new content, willing to try new and interesting content found through social media and recommendation
- Usually spend relaxing time alone, require recommendations for films to watch online at home

Movie Interests

Open to different genres, mostly comedy, and more intrigued by storytelling



Fancy-Free Farquad

 Age: Millennial Older (35-40)

 Life Stage: Single

 Income Level: Middle-to-upper income

 Occupation: Mid-career professionals, managers, or business owners



(1) Customer Journey: Curious Social-Savvy Singles

CinemaWorld's current customer journey on YouTube

Awareness

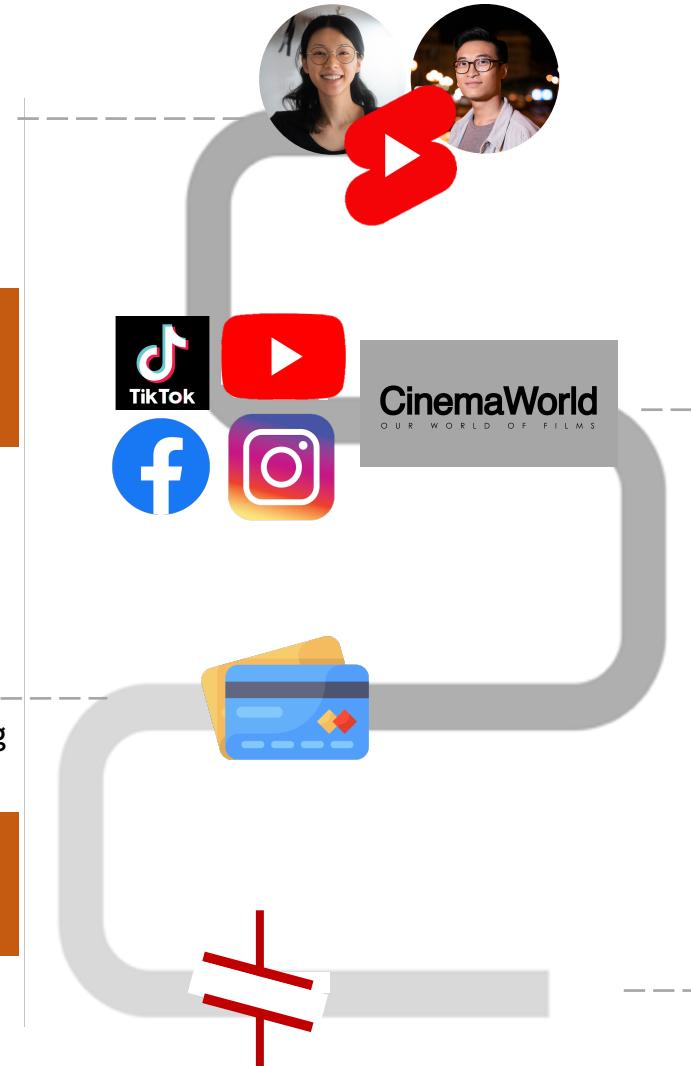
- **Activity:** While scrolling, found film-reviews shorts on YouTube Shorts & Instagram Reels
- **Touchpoint:** Social media - YouTube, IG, TT, FB
- **Emotion:** Intrigued by storytelling, felt hanging due to short clips, and wanted to watch finish

Opportunity: Creating multiple shorts clips on YouTube to create visibility and editing to leave hanging ends to direct to full videos

Purchase

- **Activity:** Found meWatch subscription in YT video description and instantly subscribe
- **Touchpoint:** meWATCH platform
- **Emotion:** Excited to watch full films after listening to film-telling podcasts

Opportunity: Include links in all content formats to create a proper linkage between socials and meWatch



Consideration

- **Activity:** Browse CW YouTube channel for full videos or access to podcasts/livestream
- **Touchpoint:** CW's YouTube Channel
- **Emotion:** Invested in the film podcast and interested to watch the film

Opportunity: Push for CinemaWorld podcasts and livestreams to boost consideration and pique interests

Retention

- **Activity:** Finishes a film, return to social media browse for more content
- **Touchpoint:** Social media - YouTube, IG, TT, FB
- **Emotion:** Fulfilled after watching, not yet attached to CW

Opportunity: Produce more short clips content format to boost repetition and visibility, drawing social media viewer to YouTube content to meWatch subscription

(1) Problem Statement: Curious Social-Savvy Singles

Lack of brand visibility leads to a lack of retention



Key Insights from Interviews & Surveys



Interest in Film-Related Podcast

68%

of survey respondents find film-reviewed podcast interesting and high likelihood to consume such content



Openness to content



“I’m open to watching new content and films specifically for the plot! I would also love to interact with the community”



Most Engaged Content Formats

94%

of survey respondents are more inclined to consume short-form content on social media



Motivations to start watching international films

81%

Of survey respondents will be more likely to watch international films for the captivating movie plot

Main Problem

CinemaWorld has an exclusive and a wide range of movie/show variety; however, they struggle to:

1. Create visibility and interactivity to promote their content library through social media
2. Curate various content angles to engage with individuals and draw interest to their content
3. Acquire customers and maintain retention upon subscription due to a lack of awareness

Suggested Solution

- (1) The lack of CinemaWorld’s visibility, content variety, and low retention rate
+
(2) Curious Singles’ preferences for short form content, podcasts, and engagement

Leads us to propose:
Capture audience’s attention by formatting CinemaWorld’s offerings through quick, and digestible content with avenues to spark conversations and engagement - all through an online platform!

Problem Statement

How might we address curious, socially-savvy singles (aged 35-40) who feel disconnected due to **mismatched content formats** and a **lack of interactive touchpoints**, to help them discover CinemaWorld’s library through bite-sized, film-indulging content that builds awareness and long-term subscription habits?



(1) Scenes Unseen

Fun and interactive film-related content variety



What is it?

Short-Form Videos

Podcasts

Livestreams

What does it offer?

Hand-picked CinemaWorld award-winning films, exciting storytelling and new film-related content to spark and introduce brand awareness to audiences

Find the latest content formats in short videos, podcasts, and livestreams



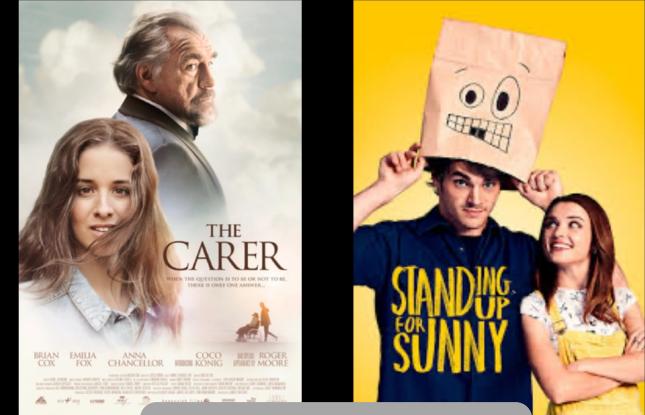
*Exclusive Storytelling
Film Recommendations*



Various film related content formats to boost audience interaction and brand visibility

4 FILMS THAT MAKE YOU

FEEL ALL WARM INSIDE



Short-Form Videos Example!

Cinema World

(1) Scenes Unseen for Curious Social-Savvy Singles

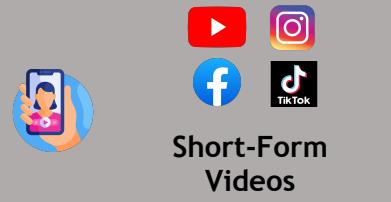
3 main product ideas to capture Curious Social-Savvy Singles' attention to retention

Content Creative Angle

Aim: To raise awareness and spark interest & curiosity for viewers to finish the clips and push them to watch the full film through meWatch subscription

Utilising multiple content formats to produce more digestable, engaging and interactive content that follows the entire customer journey!

Product 1



Short-Form Videos

Capture viewers attention while scrolling and intrigue desire to watch the full films and explore more content

Examples:

1. Film Recommendation
2. Storytelling
3. Cuts from podcasts/livestream

Product 2



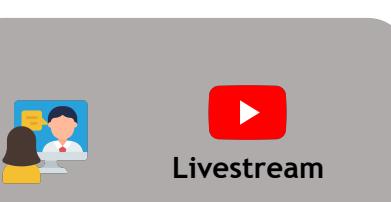
Long-form Podcast

Long-form content to allow for more **in-depth storytelling/discussion** of movie plots through lens of critics and viewers

68%

Single older millennials tune into livestreams/podcast of storytelling on international films on YT

Product 3



Livestream

Engaging livestreams **between host and current subscribers** - creating a connection from the brand to the audience

75%

Single older millennials tune into livestreams and podcast on YT

Key Benefits



AWARENESS: Boost brand and content visibility and awareness through social media, mainly on YouTube



SMOOTH ONLINE JOURNEY: When exploring films and storytelling content, boosting consideration to convert into subscribers



COMMUNITY ENGAGEMENT: Explore new community with like-minded individuals online through discussion posts, and livestreams



ALIGN WITH AUDIENCE TOUCHPOINTS: Hook attention based on their most preferred content format! Interest to form into action



(1) Scenes Unseen: Short-Form Videos



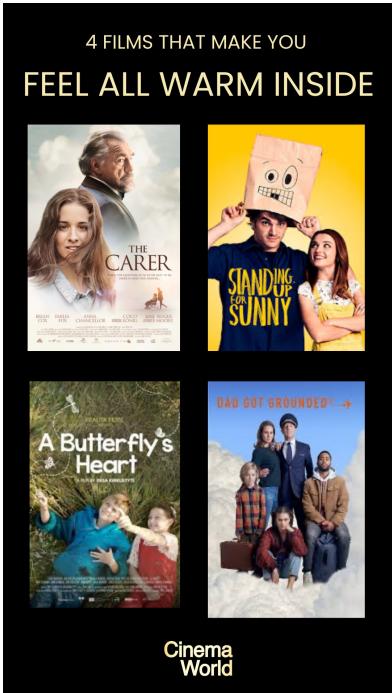
Recommendation Short: To better capture Curious Social-Savvy Singles' attention and build awareness

Product 1: Short-Form Videos

Product 2: Podcasts

Product 3: Livestreams

Short-form Recommendation Video Content (under 100 sec)



Cinema
World

Recommendation of films to watch by genre

- To post short video recommendations of specific genres according to the genres found on CinemaWorld, with the video detailing how each film corresponds to the topic
- For example, the topic “4 films that make you feel all warm inside” can be based on the movies found in the feel-good genre on CinemaWorld

Overall Fit with Curious Social-Savvy Singles

- Can appeal to those who are on social media looking for something to watch
- Can also appeal to those that want to try watching something different but don't know where to start

← Sample thumbnail

Short-form recommendation video content that spreads awareness of CinemaWorld and its library of films can help attract viewership and interest from the Curious Social-Savvy Singles

Benefits of Short-Form Recommendation Videos



Guidance



Appeal



Reach



Knowledge /Branding

Short-form video recommendations from CinemaWorld reduces the cognitive load of curious singles having to decide on a film to watch

The categorization by genre/emotion can help appeal to curious singles who are drawn to a particular genre/emotion

Short-form video recommendations have the potential to reach many curious singles due to its ease of watch and its ability to engage the audience through kickstarting discussions on the mentioned films

This content strategy seeks to educate the Curious Social-Savvy Singles on the vast library of films CinemaWorld has to offer



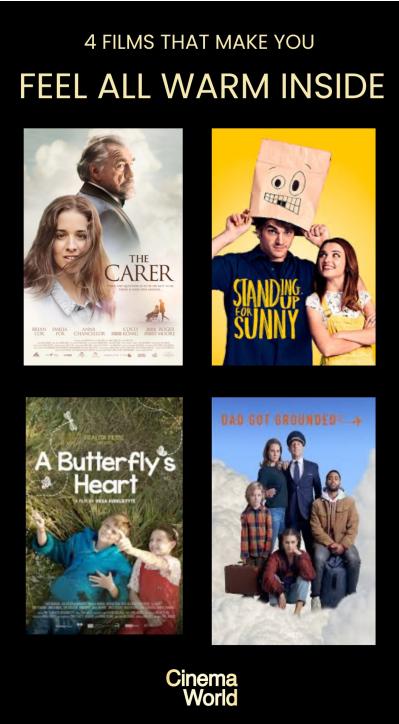
(1) Scenes Unseen: Short-Form Videos

Example of a Recommendation Short!



Product 1: Short-Form Videos

The Hook



Hook the curious singles by satisfying their curiosity through relatable recommendation headers

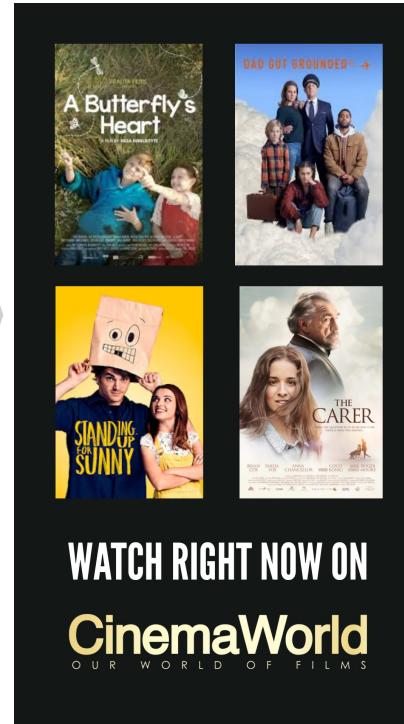
Snippet from movie



Snippet of the film that most relates to the topic/genre

Product 2: Podcasts

Link to CinemaWorld



Providing the curious singles with information on how to access the films

Product 3: Livestreams

Details

When to post

Where to post

How to start buzz on posts

Successful cases

" Usually older millennials tune into social media at 12pm during Wednesday" - Adobe

- Short-form videos at 30s-40s, to keep the attention span of target audiences



YouTube Shorts



TikTok Shorts



Instagram Reels



Facebook Reels

- Post short-form video content aligned with the main awareness touchpoints of target audience

- Descriptions on videos to include hashtags related to the movie and country featured
 - Promotes for wider reach of audiences beyond current cinephiles

- The movie "Materialists" showcased multiple short-form video content on A24's IG and YT account, garnering more than 1m likes on each platform



(1) Scenes Unseen: Short-Form Videos

Storytelling Short: To provide more engaging and intriguing content!



Product 1: Short-Form Videos

Product 2: Podcasts

Product 3: Livestreams

Short-form Storytelling Video Content (under 100 sec)

Storytelling using film narratives

- To leverage on the **strong narratives** of CinemaWorld's films to appeal to the curious singles
- For example, the topic "When was the last time a film made you cry?" can be used a way to highlight a film that has the ability to touch people's hearts

Overall Fit with Curious Social-Savvy Singles

- Can appeal to those who are curious about films that touch on heavy topics
- Can appeal to the curious singles who are on the path of self-discovery

← Sample thumbnail

Short-form storytelling video content that connects with the Curious Social-Savvy Singles through the sharing of strong narratives can contribute towards greater exploration of CinemaWorld's content and viewership



Impact



Appeal



Reach



Knowledge /Branding

Short-form storytelling content can succinctly express the topics covered by the film to leave a lasting impression on the curious singles

Highlighting films with strong narratives can appeal to curious singles who are looking for a film that they can feel a genuine connection to

Short-form video storytelling can reach a wide number of curious singles because of how quickly it informs curious singles about the key ideas/topics of a film

Overall, this content strategy seeks to educate the Curious Social-Savvy Singles on the vast library of films CinemaWorld has to offer



(1) Scenes Unseen: Short-Form Videos

Example of a Storytelling Short!



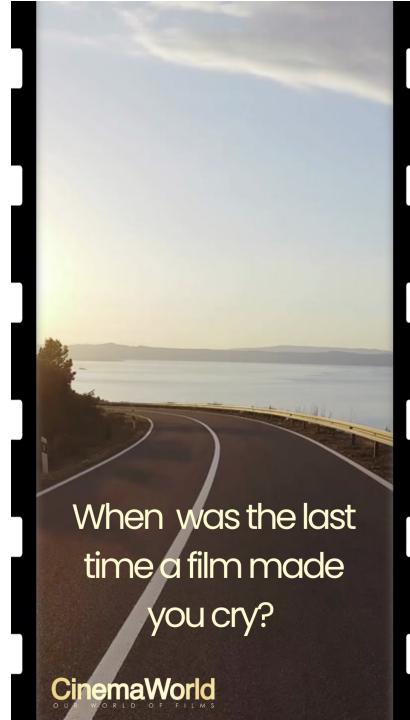
CinemaWorld
OUR WORLD OF FILMS

Product 1: Short-Form Videos

Product 2: Podcasts

Product 3: Livestreams

The Hook



When was the last time a film made you cry?

CinemaWorld
OUR WORLD OF FILMS

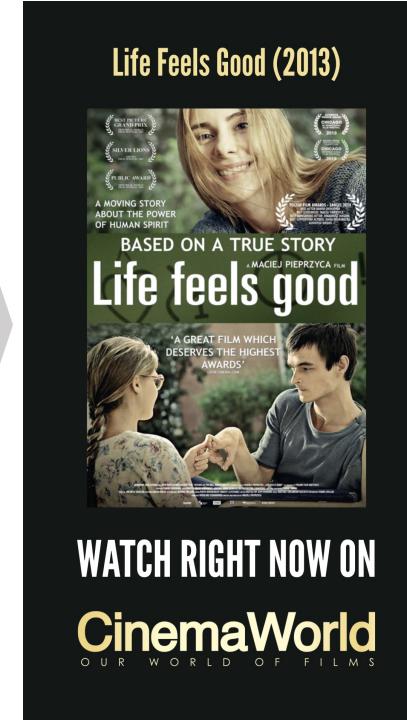
Hook the curious singles by satisfying their curiosity through a relatable statement/question

Snippet from movie



Use scenes from the highlighted film along with narration to express the key points of the film

Link to CinemaWorld



Providing the curious singles with information on how to access the title

Details

When to post

"Usually older millennials tune into social media at 12pm during Wednesday" - Adobe

- Short-form videos at 30s-40s, to keep the attention span of target audiences

YouTube Shorts TikTok Shorts

Instagram Reels Facebook Reels

- Post short-form video content aligned with the main awareness touchpoints of target audience

Where to post

The use of a strong hook at the beginning of the video and apt use of audio and visuals to capture attention

How to start buzz on posts

The film "Capernaum (2018)" managed to gain traction partially due to short-form content highlighting its deeply emotional narrative

Successful cases



(1) Scenes Unseen: Film Podcast

Film Podcast: to boost storytelling, retelling it in a digestible and straightforward way!

Product 1: Short-Form Videos

Product 2: Podcasts

Product 3: Livestreams



Film Podcast Content



Podcasts

- Podcasts (20-30 mins) that talk about and discuss a specific film in an engaging storytelling format about movie plots and pose questions to spark conversations in comment section
- E.g. "Not My Type" - suitable for TA preferences and has layers of social elements to dissect and spark interest, but still easy to understand

Overall fit for Curious Social-Savvy Singles

- Concise and easy to listen to during busy schedules to explore new experiences. Interviews mentioned they usually watch and listen to podcasts when at work or whenever they have spare time, citing examples such as "The Daily Ketchup"



Benefits of Podcasts



Convincing

Podcasts introduce films upfront to viewers and intrigue them to watch the full film on meWatch, host promotes the film



Appeal and Engagement

The storytelling and discussion format can engage viewers better, including human touch and opinions. It appears as more convincing and draws more attention through language and visuals



Knowledge /Branding

Podcasts analyse films in more detail, such as director's motivation and meaning behind each scene, and introduce viewers to the content variety of CinemaWorld

Podcasts engage viewers deeply, not only raising the awareness of CinemaWorld's content library, but also in-depth details and uniqueness of the films, giving new experiences and discovery to curious social-savvy singles

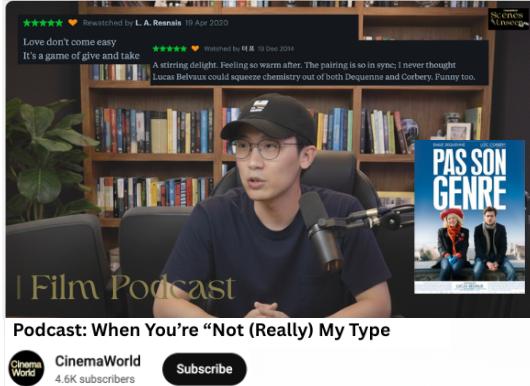


(1) Scenes Unseen: Film Podcast

Film Podcast Storyboard: having a hook, good storyteller, and call to action

Product 1: Short-Form Videos

The Hook



Create a hook cover page & title to pique viewers' interest

Product 2: Podcasts

Storytelling



Support the analysis with snippets from movies to create connectivity and easy to follow

Product 3: Livestreams

Details

When to post

"Older millennials listen to YouTube podcast around 8pm during Wednesday" - LinkedIn

- Full podcast video at 20-30 minutes, with opening hook to capture attention



YouTube

- Post full podcast video on YouTube and cut short clips to post on social media platforms

Where to post

How to start buzz on posts

- Use a strong cover page to attract views and start with highlights to retain viewers
- Include film snippets to make the storytelling easier to follow

Successful cases

The movie "Mad Max: Fury Road (2015)" gained huge traction from audiences and critics after being mentioned in the Blank Check podcast

Link to CinemaWorld



End the video with a call to action, linking viewers to watch the trailer of the film or to visit CinemaWorld's website to access subscription



(1) Scenes Unseen: Film Podcast

Film Podcast Influencers: great storytellers, audience, and engagement



Influencers



@peteryuhongrong



@gweishi



@lishuen.lam



@markchua.se



@chchchchaihong



@kkennethlim



@chapalangfilm

Followers/ Subscribers

4,081

3,068

2,578

2,092

1,328

297 95

Target Audience

Film Actor

Film & lifestyle enthusiasts

Film community & niche film audiences

Film community & niche film audiences

Film & lifestyle enthusiasts

Film community

Content Type

Lifestyle and film-related content

Lifestyle, film festival content

Film on-going project and interview

Films podcast, interviews & production

Lifestyle content

Films podcasts & interviews

Films Landscape Involvement

- Participated in numerous film festival

- Film producer - short films, music videos, etc.
- Head of production at Potocol.

- Film director, producer & art markers
- Involved in multiple film festival, such as Singapore Film Festival & Locarno Film Festival
- Occasional film screening
- Website: <https://markandlishuen.com/>

- Film director, writer, producer**
- Producer of "We Can Save the World"

- Film & Theatre enthusiasts
- Freelance actor & filmmaker
- Website: <https://kennethlim.creatorlink.net>

- Unfiltered conversations with filmmakers & film professionals about the art & business of film

Reasons for preference

- Mass industry relevant
- Target older generation

- Substantial followers
- Understand films landscape

- Substantial followers
- Understand films landscape
- Expertise as creditability

- Industry relevant
- Similar age range with TA
- Storytelling/interview experiences

- Industry relevant
- Related industry experiences

- Industry relevant
- Same range range with TA



(1) Scenes Unseen: Film Livestream

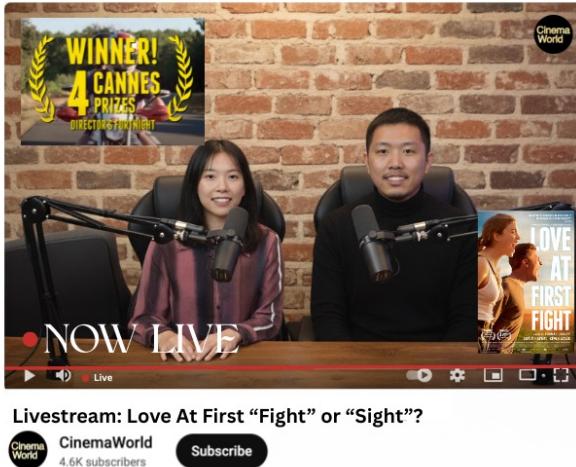
Film Livestream: to engage frequent customers, start discussions, and build a community

Product 1: Short-Form Videos

Product 2: Podcasts

Product 3: Livestreams

Film Livestream Example



Livestream

- Livestream that focus on film and create community engagement. It will be divided up into: (1) film storytelling & (2) guest(s) to engage in activities, including mini games, host's questions discussions, etc.
- E.g. "Love At First Fight" - suitable for TA preferences. Discussion question, such as "What's your thought?" or "Share your love at first fight story"

Overall fit for curious creature

- Engage audiences through storytelling
- Instant engagement with film-lover community through community audiences with host in comment sections and dial-in
- Receive variety and diverse opinions from other viewers, creating sense of community



Livestream



Appeal and Engagement



Knowledge / Branding



Community

Benefits of Livestreams

Livestream allows audiences to engage with CW and the community interactively and explore different films and genres

The storytelling and discussion format can engage viewers better, including human touch and community opinions.

Livestream dissect films in more detail, such as director's motivation and meaning behind each scenes, and introduce viewers to content variety of CinemaWorld.

Engage with film-lovers and build CW Community, creating connection in the livestream

Livestream engaged viewers deeply, not only raising awareness of CinemaWorld content library, but also in-depth details and uniqueness of the films and create sense of community with film enthusiasts



(1) Scenes Unseen: Film Livestream

Film Livestream Storyboard: having a structure for a livestream yet openness for new conversations



Product 1: Short-Form Videos

The Hook



Livestream: Love At First "Fight" or "Sight"?
CinemaWorld 4.6K subscribers Subscribe

Create a hook cover page & title to pique viewers' interest, along with award-winning banner

Open to Discussion



Create engagement with questions to spark discussion in comment section and invite guest to join the livestream

Product 2: Podcasts

Storytelling



Deep dive into film in storytelling with scenes to assist storytelling and easy to follow

Link to CinemaWorld



Conclude to CTA, linking to watch trailers and encouraging to subscribe for full movie

Product 3: Livestreams

Details

When to post

"Older millennials watch livestream at **9pm during Thursday**" - team5pm

- Full livestream at 60-90 minutes with engaging question to draw engagement



YouTube

- Livestream on YouTube and cut short clips to post on other social media platforms

Where to post

How to start buzz on posts

Use strong cover page to attract views and post interesting, and open-ended questions to spark discussion in comment section and dial-in

Successful cases

The growth of Cinedesi YouTube channel, up to 2.4M subscribers, is partially from live reaction of films and movies on YouTube



(1) Scenes Unseen: Film Livestream



Film Livestream Influencers: can maintain energy for a long time, engage audiences, and ask great questions

Influencers							
	@peteryuhongrong	@gweishi	@lishuen.lam	@markchua.se	@chchchchaihong	@kkennethlim	@chapalangfilm
Followers/Subscribers	Instagram 4,081	Instagram 3,068	Instagram 1,933	Instagram 2,578	Instagram 2,092	Instagram 1,328	Instagram 297 YouTube 95
Target Audience	Film Actor	Film & lifestyle enthusiasts	Film community and niche film audiences		Film community & niche film audiences	Film & lifestyle enthusiasts	Film community
Content Type	Lifestyle and film-related content	Lifestyle, film festival content	Film on-going project and interview		Films podcast, interviews & production	Lifestyle content	Films podcasts & interviews
Films Landscape Involvement	<ul style="list-style-type: none"> Participated in numerous film festival 	<ul style="list-style-type: none"> Film producer - short films, music videos, etc. Head of production at Potocol. 	<ul style="list-style-type: none"> Film director duo, producer & art markers Involved in multiple film festival, such as Singapore Film Festival & Locarno Film Festival Occasional film screening 		<ul style="list-style-type: none"> Film director, writer, producer Producer of "We Can Save the World" 	<ul style="list-style-type: none"> Film & Theatre enthusiasts Freelance actor & filmmaker Website: https://kennethlim.creatorlink.net 	<ul style="list-style-type: none"> Unfiltered conversations with filmmakers & film professionals about the art & business of film
Reasons for preference	<ul style="list-style-type: none"> Mass industry relevant Target older generation 	<ul style="list-style-type: none"> Substantial followers Understand films landscape 	<ul style="list-style-type: none"> Substantial followers Industry relevant & expertise as creditability Experiences in storytelling 		<ul style="list-style-type: none"> Industry relevant Same age range with TA 	<ul style="list-style-type: none"> Industry relevant Related industry experiences 	<ul style="list-style-type: none"> Industry relevant Same range range with TA



(1) Building Scenes Unseen's Awareness

Implementation: How do we get people to know about the content



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Reaching the Curious Creatures

Getting CinemaWorld to reach audiences through owned and paid media

Awareness



Content Marketing

Short-form Videos

Short-form videos to be posted on reels and stories

- To post pre-podcast release and livestream day content
- To be cut into digestable short-form clips - highlighting key moments
- Allows individuals to see clips while browsing stories while being able to build a conversation on the reels
- Boosting awareness by getting attention through "clippable" content

Film Podcasts

Film Livestreams

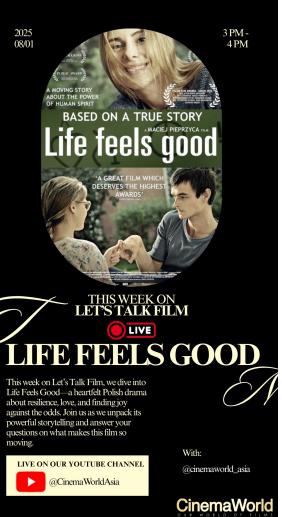
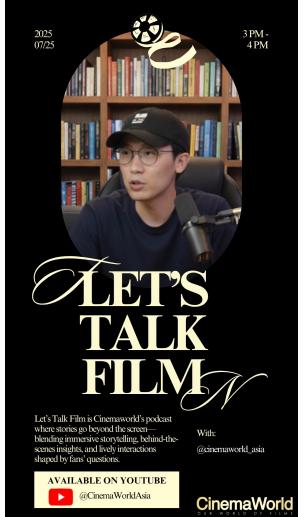


Paid Ads

Short-form Videos

- Paid advertisements on short-form video content → boosting possibilities for Social-Savvy Singles to chance recommendation and storytelling shorts
- Content Format:
 - IG: Short-form videos on stories
 - YT: Skippable ads

Suggested Examples



Applicable to all 3 products to build awareness



Paid ads to reach older millennials

(1) Building Consideration for Scenes Unseen

Consideration: How do we get people to consider Scenes Unseen?



CinemaWorld
OUR WORLD OF FILMS

Consideration



Curiosity getting to Singles

Taking advantage of curiosity and turning it into consideration



Partnership with Influencers

Short-form Videos

Repost short-form videos on their IG stories and YT shorts

- Partnering with influencers can give more traction and attention for “Scenes Unseen” with their higher follower count
- Aligned with CinemaWorld’s brand image and touchpoints for social media
- Engage with viewers through livestream and comment sections

Film Podcasts

Potentially come on a podcast and retell the story

Film Livestreams

Potentially come on the livestream and ask questions

Partnership Selection Criteria

- Reputation & Credibility → maintain the credibility of CinemaWorld
- Industry relevant → relevant to the podcasting and livestream industry
- Foster interest in film industry → to give more insights to engage conversations
- Have excellent storytelling skills → keep audiences hooked

Suggested Examples



@chchchchaihong



@lishuen.lam



@markchua.se

Followers/Subscribers



2,092

Target Audience

Film community & niche film audiences

Content Type

Films podcast, interviews & production

Industry Involvement

- Film director, writer, producer
- Producer of “We Can Save the World”

Reasons for preference

- Industry relevant
- Targeted followers on social media
- Same age range with TA
- Storytelling/interview experiences



(1) Strengthening Scenes Unseen's Retention

Retention: How do we get people to stay with CinemaWorld?



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Retention



Singles ready to Mingle!

Ready to mingle with CinemaWorld and MeWatch!



Content Marketing

Short-form Videos

Short form videos on social media stories redirecting viewers to watch other content

Film Podcasts

Clippable short form clips of the film podcasts for audiences to rewatch!

Film Livestreams

Clippable short form clips of the film livestream for audiences to rewatch!



User-Generated Content

Short-form Videos

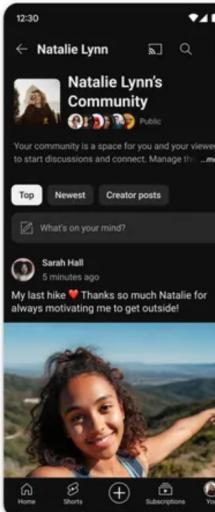
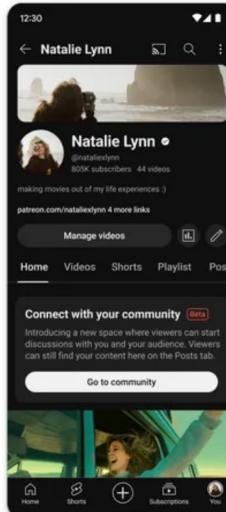
Film Podcasts

Film Livestreams

UGC content that can boost discussions through challenges, hashtags, and filters relating to featured movies/shows!

"Older Millennials usually partake in UGC as they strongly believe in **authenticity and engagement**" - Forbes 2021

Suggested Examples



CinemaWorld can utilize the Youtube communities tab to also engage audiences on the short clips posted!



UGC Content

How?

When and Where?

In relation to film podcasts: #butterflymoments to capture moments beyond the screen

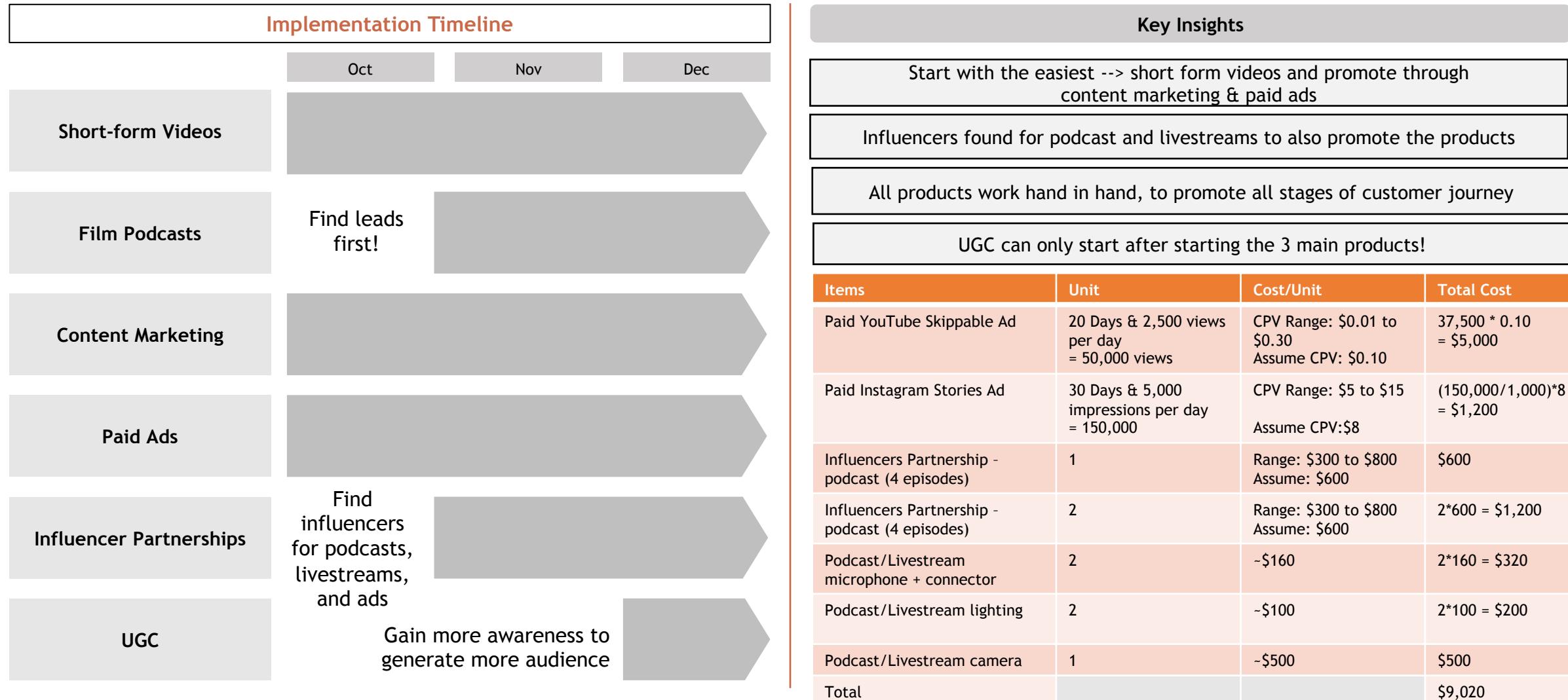
Target audience to post on social media tagging CinemaWorld, with best posts getting reposted!

Post about the UGC Hashtag on CinemaWorld's social media account once every month



(1) Timeline for Implementation Plan

From partnerships to building a community



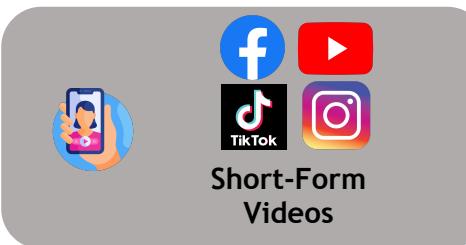
(1) Pipeline for YouTube Monetization

How “Scenes Unseen” boosts CinemaWorld’s YouTube Monetization



CinemaWorld
OUR WORLD OF FILMS

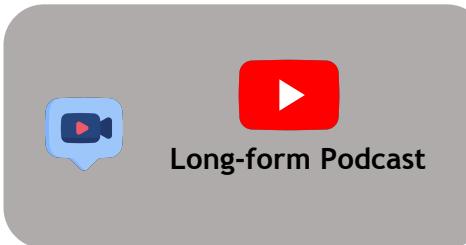
Product 1



YouTube Shorts
Monetisation

- Short-form content on YouTube Shorts can gather views which contributes to ad revenue
- Short-form content on all platforms can direct views to film trailers on YouTube because it garners interest for the respective films

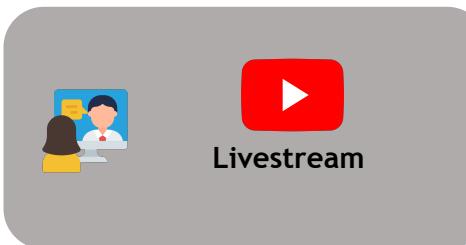
Product 2



Podcasts Ads
Revenue

- Podcasts uploaded on YouTube can gather views and more importantly watch time which contributes to ad revenue through greater ad opportunities and visibility
- Podcasts can also direct viewers to other forms of content on the CinemaWorld’s YouTube channel

Product 3



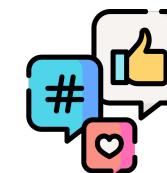
Livestream Ads +
Fan Funding

- Livestreams on YouTube drives engagement with the film-loving community, directing their attention towards CinemaWorld’s YouTube channel
- Live streams also bring about possible donations from the community, as well as ad revenue from ads shown during the livestreams



Key criteria for monetization:

- 1K subscribers & 4,000 valid public watch hours past 12 months
- Avoid repetitive content that offers little variety and value



- Longer watch time leads to higher content visibility and recommendations based on YouTube Algorithms
- Short clips on social media platforms will drive interest and viewers to CinemaWorld’s YouTube Channel, driving YouTube monetization



Problem

E.A.

Primary Research

Customers

Recommendations

Risk & Conclusion

(1) Scene Unseen

Value Proposition Canvas



Overall Content Strategy



Short-form content for recommendations and storytelling



Podcasts to provide in-depth storytelling



Livestreams to drive engagement

MATCH!



Wants



Greater promotion efforts and exposure to content regarding international films



Pain Relievers

- Short-form content have the potential to better reach and appeal to curious singles due to the ease of watch and visualisation of narratives
- Podcasts provide in-depth discussions for curious singles who are interested to know more information about the films
- Livestreams drive engagement and grows the film community through spontaneous conversations

Gain Creators

- Both short-form content and podcasts provide the curious singles with greater knowledge of international films through recommendations and storytelling
- Interactive livestreams and social media posts provide the curious singles with opportunities to engage with other like-minded individuals

Pains

- Lack of exposure to international films online
- Lack of appealing and digestible content regarding international films online
- Lack of engagement with other people in the community

Gains

- Greater understanding of the international film landscape
- Access to an interactive community that promotes high quality content as well as strong and meaningful narratives



Idea 2: CineMates



(2) Customer Profile: Night-Out Lovey Dovies

Preference for meaningful, yet convenient social events



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Demographics



After-hours Alex & Ava

Age: Millennial Older (35-40)

Life Stage: Dating

Income Level: Middle-to-upper income

Occupation: Mid-career professionals, managers, or business owners

Persona

Social Watchers - "Wants meaningful social experiences that stand out from the mainstream to spice-up date nights and deepen bonding experiences"

- Frequently explores new and different events beyond the conventional ones and are open to less known platforms
- Usually goes on business trips and finds new films when travelling

Social Media Habits

70% Prefers using Instagram, Facebook, Tiktok and Youtube to learn more about the latest events and trends

Needs

- Open to new experiences, and willing to pay for quality and convenience, guided by curation and authenticity rather than hype.
- Usual events they attend: tasting menu events, food festivals, lounge nights, cinemas



Late Night Leo & Lara

Age: Millennial Older (35-40)

Life Stage: Married with no kids / DINK

Income Level: Middle-to-upper income

Occupation: Mid-career professionals, managers, or business owners

Social Watchers - "Wants meaningful social experiences that stand out from the mainstream to spice-up date nights and socializing in style"

- Prefers hassle-free discovery, booking, and participation (no complex planning), going for experiences worth leaving the house for
- Usually goes on business trips and finds new films when travelling

92% Consumes short-form video content mostly on Instagram reels, prefers fast and straightforward content

Movie Interests

深入人心提到他們更喜歡浪漫及喜劇電影，並且每個月觀看超過1部。



(2) Customer Journey: Lovey Dovies

CW current customer journey is entirely digital, undifferentiated from competitors with a lack of retention strategies

Awareness

- **Activity:** Discover CW through SQ's flight catalogue while on a business trip
- **Touchpoint:** SQ's Flight Catalogue
- **Emotion:** Intrigued by CW's film selection

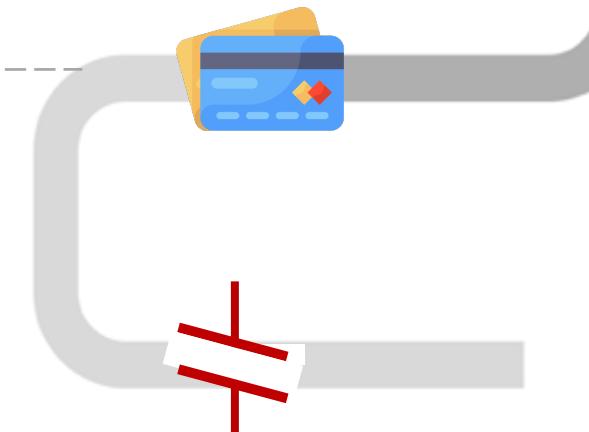
Opportunity: Leverage inflight discovery or travel touchpoint channels by linking directly to CW's socials, movies & subscription offers



Purchase

- **Activity:** Struggles through MeWatch's sign-up flow before finally subscribing
- **Touchpoint:** meWATCH platform
- **Emotion:** Frustrated by poor UI and unclear navigation

Opportunity: Offer a simple onboarding guide or direct-link flow to improve first-time user experience



Consideration

- **Activity:** Browse CW's and influencers' socials, thinking of a weekend date-night film and idea
- **Touchpoint:** CW & Influencers' socials, website
- **Emotion:** Interested but confused about where/how to actually watch the films

Opportunity: Provide clear information on where to watch films in various regions in relevant socials

Retention

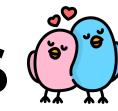
- **Activity:** Finishes a film with her partner, returns occasionally to browse titles
- **Touchpoint:** meWATCH & CW's website
- **Emotion:** Detached with no strong brand connection with CW

Opportunity: Introduce physical screenings & curated activities to turn viewership into memorable, shareable experiences looping to awareness



(2) Problem Statement: Lovey Dovies

Problem Statement



Interest in Experiences

81%

of couples find experiential screenings appealing, prioritising community social experiences



International Films Openness

“



I am open to watching International films, but I can't seem to find where to watch them”



Most Frequent Channels



6 out of 8 interviewees mentioned travel channels and social media as a primary source of finding movies

Key Insights from Interviews & Surveys

Main Problem

CinemaWorld attracts an already niche audience, but struggles to:

1. Grow brand awareness beyond cinephiles into mainstream viewers who are open to watch international films but find it inaccessible
2. Convert them into long-term streaming subscribers

Suggested Solution

Reposition CinemaWorld as cool, social, must-attend and exclusive media through experiential physical events!

Create events that blend film + lifestyle + community

Benefits:

1. Increased awareness through owned and earned social media posts
2. Increased conversion showcasing CinemaWorld's exclusive shows

Problem Statement

How might we address night-owl lovey-dovies (dating, DINK, aged 35-40) who perceive international films as **inaccessible** and want to be part of a bigger **community**, to help them feel engaged and part of a larger community, blending social and intimate moments?



(2) CineMates

Experience a new world of Cinema, Together



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What is it?

Series of pop-up screenings usually held in restaurants with various cuisines related to the screening

What does it offer?

Special venues, hand-picked CinemaWorld award-winning films, and a carefully curated atmosphere transforming each screening into a one-night only cinematic secret to spice up your date night!

Step into a world of cinema that few ever get to experience.



Exclusive



Invite-only



CineMates in a Restaurant!

(2) CineMates for Lovey Dovies

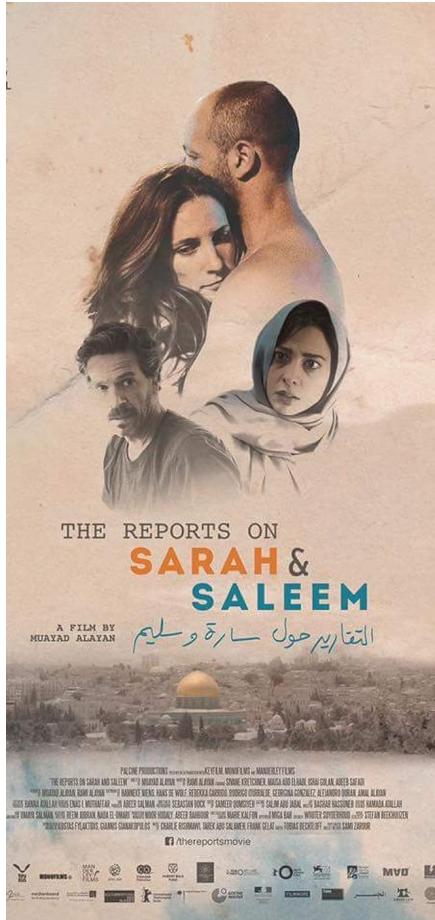
Example of a CineMates Experience!



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Main Theme: A Romantic Night in the Middle East

Focus Movie



The Reports on Sarah & Saleem

- Genre: Romance-Thriller with plots of political affairs
- Plot: An affair between an Israeli and Palestinian spirals into scandal and danger
- Themes: Love, secrecy, trust, social pressures, clash between politics

Overall Fit with Lovey Dovies:

- Sparks meaningful conversations post-movie and deepens bonding
- Sophisticated and festival-acclaimed film
- Shareable and conversation worthy, aligning with social media habits
- Movie not found in mainstream Cinemas, provides a unique experience

Interesting and unique movie that can spark conversations, align with Lovey Dovies' preferred genre, and build the community

Agenda

*Guests can sign up for the event through promotions on social media, paid advertisements, and influencer mentions (to be explained further)



Welcome & Appetizers

Couples are welcomed into an intimate setting, creating an atmosphere of openness and anticipation



Shared Dinner Experience

Couples connect on a personal level before the screening and are encouraged to network with other couples!



The Screening

Screening of the movie while couples share a munch, giving a thought-provoking, emotional movie



After-Film

After party featuring social mingling. Couples transition from deep conversations into shared fun, strengthening bonds within the community!



(2) CineMates for Lovey Dovies

Example of a CineMates Experience!



CinemaWorld
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Main Theme: A Romantic Night in the Middle East

Welcome & Aperitif (6:30pm)

Venue

Tarboush Middle-Eastern Restaurant
Location: Arab Street → convenient after work or on weekends

Food

Light Mezze Platter of Hummus, Fattoush Salad, Baba Ghanoush, Cucumber Yogurt Salad, Eggplant & Olive Relish

Drinks

Arak cocktail, Pomegranate Spritzer



Offers authentic Middle Eastern cuisine in an elegant setting, emphasizes shared dining and cultural storytelling aligning with the premium branding of CinemaWorld



Additional Benefits

- **2 Private Butlers & Extra Service**
 - Staff from the restaurant help from serving and setting up
- **Sound System & AV System**
 - Provide a good entertainment system to properly show the movie

Shared Dinner Experience (7:15pm)

Sharing Platter

- Grilled Lamb Kebab
- Chicken Shawarma
- Fattoush
- Falafel
- Tabbouleh

Relation to the Movie

Movie is set in the Middle East, providing a new and immersive experience for viewers

Subsequent events will be changed depending on the country the movie is set in



Signature mains served on one big platter to encourage couples to taste together and build a community!



Food served would be good for a 2 pax

Trip Advisor Review (Nov 2024)

“Tarboush offers a wonderful dining experience that is perfect for both couples - The decor and vibe were on point, especially with the live music playing. The food was super tasty, and the menu had a ton of options for all kinds of cravings.”



(2) CineMates for Lovey Dovies

Example of a CineMates Experience!



CinemaWorld
OUR WORLD OF FILMS

Main Theme: A Romantic Night in the Middle East

The Screening 🎬 (8:30pm)



After the movie premieres, a CinemaWorld representative will share more about Cinemaworld, their subscription prices, and future events to look out for

Dessert

Kunafeh with Ice Cream
Dessert served quietly midway or at the end of the film



Intimate, shared setting creates a strong first impression of CinemaWorld as a premium community experience, encouraging couples to convert into subscribers and spread word-of-mouth awareness

After Event 🍴



Conversation Cards

A Take-Home conversation card to spice-up conversations!

Photo Booths

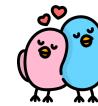
Polaroid booth to create their own keepsake photo and keychain

Promotes couples to return to the next event, turn into subscribers, and post on social media (conversion to awareness)



(2) Building CineMates' Awareness

Awareness: How do we get people to hear about this event?

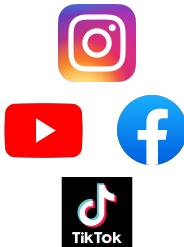


Awareness



Starting the Obsession

Strengthening brand awareness through content marketing



Content Marketing

- Pre-event content posted on CinemaWorld's IG, FB, TT and Youtube to increase hype surrounding the event
- Allows potential audiences to see the latest event highlights, future event plans, and the latest CinemaWorld movie feature

Content Format: Focus on short form videos, carousel posts and stories

Content Type: Informational and educational giving better understanding on what CinemaWorld offers



"I find new movies when I travel or ads when a scroll through IG stories"

- Older millennials often find new movie content during their **travels**
- Paid advertisements allows CinemaWorld to increase their touchpoints
- Content Format:** Straight to the point videos
- Content Type:** Informational, educational

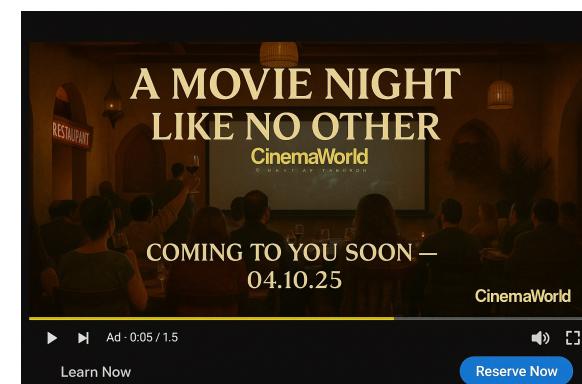


Paid Ads Skippable Videos

Suggested Examples



Owned media boosting awareness on the event while retaining the award-winning style



IG story showcasing snippet of event,

YT skippable ad to provide quick yet effective hook



(2) Building CineMates' Awareness

Awareness: How do we get people to hear about this event?



Partnership with FFF.Forever Community



Starting the Obsession

Strengthening brand awareness through content marketing

Who are they?

- _fff.forever is an online community created to foster camaraderie among cinephiles and film workers.
- IG: 567 followers, Telegram: 605 members
- Pay-It-Forward program to sponsor community events, and provide/donate film tickets.

Benefits working with _fff.Forever

- Increased awareness for CineMates in an active film community - any publicity, good publicity
- Increased word of mouth, reaching older millennial couples
- Promotes conversations between members, building community engagement!

Content Format & Type

- Content Format: text message and photos
- Content Type: Information on movie feature, restaurant, price, etc.

Suggested Examples

The image shows two smartphones side-by-side. The left phone displays a post for a screening of 'WE CAN SAVE THE WORLD' on October 4th at GV Cineleisure. It includes a photo of a group of people, a brief description, and a call-to-action to RSVP via a provided URL. The right phone displays a post for 'THE REPORTS ON SARAH & SALEEM' on October 1st at Tarboush Restaurant. It includes a photo of the movie poster and a photo of people at a restaurant, along with a brief description and a call-to-action to RSVP via a provided URL.

Before every month's screening, promote the event 3 times to build hype

(2) Growing CineMates' Consideration

Consideration: How do we get people to consider attending the event and subscribing?



Consideration



Making it a Weekly Affair

Audiences coming back for more content

- Collaboration with individuals who has dedicated online followers and influences over their audiences
- Provide influencers with **PR Boxes** to promote the event and brand, or partner with influencers dedicated to **keeping Cinema alive**

Benefits working with Influencers

- Target influencers that older millennials typically watch to convince them to convert into CineMate fans and CinemaWorld subscribers
- Genuine endorsement rather than traditional ad
- Answer pressing questions

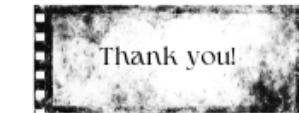
Content Format & Type

- Content Format: Short-form videos on IG, FB, TT and YT
- Content Type: informational videos on who CinemaWorld is, and what is CineMates



Influencer Campaigns

Suggested Examples



PR Box for Influencers

- Themed box aligned with the movie of the month
- Gives a fun introduction to the event and pushes influencers to post for free!
- Card included can give introductions to influencers on what to say and introduce!



Recommendations

(2) Growing CineMates' Consideration

Consideration: How do we get people to consider attending the event and subscribing?



Consideration



Making it a Weekly Affair

Audiences coming back for more content



Potential Influencers & Details

Influencer Criteria

Age 35+ and have partners

Does social media content with their partners

Does social media content of Lifestyle and Travelling

Suggested Examples			
Who	@shrugmyshoulders	@kellylatimer	@justwithkim
Target Audience	SG couple travelling the world	Couple & Family Content Creator	SG couple travelling the world
Type of Content	Millennials or older who often travels	Couples & Young Families	Millennials or older who often travels
Previous Collabs	Travelling couple content	Lifestyle, Pickleball, Family, Travel	Travelling couple content
Main Social Media	Klook, SQ Kris Lounge, LG	CNA Sports, World Aquatics	Nil
Alignment with CW	IG, YT, Telegram, TT, Lemon8	IG, FB	IG
Reasons for Preference	Strong brand partnerships with local brands	Strong following and has frequent couple/family content	Our interviewees find international films in SQ Catalogue



(2) Retaining CineMates' Audience

Retention: How do we get people to stay with CinemaWorld?



Beyond the screen loyalty

Turning into loyal CinemaWorld customers



CinePassport

- CinePassport is a **custom event passport** given to participants of the experiential film series
- Each month, when they attend a screening, their CinePassport is **stamped** with a unique design inspired by the country of that film
- Over time, their passport fills up with cultural “stamps” that reflect their journey across world cinema.

Benefits of CinePassport



Collectible & Fun

- Couples collect stamps together, building a shared memory log of date nights



Encourages Repeat Attendance

- Creates a sense of progression → builds loyalty for the event



Cultural Immersion

- Stamps are designed to reflect the country, film, or theme

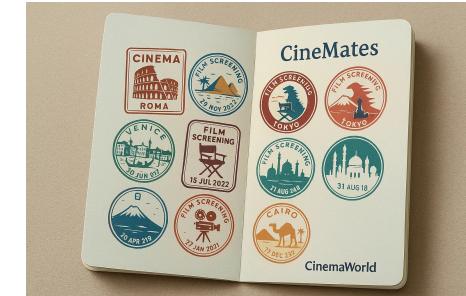
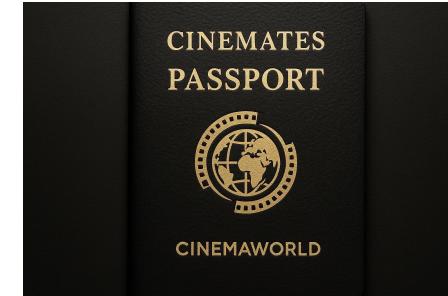


Gamification

- Participants can claim special rewards after collecting certain number of stamps



Suggested Examples



Early win
Quick reward
builds
momentum

3 Stamps

Midpoint Challenge
Keeps them motivated to
continue; slightly harder

7 Stamps

Habit Formation

Prestige Milestone
Shortest time-to-completion;
Close enough to encourage
completion of 9 stamps

9 Stamps

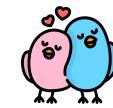
- Entitles them to:
 - free one-month meWatch subscription to CinemaWorld
 - free entry to the next “Behind Closed Doors” event
 - 20% off the next 3 months meWatch subscription

Shortest Time to Completion: 9 Months

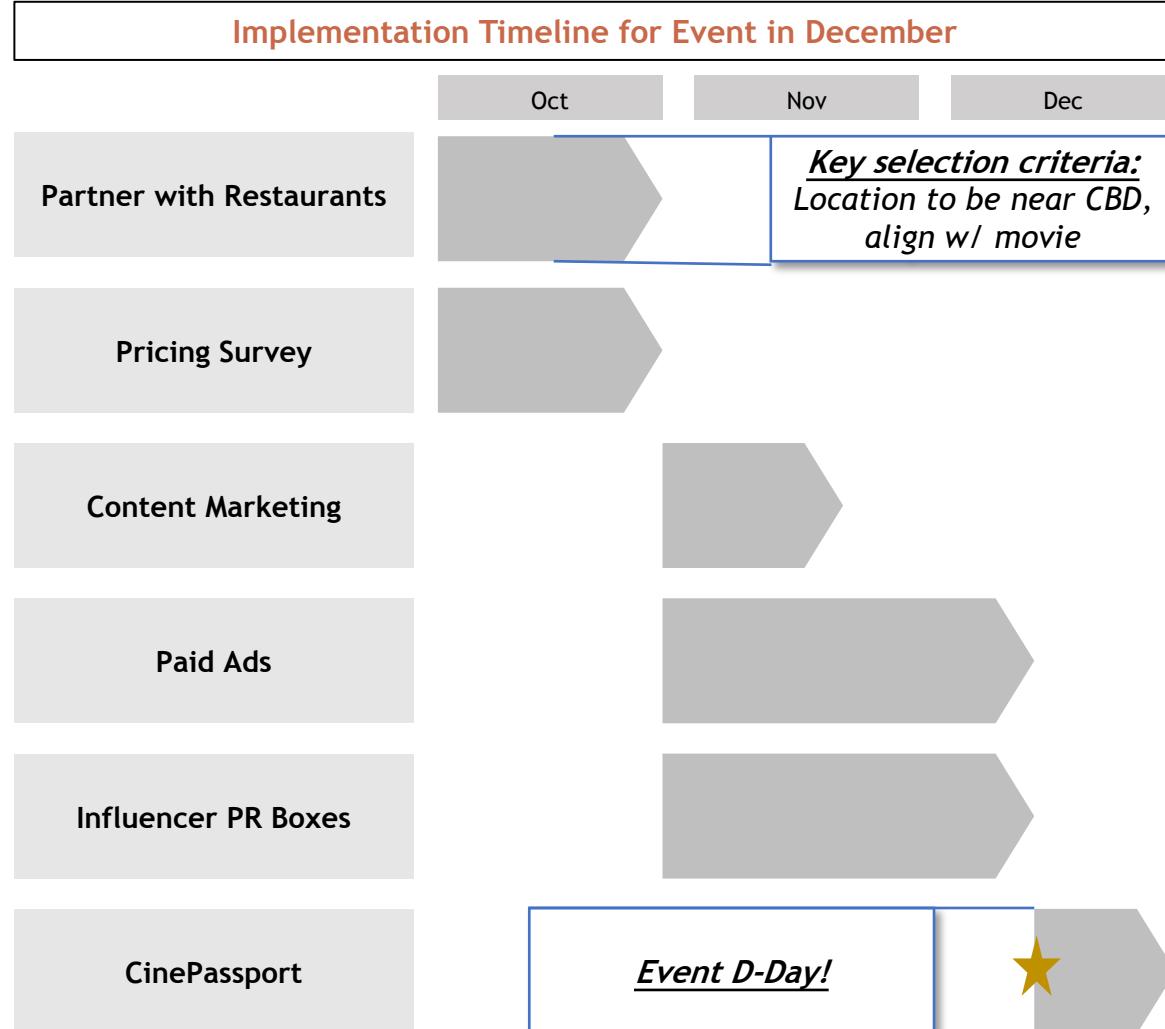


(2) Timeline for Implementation Plan

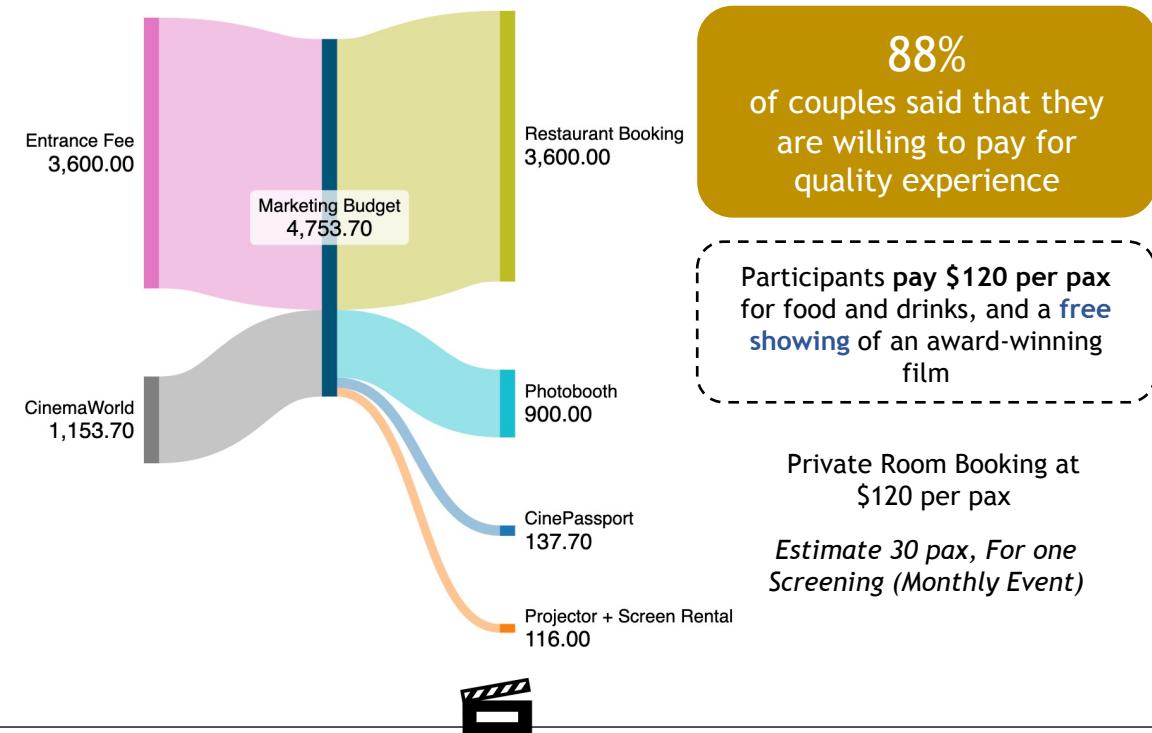
From partnerships to building a community



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- Key Insights**
- Find restaurant partner aligning with movie and theme
 - Learn customers' willingness to pay through pricing survey
 - Content marketing to announce about the event and pushing ads, and influencer boxes after
 - Finalize operational logistics



(2) Case Study



How The Projector built awareness through community & presence

The Projector



Who are they?

Independent cinema founded in 2014 in Singapore who screens foreign films, along with mainstream movies.



Community Building & Engagement

- Garnered huge following of 55.5K followers on Instagram
- Hundreds of interactions per post on average

Through our research, we found that The Projector has a huge community due to its physical presence...

88% of couples have heard of Projector

Watching physically at The Projector feels like a cozy and authentic film-watching experience compared to mainstream cinemas

74% of couples who know about The Projector have visited in the past year

There was a **community vibe** with all their events and screenings

Why will physical screenings work for CinemaWorld?

1 Capitalize on market gap left by Projector's closure which fans described as a loss of a cultural hub

2 Increase brand awareness and promote strong community building

3 Offer physical screening **without huge cash outlay** from leasing of physical space



(2) Lovey Dovies

Value Proposition Canvas



MATCH!



Wants



*Stylish, meaningful,
hassle-free date nights*

One-of-a-Kind Experience



Curated international award-winning films with paired cultural dining



Gamification to spice up date nights



Memento for keepsake



Exclusive invite-only format

Pain Relievers

- Breaks monotony of date nights with one-of-a-kind events
- Curated packages saves planning time

Gain Creators

- Blends social dining & cultural experience
- Premium venues and butler service assures premium experience
- Access to international films otherwise unavailable in mainstream cinemas



Pains

- Conventional date nights feel repetitive or uninspired
- Lack time & energy to plan distinctive date nights due to busy schedules

Gains

- Unique, exclusive and premium experience
- Convenient, well-curated packages that save planning time
- Shareable and memorable experience with conversation prompts and photo booths





Idea 3: Family Time!

(3) Customer Profile: Fam Jam

Preference for family curated content & activities

Demographics



Chua Family

- Parents' Age:** Millennial Older (35-40)
- Life Stage:** Married with children
- Income Level:** Middle-to-upper income
- Occupation:** Mid-career professionals, managers, or business owners balancing work and family

Viewing Behavior

- 43% of DIWK respondents watch shows several times a week.
- Prefer family-friendly genres → comedy, romance, light-hearted international films.
- Watch mainly on **weekends, at home** (meWATCH or smart TV).
- Occasionally go to the cinema, but prefer home for cost & convenience.

Needs & Wants

- Easy-to-access to **family content** that avoids violent or overly abstract plots.
- Wants kids to be exposed to different cultures through film.
- Affordable, bundled subscription.

Persona

"Actively seeks for family-friendly content to watch together with kids".

Pain Points

- Feels **overwhelmed by choice** on Netflix/Disney+.
- Unsure which international films are **safe for kids**.
- Limited family time → can't waste time scrolling endlessly.

Motivations

- Strengthen **family bonding** with film nights.
- Provide kids with **cultural enrichment** while still being fun.
- Build **shared memories** around movie rituals.

Lifestyle

- Busy weekdays**, family-centric weekends.
- Enjoys cultural activities (food festivals, museum visits, seasonal events like Christmas).



(3) Customer Journey: Fam Jam

Turning International Films into Weekly Family Rituals



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Awareness

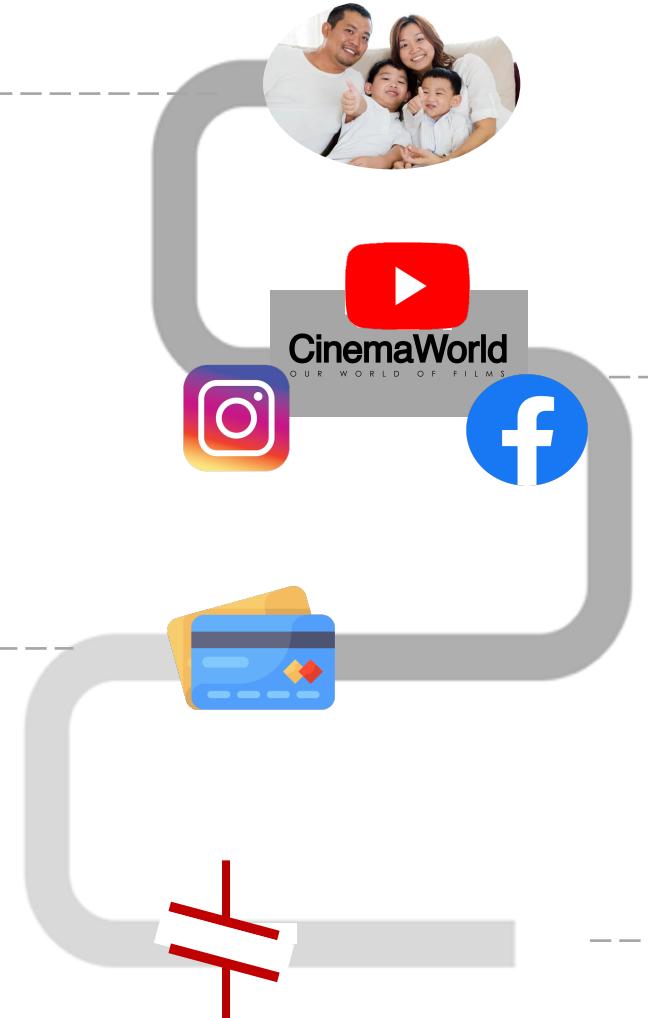
- **Activity:** Parents saw the trailer of “Summer Rebels” on YouTube.
- **Touchpoint:** Social media ads, YouTube Shorts.
- **Emotion:** Curiosity & interest, different from the usual Disney+.

Opportunity: Increase reach through family-focused content (festive season, school holidays) to position CW as a **family-friendly brand**.

Purchase

- **Activity:** Parents hesitate to subscribe as they are *not sure* if they will enjoy the films yet and must commit to a subscription plan.
- **Touchpoint:** meWATCH platform
- **Emotion:** Skepticism & reluctance of “why should I pay if I don’t know whether the films are worth it?”

Opportunity: Offer a low-risk entry point: 1st film from the “Family Time” playlist is free.



Consideration

- **Activity:** Parents go on CW via meWATCH to find there isn't a curated film list for families. They then switch to YouTube to search trailers, reviews, and recommendations.
- **Touchpoint:** CW YouTube and meWATCH.
- **Emotion:** Frustration + cautious curiosity as they look for family friendly options but to no avail.

Opportunity: Create a “Family Time” Playlist (curated family comedies, romances, light dramas) that’s clearly visible on meWATCH & promoted on social.

Retention

- **Activity:** Families rarely form habits with CW because there's no weekly hook or reason to return.
- **Touchpoint:** meWATCH, CW’s YouTube/IG Page.
- **Emotion:** Detached with no strong brand connection with CW.

Opportunity: Build a “Fam Jam” community on Facebook by creating content that evokes discussion and collaboration.

(3) Problem Statement: Fam Jam

Problem Statement



Key Insights from Interviews & Surveys



Willingness to Pay

81%

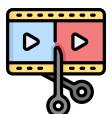
of parents said that they are willing to pay extra for an all-encompassing family-friendly platform



Openness to content



“ Animation is usually the safest bet – but we'd also love family comedies and cultural stories we can all learn from.



Most Engaged Content Format

88%

DIWK families expressed interest in interactive activities (polls, quizzes, themed packs) during/after movies.



Pain points

92%

of parents worry about inappropriate content showing up on-screen
57% of parents are frustrated by meWATCH's lack of curated **family playlists**.

Main Problem

CinemaWorld has built a strong pan-Asian and international content library across many genres, but struggles to:

- Low Awareness** – Families are largely unfamiliar with CinemaWorld compared to Netflix/Disney+.
- No Curated Family Hub** – Lack of clear, safe, family-focused playlists on meWATCH frustrates parents.
- High Subscription Risk** – No trial/low-risk entry point, making parents hesitant to commit.
- Weak Retention Hooks** – No weekly rituals or interactive activities to form long-term viewing habits.

Suggested Solution

Position CinemaWorld as a **weekly family tradition** blending:

- Weekend/Friday Entertainment** → fun, global films for family bonding
- Edutainment Beyond Animation** → curated international family films that can't be found on mainstream platforms

Benefits:

- Higher awareness and engagement as families discover CW and forming viewing habits
- Stronger conversions to meWATCH through exclusive content
- Stronger brand loyalty as we embed CW into weekly family traditions

Problem Statement

How might we address culturally savvy families (DIWK, parents aged 35–40) who feel **overwhelmed** by too many choices and **frustrated** by the lack of curated, family-focused content, to help them feel confident, connected, and enriched through weekly family film habits?



(3) CinemaWorld Family Time

Fun and interactive film-related content variety



What is it?

Family-curated Films

Carousel Post

Community Building

What does it offer?

Hassle-free family-friendly content that stimulates bonding with kids.

Find the latest content formats in carousel posts, community and socials.

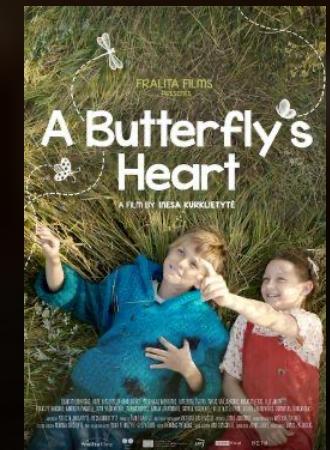
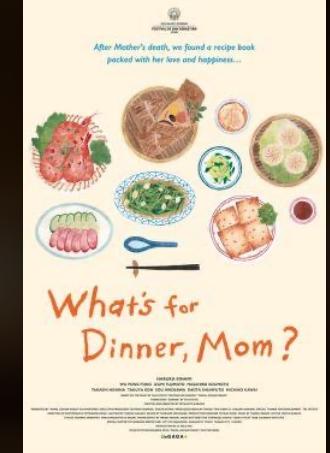


Exclusive
Family Films

Parents
Community

Content that viewers can't get on mainstream platforms that is entertaining yet educational.

YOUR TOP FAMILY PICKS



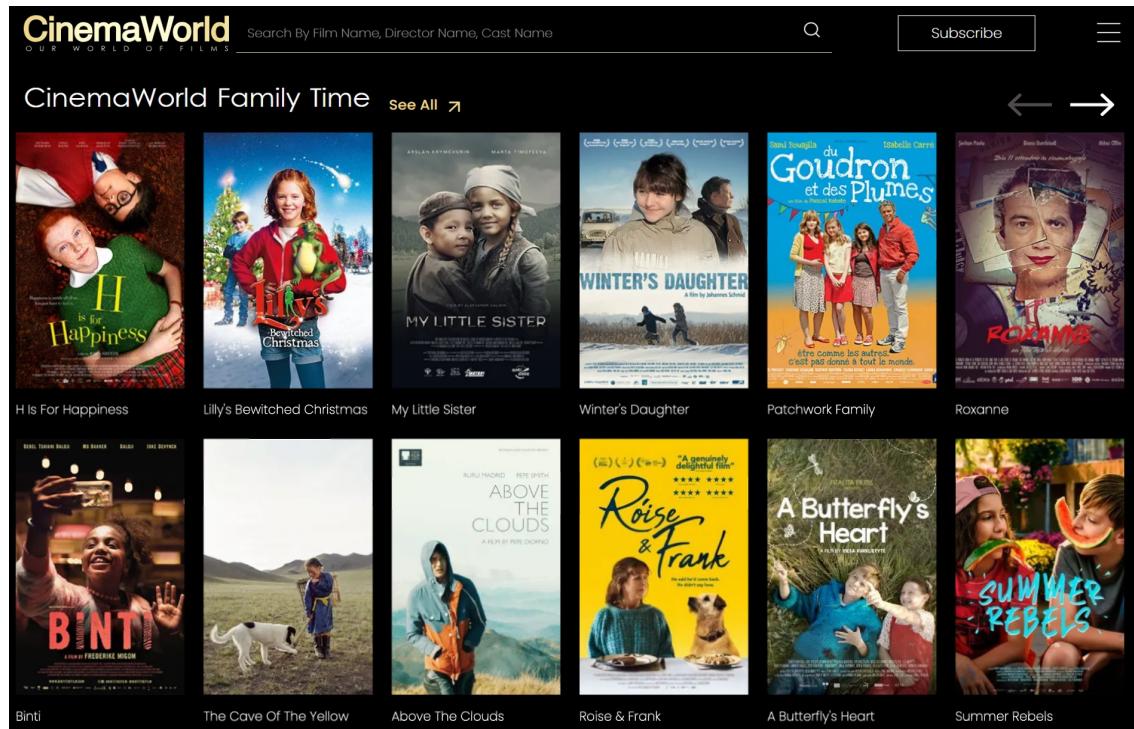
(3) CinemaWorld Family Time



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Mockup of Family Time Playlist

Family Time Playlist



"Family-friendly movies are consistently the most "viral" products on the streaming site."

(Forbes, 2020)

Specific Genres

71%

of parents said that they enjoy watching "*seasonal/festive*" films as a family.

Family Time: Seasonal / Festive



Winter's Daughter Bewitched Christmas Summer Rebels

62%

of parents said that they enjoy watching "*comedy*" films as a family.

Family Time: Comedy



Go Youth! Dear Lemon Lima, Almanya-Willkommen in Deutschland



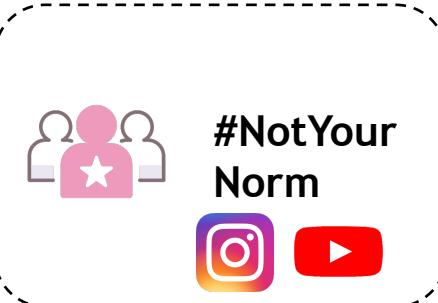
(3) Families discovering CW as ideal

Driving the awareness of CinemaWorld Family Time



Aim: Spark awareness that CW offers safe, fun, educational and global family films beyond mainstream platforms.

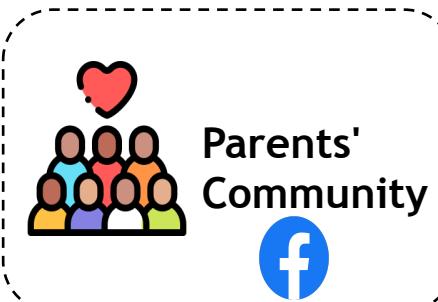
Awareness



- Use YouTube Shorts & IG Reels showcasing fun, family-friendly film snippets
- Clear “Not on Netflix/Disney+” messaging
- *“I’d love to show my kids something different but I don’t know where to find it.”*
- Posts with at least 1 hashtag gets ~29% more interactions.
(MarketPath, n.d.)



- Partner with parenting influencers/bloggers to share their “family movie night picks” from CW.
- Choose KOLs that are family-oriented, has children 7 years old or older.
- 86% of parents say they rely on social media for family activity ideas



- **“Strong community connections, where parents feel a sense of belonging and engagement, are associated with lower stress levels and more optimistic views on parenting.”** (*GrowingFaith*, 2021)
- Make use of the existing parents community in SG to spread awareness of CW.

Key Benefits

Boost brand and content visibility of family-curated content on social media

Increase reach through family-focused content to position CW as the go-to family film hub

Increase traffic and curiosity on CW



(3) Families discovering CW as ideal

Examples of Driving Awareness through Hashtags and KOLs

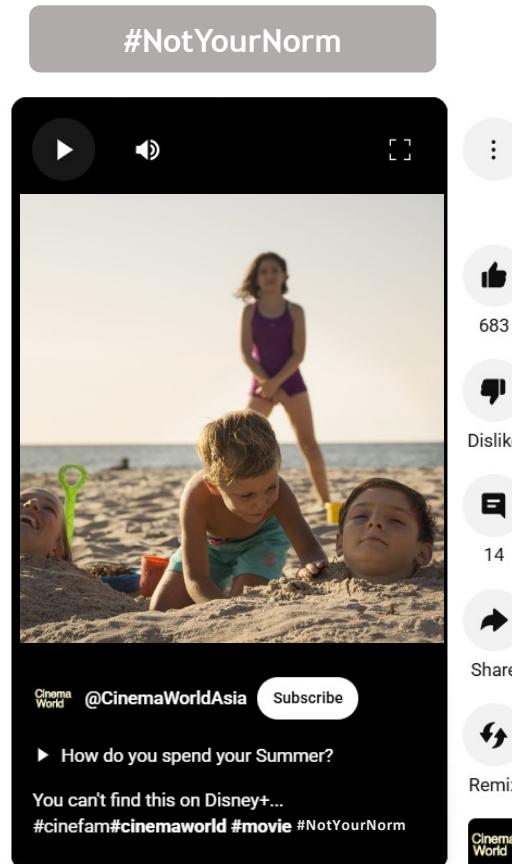


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Hooking users through Cinemaworld's own recommendations

Awareness

Snippet from a scene showing a film you can't find on other platforms



Influencer Marketing



Scene of family influencer watching CinemaWorld & sharing their experience on it.

Problem

E.A.

Primary Research

Customers

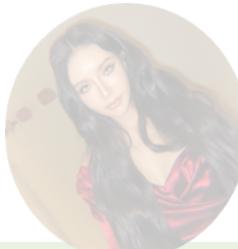
Recommendations

Risk & Conclusion



(3) Families discovering CW as ideal

Family Influencers: take on the POV of families who want to try out CW as a family bonding activity.

Influencers							
Followers/ Subscribers	Instagram 115k	Instagram 52.3k	Instagram 623k	Instagram 572k	Instagram 487k	Instagram 328k	Instagram 179k
Target Audience	Family & Travels	Parenting followers, young adults	Young adults, lifestyle aspirants, fashion and luxury enthusiasts.	Millennials, long-time SG internet users.	Gen Z, youth-heavy audience, comedy lovers.	Young women, lifestyle/beauty audiences, Millennials.	Mothers, young professionals, creatives
Content Type	Lifestyle, family and travels	Family life, parenting, running content.	Family life, parenting, lifestyle vlogs, beauty, personal storytelling.	Commentary, opinion pieces, motherhood, lifestyle	Comedy skits, TikTok trends, relatable humor.	Beauty, lifestyle, travel, family life (married, new mom).	motherhood, realtor work, Indie/R&B
About the Influencer	<ul style="list-style-type: none"> Founder of Gusto Collective PR agency Speaker at CRIB Society Mentor at Life Beyond Grades (parenting community). 	<ul style="list-style-type: none"> Went viral for losing weight from running Heavily focuses on family content 	<ul style="list-style-type: none"> Heiress to Peter Lim, known for glamorous lifestyle and charity work. 	<ul style="list-style-type: none"> Controversial but pioneering SG influencer Known for bold opinions. 	<ul style="list-style-type: none"> Rising local comedic creator, fast-growing traction. 	<ul style="list-style-type: none"> SG lifestyle/beauty influencer, transitioned into family content. 	<ul style="list-style-type: none"> Singaporean singer-songwriter, creative entrepreneur, realtor. Mother of 5.
Reasons for preference	<ul style="list-style-type: none"> Mass industry relevant Targets older millennial parents 	<ul style="list-style-type: none"> Relatable to young parents and kids, trustworthy image. 	<ul style="list-style-type: none"> Strong aspirational branding, premium. 	<ul style="list-style-type: none"> Strong voice, outspoken personality 	<ul style="list-style-type: none"> Humor, relatability, short-form engagement. 	<ul style="list-style-type: none"> Balanced "aspirational + relatable" vibe, safe brand fit. 	<ul style="list-style-type: none"> Relatable to families, cultural and artistic angle



(3) Families discovering CW as ideal

Examples of Driving Awareness through Community Groups



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Hooking users through Cinemaworld's own recommendations

Awareness

Community Forums & Groups



Facebook Parenting
Communities

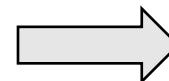
Singapore Parenting Group

Public group · 6.2K members



Parents@sg
Public group · 2.8K members

CW to join
parent
communities on
FB to upload CW
"Family Time"
Content.



Parenting Websites



Parents@sg

Public group · 2.8K members

Discussion

People

Events

Media

Files



Write something...



Anonymous post



Poll



Feeling/activity

Featured

CinemaWorld
August 25 ·

Just a boy, his alpaca, and his pet dog, wandering a vanishing land.
Feliciano's pride in his home country Peru's soccer team is soon damped by the invasive machinations of a mining company in his village. An Official Selection at the Locarno International Film Festival 2024, THROUGH ROCKS AND CLOUDS is coming soon on CinemaWorld!

SUBSCRIBE: cinemaworld.asia/subscribe

For our Singapore viewers, stream CinemaWorld on mewatch now:

www.mewatch.sg/cinemaworld

#CinemaWorld #cinema #movies #film #filmfestival



Join group

Share

...

About

Hi! This is a parent's group for SG parents with schooling kids to share issues, help and resources. Please invite your fellow parents to join... [See more](#)

Public

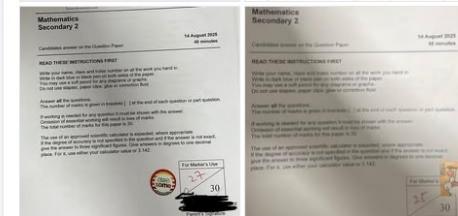
Anyone can see who's in the group and what they post.

Visible

Anyone can find this group.

Learn more

Recent media



See all

Problem

E.A.

Primary Research

Customers

Recommendations

Risk & Conclusion

(3) Make choosing effortless



Building capabilities as family-friendly

Aim: Reduce browsing friction; prove CW makes family selection easy & safe

Consideration



Playlists

- Curated playlists e.g. Comedy, Romance that are safe for kids
- Easily accessible on meWATCH homepage
- 95% of parents said they spend >10 minutes browsing before deciding on a family film



Decision
Helpers

Examples:

- 45-60s “Why your family will love this” explainers.
- 60-90s Parent’s Guide (rating, themes to discuss with kids).
- 60-90s Film introduction + cultural background
- 81% of parents said they often skip less familiar titles because they lack information on themes or suitability.



Influencer
Marketing



- Promote the playlist across YouTube (trailers, polls, shorts) and IG carousels.
- Engage KOLs to promote CW’s Family Time Playlist
- *“If a trusted influencer shares a playlist, I’d check it out, it saves time.”*

Key Benefits

Builds trust within the parents’ community

Reduces parent stress of “what to watch”
→ saves time.

Higher click-through-rate from IG/YT to
meWATCH.



(3) Make choosing effortless

Example of a Recommendation Playlist and Short!

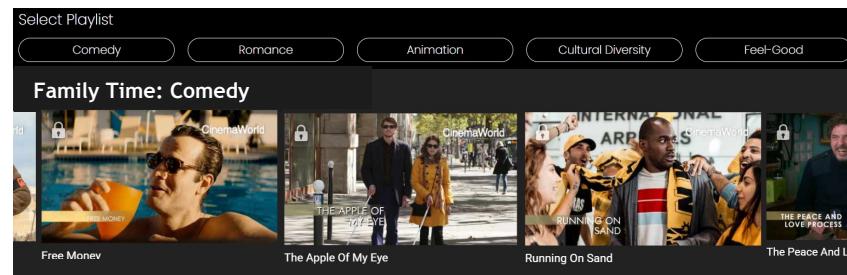
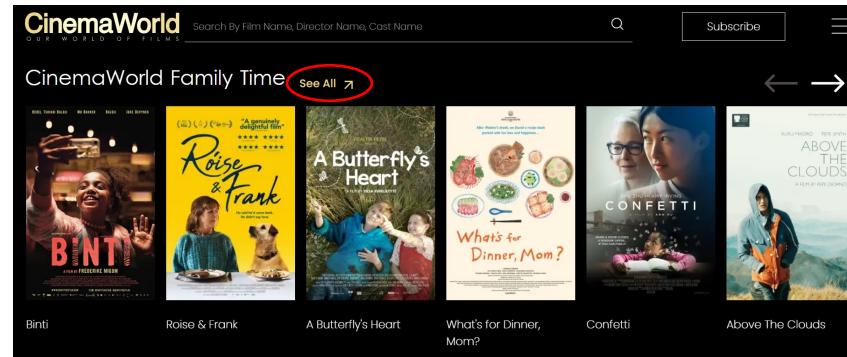


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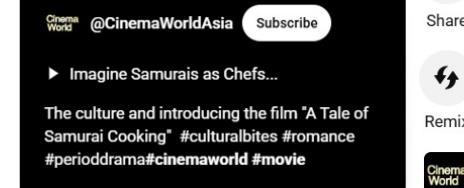
Consideration

Playlists



Clearly visible on MeWatch + further broken down

Decision-Helpers



60–90s Film introduction + cultural background through narration



Problem

E.A.

Primary Research

Customers

Recommendations

Risk & Conclusion

(3) Make choosing effortless

Example of a Recommendation IG/FB Post!



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Hooking users through Cinemaworld's own recommendations

Consideration

Influencer Marketing - Carousel Post

tjinlee Taylor Swift · august

tjinlee Taylor Swift · august

tjinlee Taylor Swift · august

31 August

31 August

31 August

tjinlee I would like to give a shoutout to @CinemaWorldAsia for creating such an awesome playlist. It made deciding which films to watch so easy, its now my family's favourite Friday night go to!

They even have specific genres that are safe for kids like Comedy and Festivities! #NotYourNorm

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They even have specific genres that are safe for kids like Comedy and Festivities! #NotYourNorm

Focuses on marketing CW's "Family Time" Playlist

Using the same influencers as recommended earlier!



Problem

E.A.

Primary Research

Customers

Recommendations

Risk & Conclusion

(3) Lower risk and convert first-time family watchers



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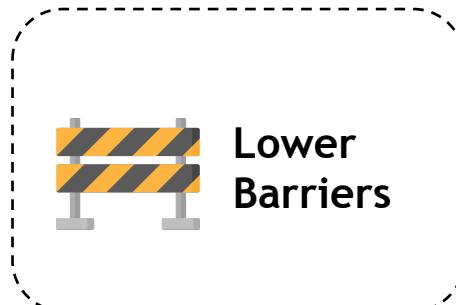
Encouraging trial amongst first-time family watchers!

Aim: Remove hesitation with a no-risk first taste of family-curated content by CW and a clear value bundle

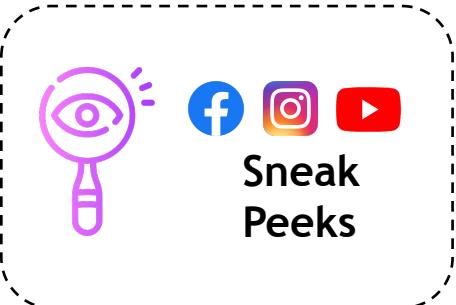
Purchase



- Clear onboarding guides: how to subscribe, how to navigate playlists
- Via YT tutorial or carousel post
- "31% of parents say they always feel *rushed*, even to do the things they have to do."
(Pew Research, 2015)



- Launch a 1st "Family Time" film for free for families.
- First movie in playlist free-to-watch for non-subscribers.
- "*What would really get me to try CinemaWorld is to have it free and assess its suitability*"



- Provide short highlight reels or shorts on what families can expect from the playlist
- Comes in forms of: YT shorts, IG carousel.

Key Benefits

Eliminates doubt, can follow step-by-step

Low-risk entry point with a free trial movie

Faster paid conversions on meWATCH.



(3) Lower risk and convert first-time family watchers

Mockups to push parents to subscribe!

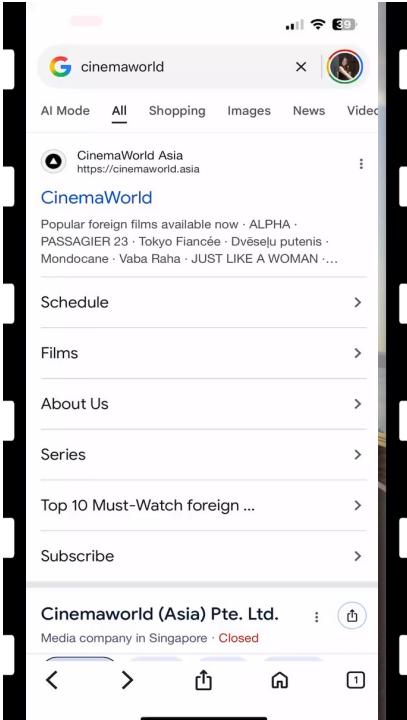


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Hooking users through Cinemaworld's own recommendations

Purchase

Step by Step Guide



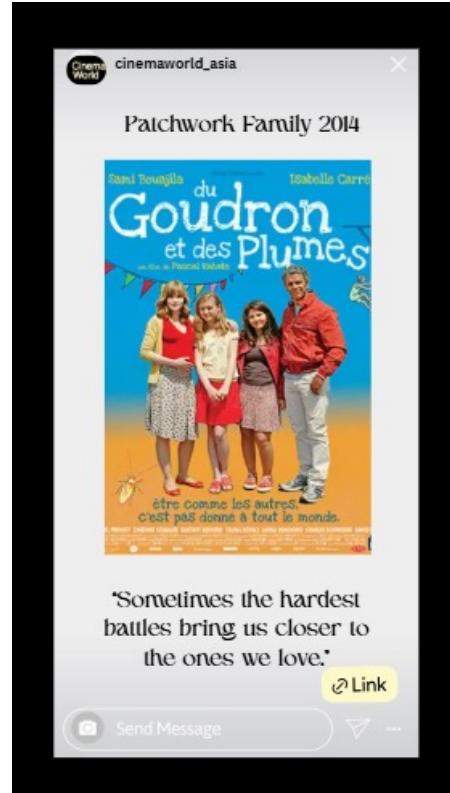
Step by step guide to show parents how to subscribe CW on meWATCH

Free "Family Time" Film



Use scenes from the highlighted film along with narration to express the key points of the film

Sneak Peek



Give parents clear info on where and how to watch together



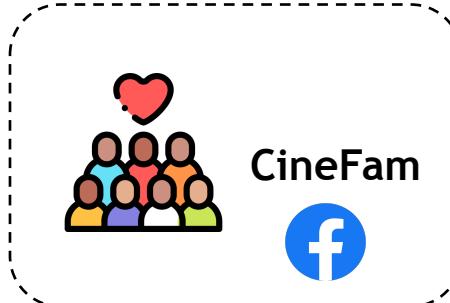
(3) Build Habits & Emotional Connection



Retaining families for the long run

Aim: Embed CW into weekly family rituals and build long-term loyalty.

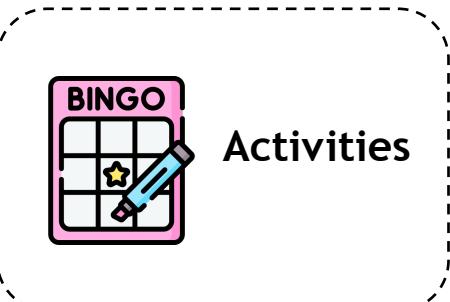
Retention



- Create a community for families through Facebook Community.
- Share reviews, kids' reaction etc.
- Sharing of polls, trivia, family activity packs
- Content moderation & engagement
- 75% of parents use social media for parenting-related information and social support (*PewResearch*)



- Encourage user-generated family content
- Photos or videos of movie nights shared under #FamJamCW
- Stand to win prizes/one-month free subscription
- *"I'd be more likely to try if I saw other families enjoying it, it feels more real than ads."*



- Include fun activities to bond
- Examples: Downloadable colouring sheets, cultural quizzes, recipe cards inspired by the films
- 88% of parents would like to try such activities during film bonding sessions

Key Benefits

Habit formation as families considers CW as a family bonding activity.

Strong brand affinity and stickiness.

Referral flywheel -> families that enjoy it will refer CW to more families.



(3) Build Habits & Emotional Connection

Mockups on retaining CW family subscription

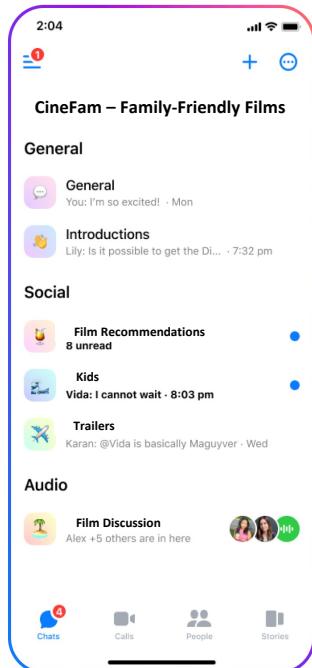


CinemaWorld
OUR WORLD OF FILMS

Hooking users through Cinemaworld's own recommendations

Retention

CineFam



FB Community where parents can share film reviews, kid's reactions, polls

UGC



Use scenes from the highlighted film along with narration to express the key points of the film

Activities



Downloadable colouring sheets, cultural quizzes, recipe cards inspired by the films

Problem

E.A.

Primary Research

Customers

Recommendations

Risk & Conclusion



(3) Activities Case Study: Disney



CinemaWorld
OUR WORLD OF FILMS

How Disney leverages on success

#DisneyMagicMoments

lets you experience the magic of Disney wherever you may be



Enhances engagement

Retains knowledge

Promotes creativity

YouTube UGC derived & Kids Participating



Coloring Every Disney Princess | Disney Princess Coloring Pages All Characters

Kimmi The Clown • 1.8M subscribers



Subscribe

5.6K



Share

Download

Save

...

2.5M views 2 years ago #kimmitheclown #DisneyPrincess #Choices for families



(3) Fam Jam

Value Proposition Canvas



MATCH!



Follows Customer Journey Flow



Curated Playlists



Decision Helpers



CineFam



Activities



UGC



Wants

Actively seeks for enriching family-friendly content to watch together

Pain Relievers

- Pre-curated safe content removes stress
- International films entertaining and educational
- Decision helpers for pre-movie screening

Gain Creators

- Cultural enrichment through films and activities
- Builds positive habits and family traditions
- Screen time turned to shared-bonding
- Community of support and affirmation

Pains

- Worried about kids' exposure to inappropriate content
- Kids getting bored with mainstream content
- Takes too long to find good movies

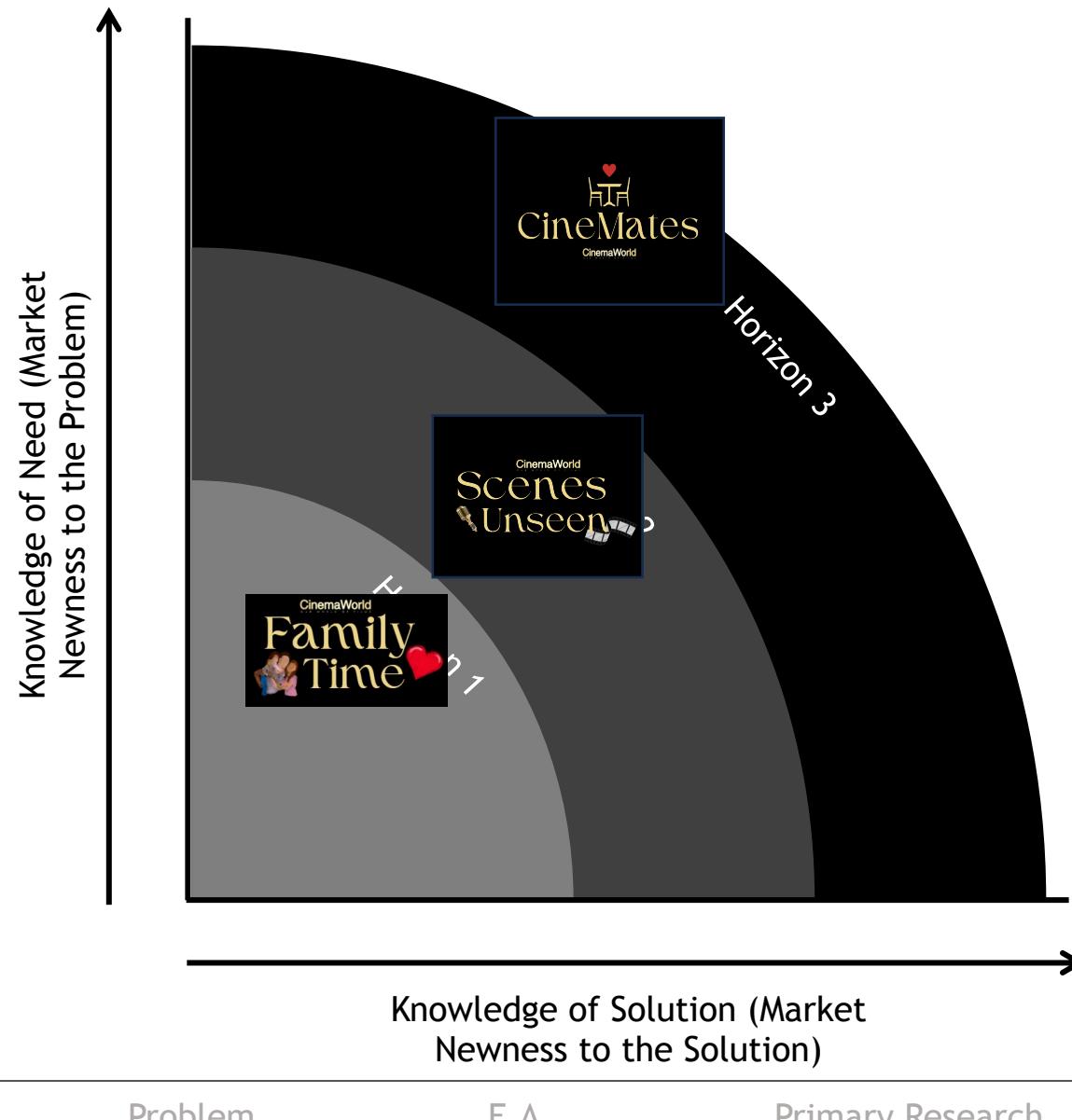
Gains

- Curated, family-friendly content that they can trust
- Entertainment + Education
- Family bonding beyond watching movie
- Convenience and ease, saves time searching for good movies



Our Solutions are categorized according to risk

Solutions Snapshot



Knowledge of Need → How aware target audience is of the problem
Knowledge of Solution → How aware target audience is of a solution

CW Scenes Unseen



CineMates



CW Family Time



Medium Risk

- Podcasts and livestreams are new investments with special equipment and talents to make it successful
- Short form videos can be easily made with current offerings

Medium to High Risk

- Partnering with restaurants and investing in pre-event hype incurs the most costs compared to other solutions and has not been commonly done before
- Experiential setting is important to build trust

Lower to Medium Risk

- Our solutions targeting each segment of the customer journey ensures families stick
- Solutions relatively easy to implement



Thank You for Listening!



Jonas Ngoh



Rachel Tham



Xavier Chen



Jamie
Kohchet-Chua



Vanessa Lee



Pandhita
Chuanromanee



Neo Jing Xiang



Sofiia
Gromosiak

Prepared By: MGMT330 G2 Group 4
Midterm Presentation



Appendix



Environmental Analysis



Environmental Analysis

Industry Analysis: PESTEL

P

- Media regulations & censorship limit accessible content e.g. IMDA in Singapore
- Viewers aged 35-40 value licensed & credible platforms e.g. Government backing & ties to meWATCH
- Sudden platform exits reduce trust as viewers aged 35-40 value stability in platforms

E

- Intense competition from streaming platforms with larger budgets squeezes market share - Netflix, Disney+, Viu
- Lack of economies of scale due to smaller subscriber base compared to mass-market players limits profitability
- Market stagnation in cable TV reduces long-term economic viability of CW's linear channel

S

- Viewers value community engagement and enjoy curation and depth in films
- Viewers seek cultural enrichment & prestige - films as identity markers rather than casual entertainment

T

- Data analytics & algorithms drive personalized recommendations, improving customer engagement
- Advances in streaming compression improves user experience, especially in low-bandwidth markets
- Geo-blocking shapes regional content availability

E

- Collective demand for films and other content contributes to global carbon footprint
- Optimising code & algorithm can reduce consumption of computing resources

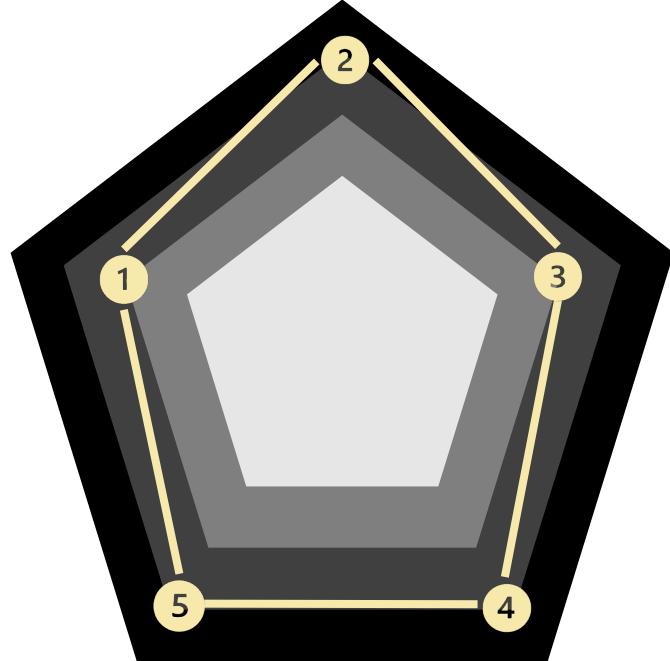
L

- Copyright & piracy are challenges for streaming platforms
- Platforms may face legal challenges related to content hosted e.g. IP infringement & illegal content
- Varying broadcasting & licensing regulations across regions impacts the acquisition & distribution of content

Environmental Analysis

Industry Analysis: Porter's 5 Forces

Porter's 5 Forces



Overall: CW faces intense rivalry and high substitution risk, competing for cinephile audiences with gaps left by The Projector's closure, but can win by building a loyal community

- ① Threat of New Entrants: **MODERATE**
- ② Threat of Substitutes: **HIGH**
- ③ Customer Power: **MODERATE**
- ④ Supplier Power: **HIGH**
- ⑤ Competitive Rivalry: **HIGH**

Elevated Barriers to Entry

- Licenses are expensive & time consuming to secure
- New entrants must establish distribution partnerships
- Startups getting funded and threaten CW; Mubi's \$100M

Many alternatives

- Mainstream OTT, Cinema & Festivals' engaging content
- May resort to piracy if only interested in one film
- Loyal customers may stick if there's a community

Ease of switching

- General watchers may readily switch or piracy, international film watchers may be more loyal
- Watchers & Advertisers cannot directly dictate prices

Price-taker

- Suppliers can demand favourable terms
- Quality independent films are hard to find
- Strong relationships or high budgets for desirable titles

Intense Competition

- Direct: Mubi
- Indirect: Netflix, Disney+, Amazon Prime Video

Environmental Analysis

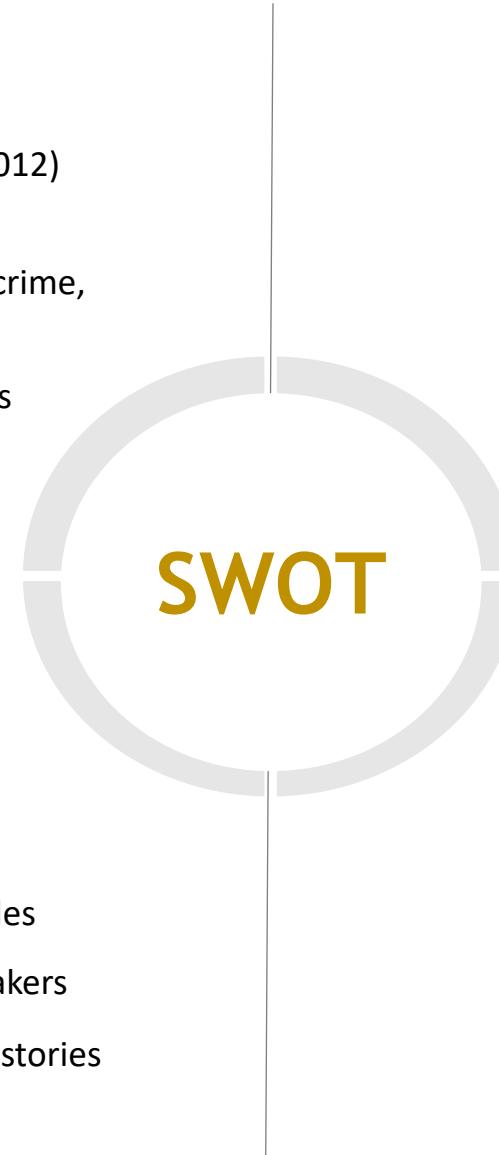
Company Analysis: SWOT

Strengths

- **First and only pan-Asian** international movie service (since 2012) with a trusted global reputation
- **70% exclusive catalog** with curated Asian, true story, horror, crime, and festival films
- Wide reach (**90+ countries, 20 territories**); multilingual access

Opportunities

- **YouTube monetization + fan funding** (long-form, Shorts, memberships)
- **Social media growth** via IG Reels, TikTok storytelling
- **Market gap:** The Projector closure → cultural hub for cinephiles
- Festival & cultural **partnerships**, cross-promotion with filmmakers
- **Rising demand** for authentic Asian/feminist/socially relevant stories



Weaknesses

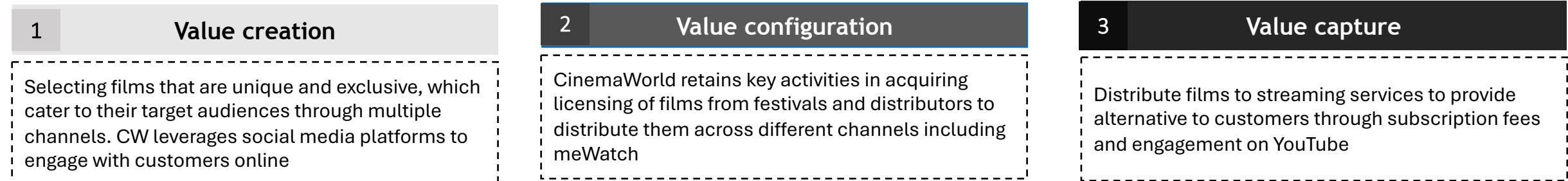
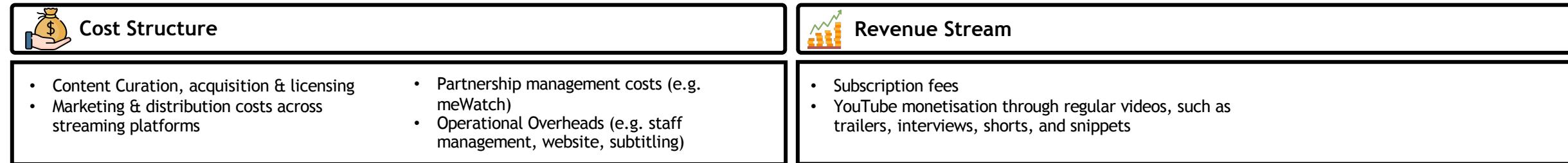
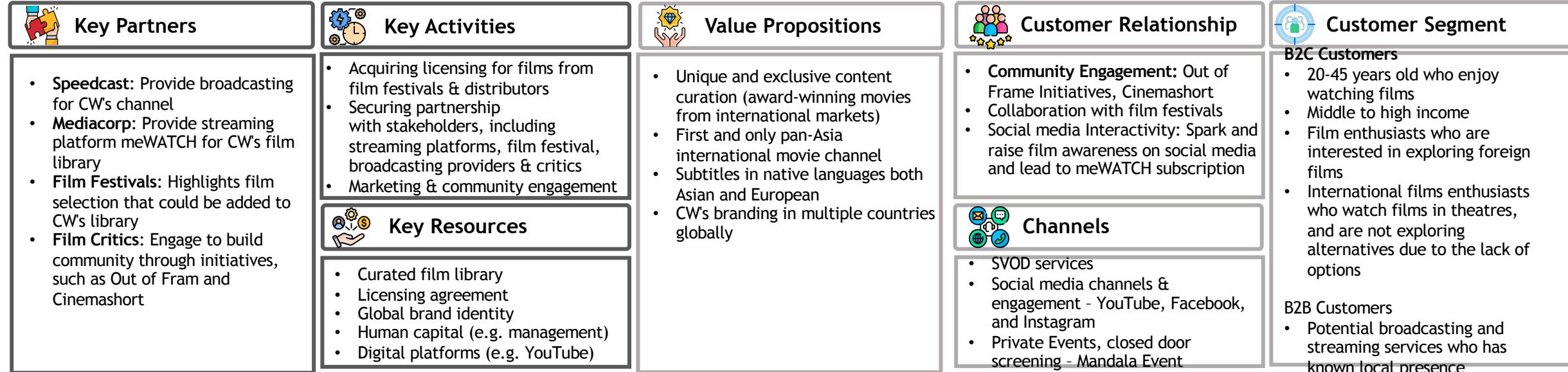
- **Low visibility** outside cinephile circles; weak social media presence currently
- **Reliance on meWATCH** with clunky UX; reach declined after StarHub exit
- **Limited audience data**; CinemaWorld receives little customer insights beyond Google/social metrics

Threats

- **Strong competition** from Netflix, Disney+, HBO, Viu, and ongoing piracy
- **Copyright issues** block ~10% of trailers and content on YouTube
- Viewers moving to **free short-form platforms**, less willing to pay multiple subscriptions
- Heavy **dependence on meWATCH**; vulnerable if platform underperforms or ends

Environmental Analysis

Company Analysis: As-is Business Model Canvas



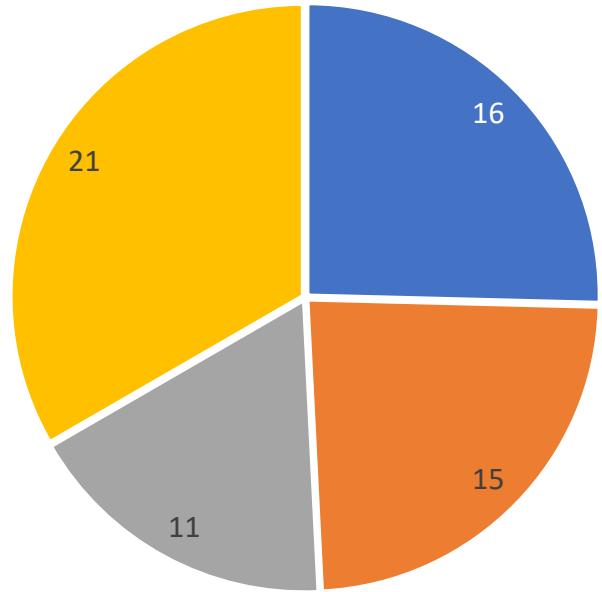


Primary Research

Survey Results: General Questions

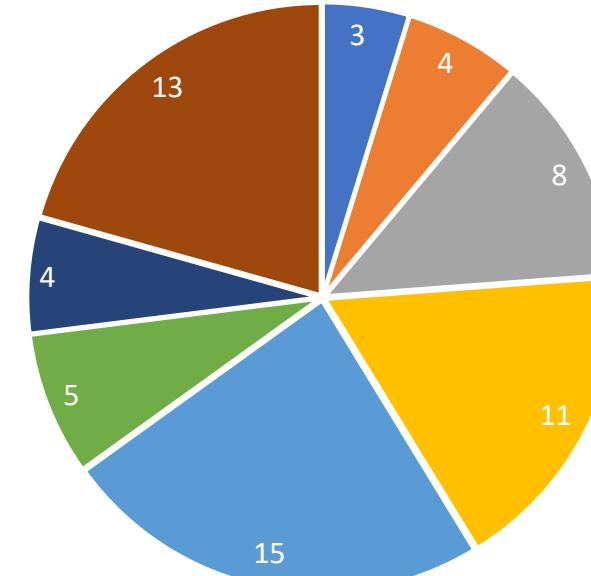
Survey results from a sample size of 63

Relationship Status



- Single
- Dating
- Married with No Children
- Married with Children

Annual Income



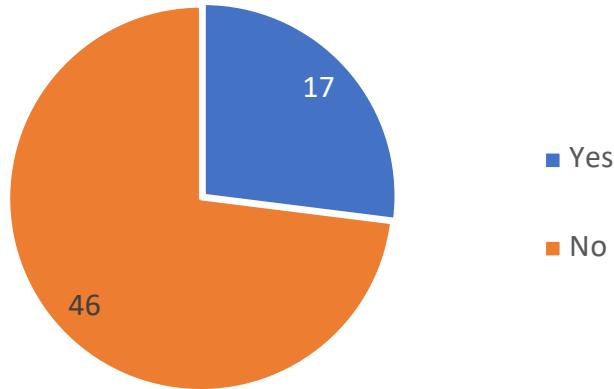
- <40K
- 40-60K
- 60-80K
- 80-100K
- 100-150K
- 150-200K
- Undisclosed

Survey Results: CinemaWorld

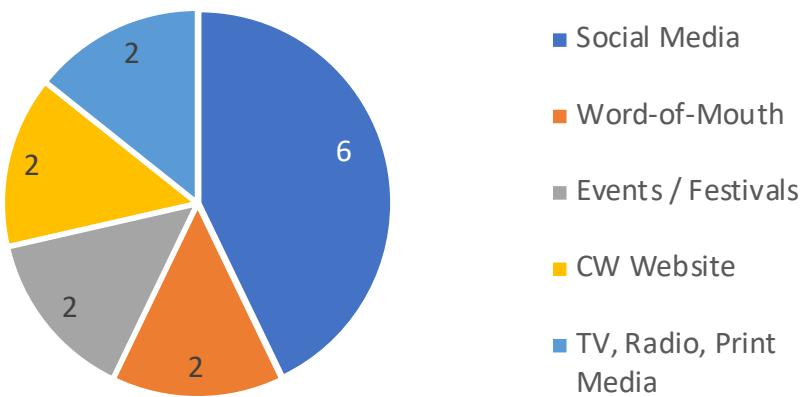
Survey results from a sample size of 63

CinemaWorld
OUR WORLD OF FILMS

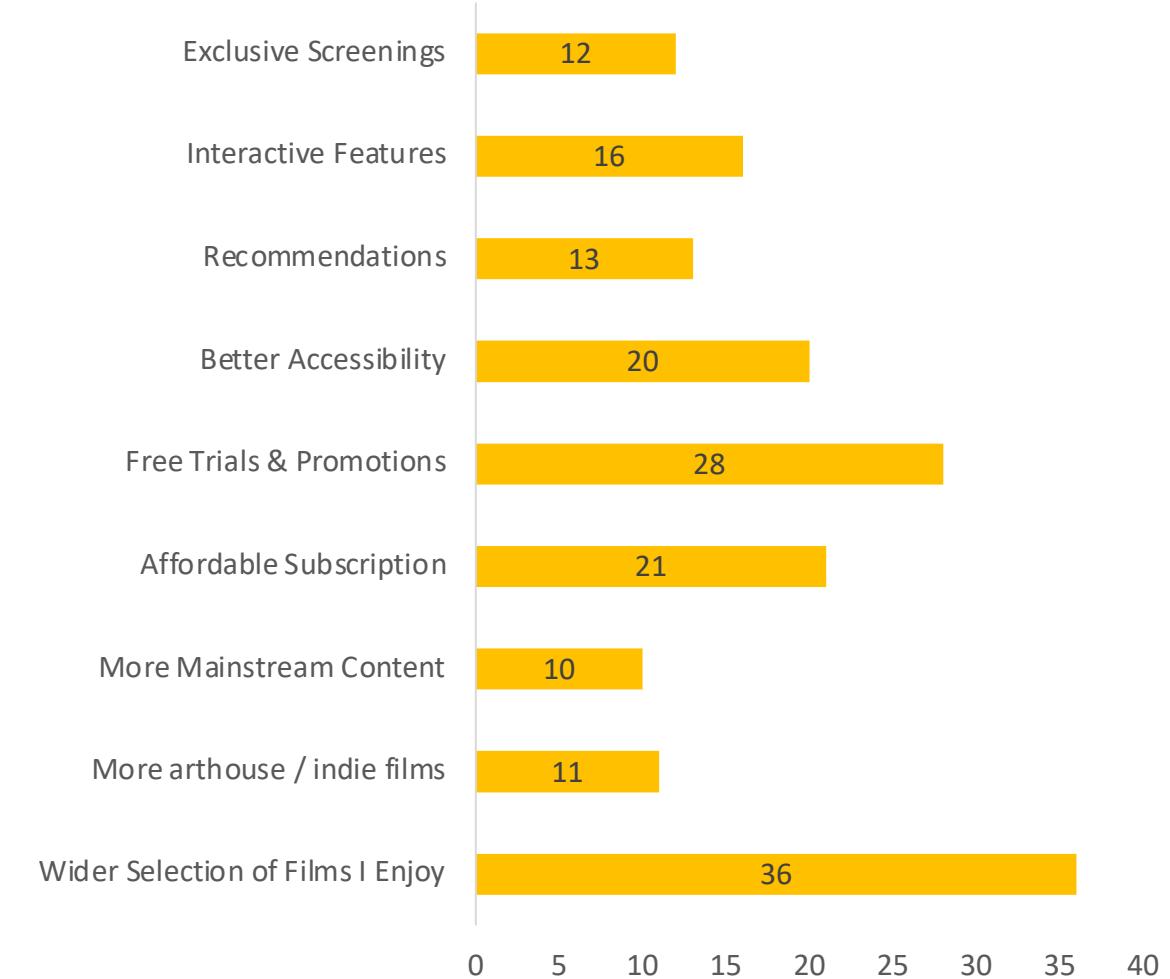
Have you heard of CinemaWorld?



How did you hear of CinemaWorld?



What would make you more interested in CinemaWorld?

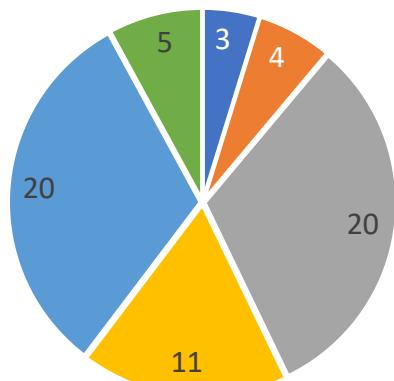


Survey Results: Film-Watching Habits & Preferences

CinemaWorld
OUR WORLD OF FILMS

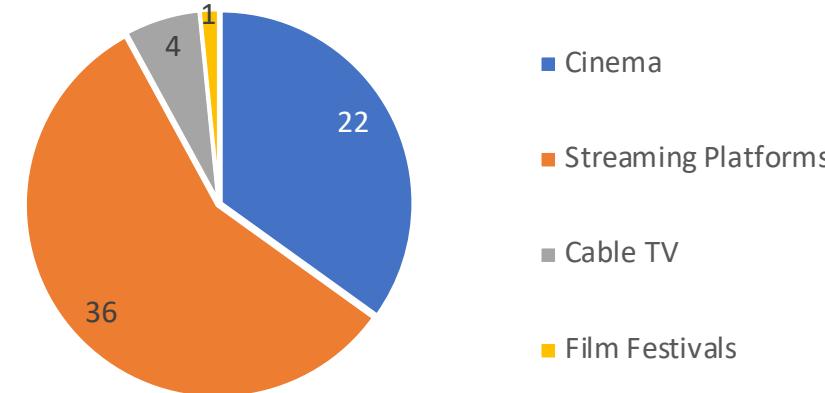
Survey results from a sample size of 63

How often do you watch films?



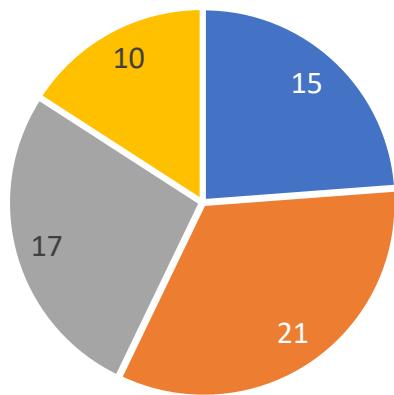
- Several times a day
- Once a day
- Several times a week
- Once a week
- A few times a month
- Once a month or less

What is your preferred platform?



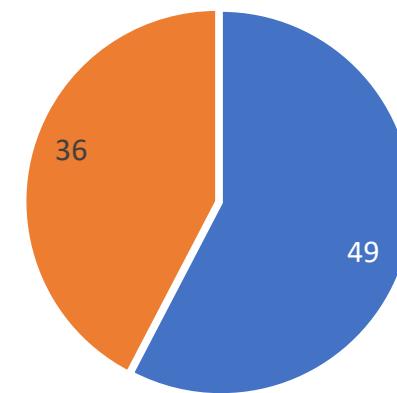
- Cinema
- Streaming Platforms
- Cable TV
- Film Festivals

Who do you usually watch with?



- Alone
- Friends
- Partner
- Children

How do you discover new films to watch?



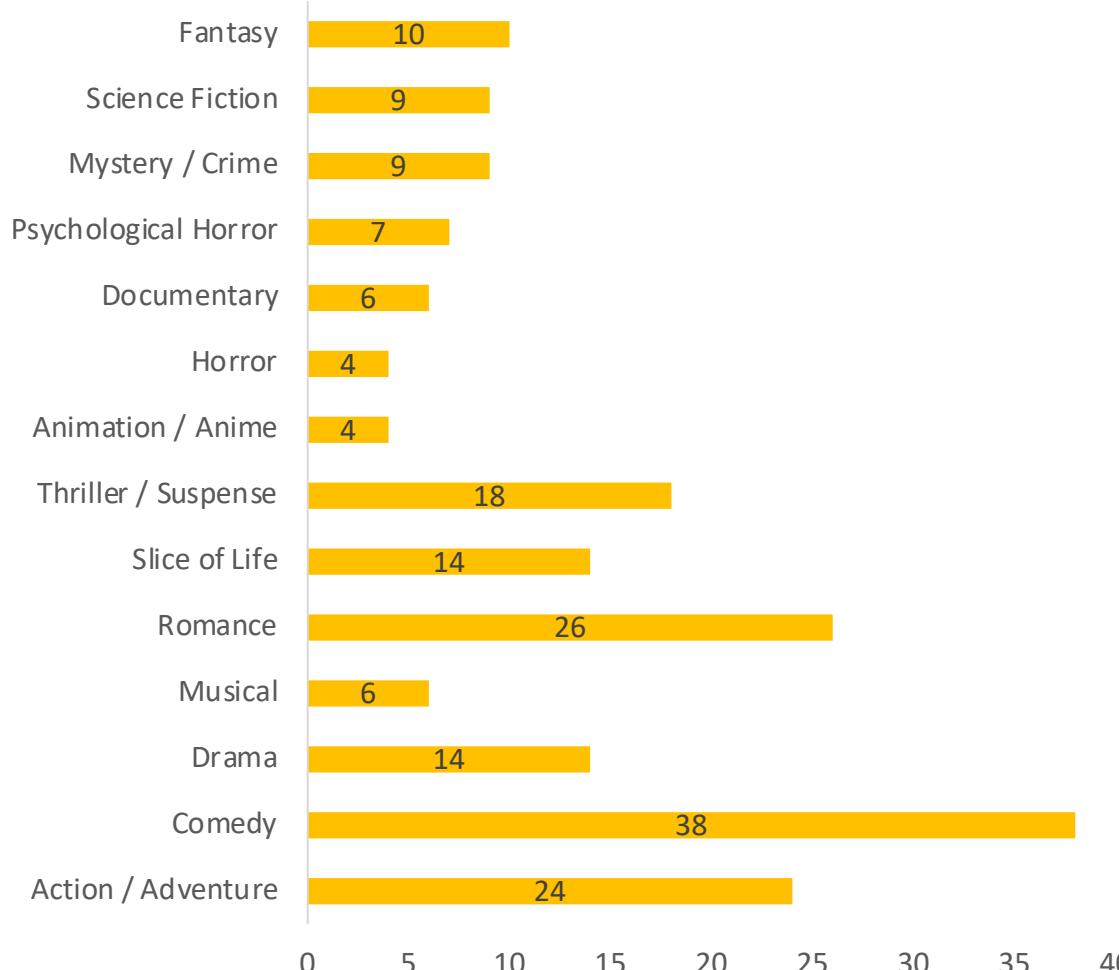
- Online (e.g. social media)
- Offline (e.g. word-of-mouth, busstop ads)

Survey Results: Film-Watching Habits & Preferences

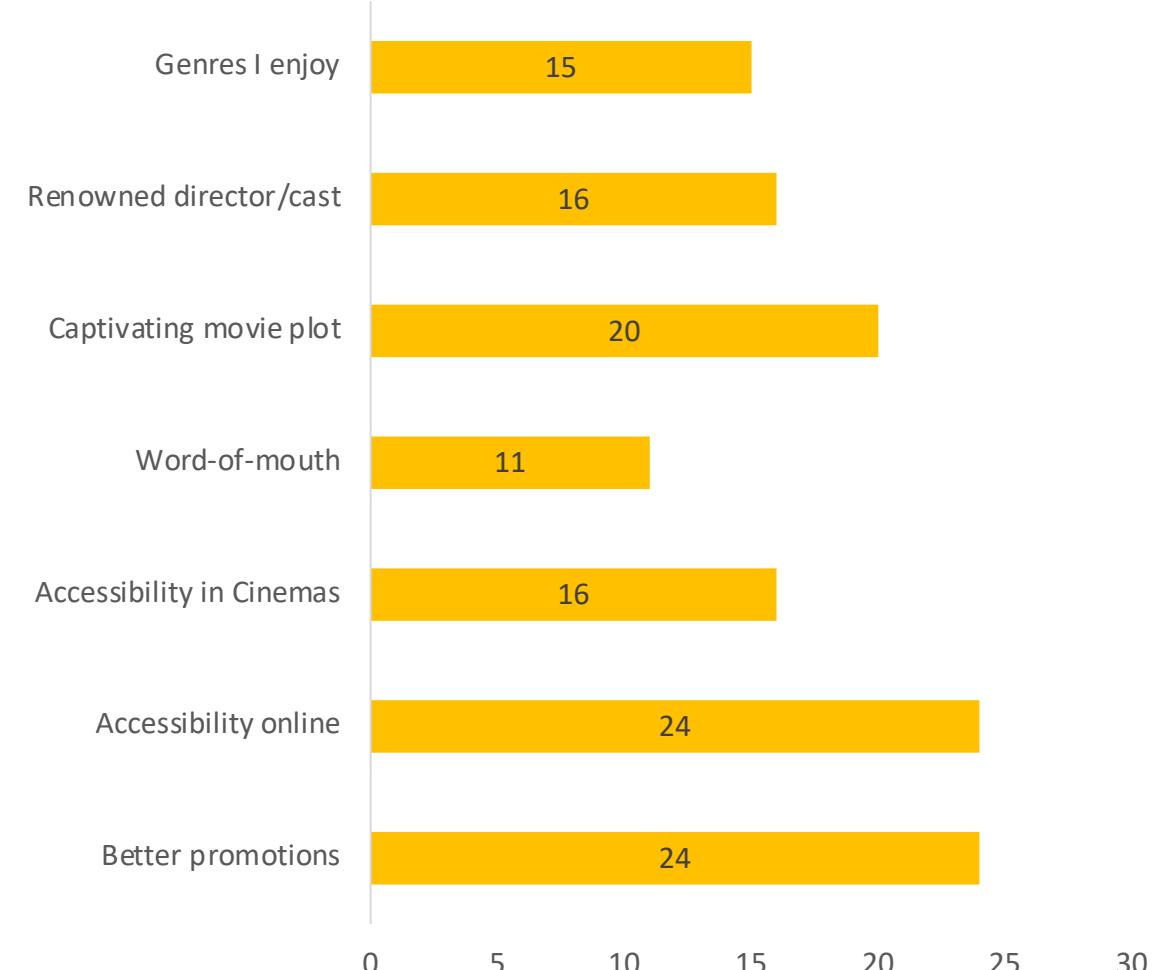
CinemaWorld
OUR WORLD OF FILMS

Survey results from a sample size of 63

What are your top 3 genres when watching films?



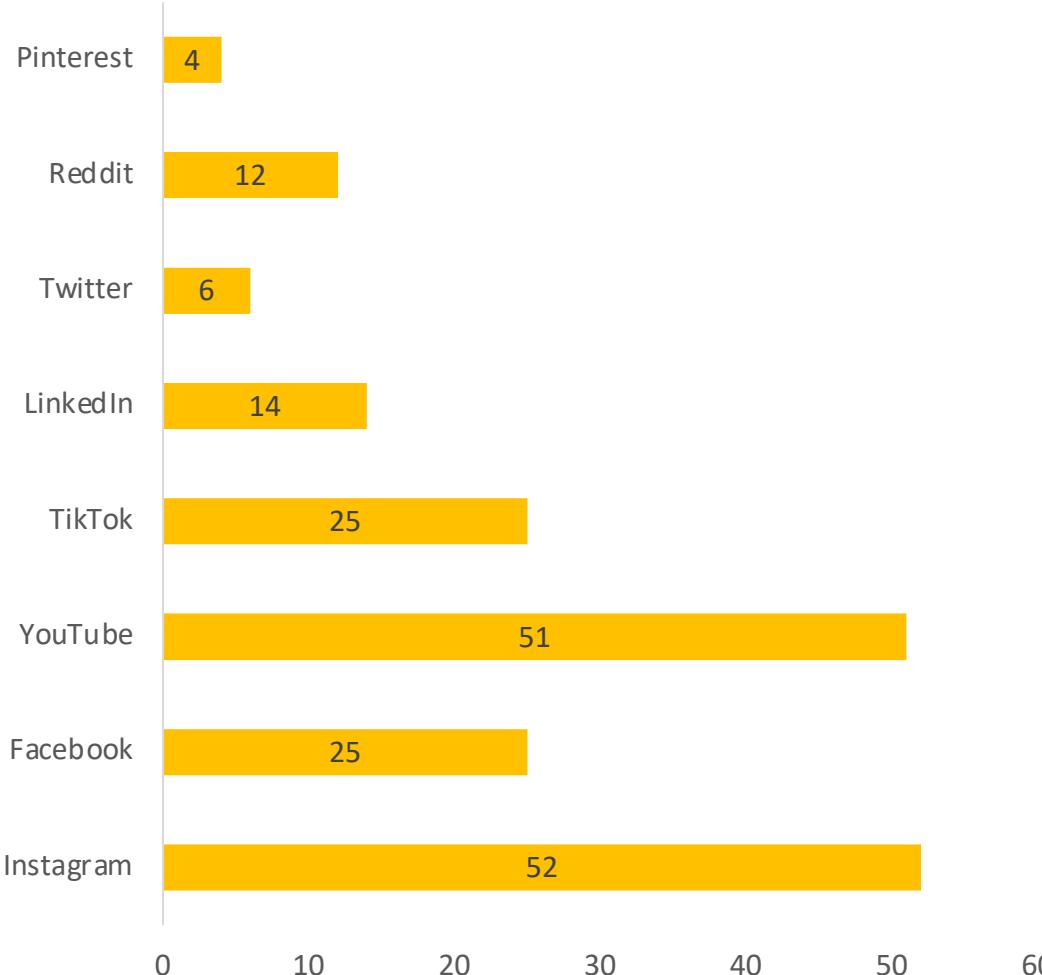
What would motivate you to watch foreign films?



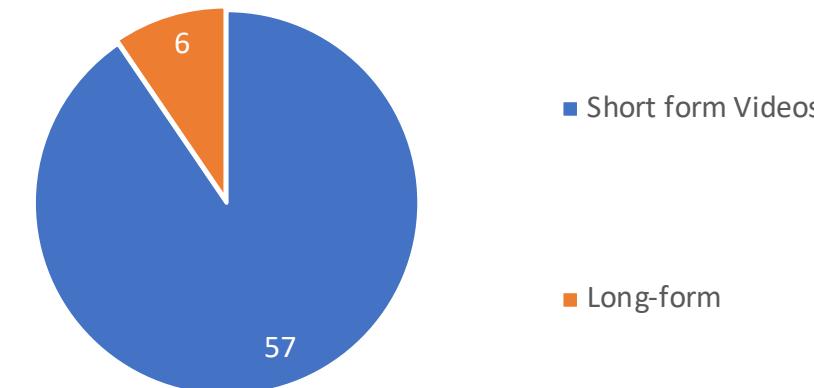
Survey Results: Social Media Usage & Habits

Survey results from a sample size of 63

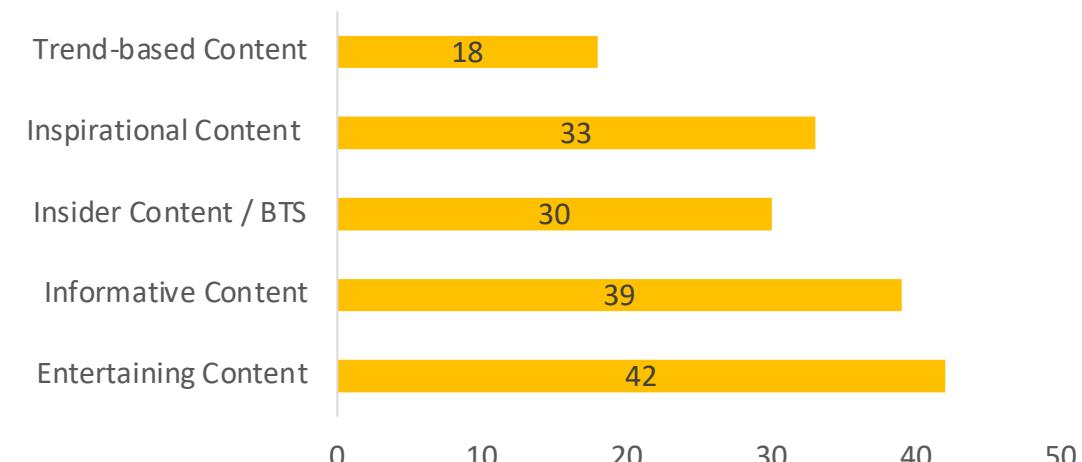
What are your top 3 social media platforms?



Do you prefer short-form or long-form content on social media?



What type of content do you prefer on social media?

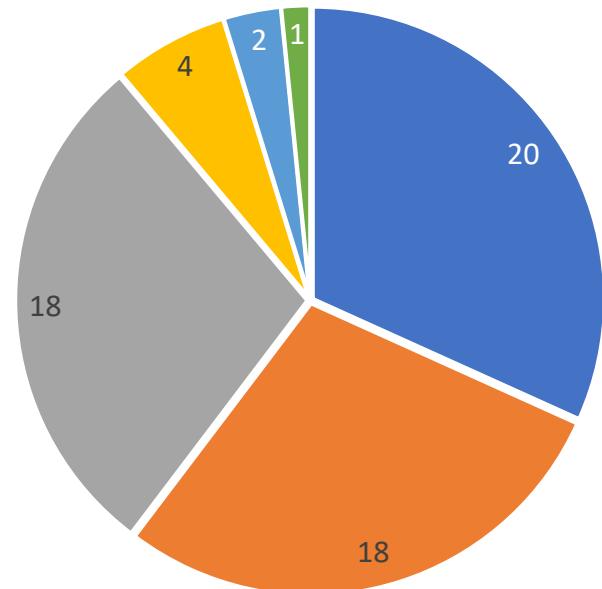


Survey Results: YouTube Usage & Habits

Survey results from a sample size of 63

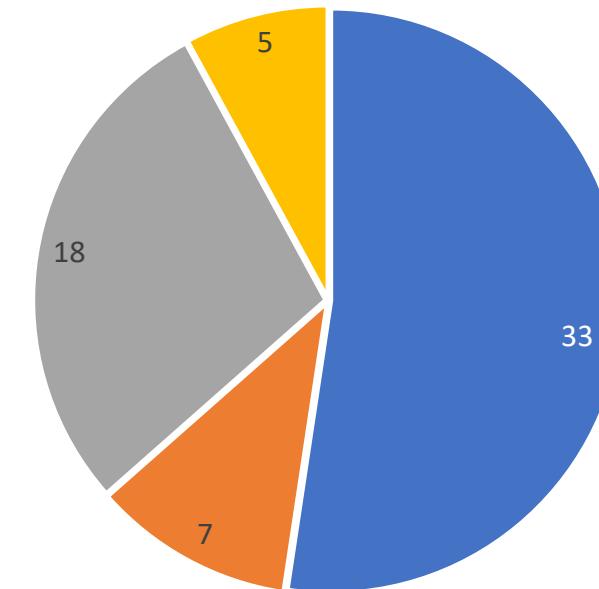
CinemaWorld
OUR WORLD OF FILMS

How much time do you spend on YT?



- <0.5h
- 0.5-1h
- 1-2h
- 2-3h
- 3-4h
- >4h

How do you discover film content on YT?



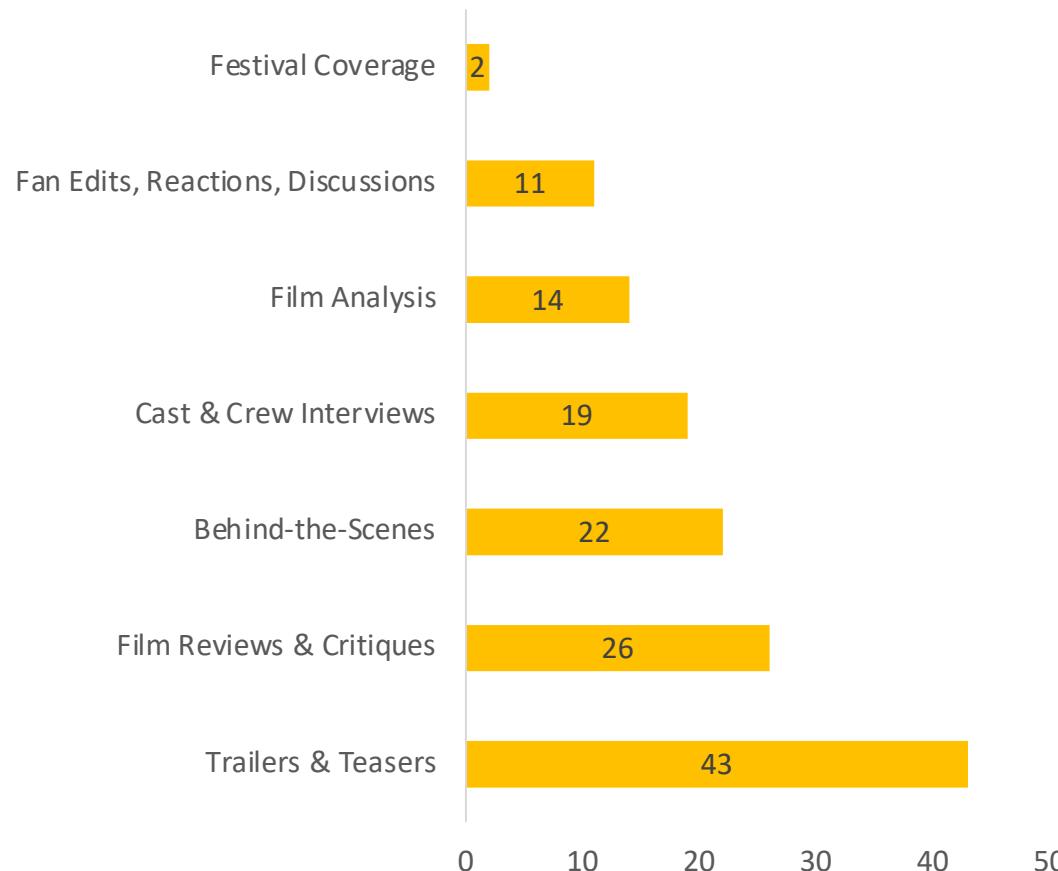
- YouTube Recommendations
- Shared by Friends / Social Media
- Subscribed Channels
- Direct Search

Survey Results: YouTube Usage & Habits

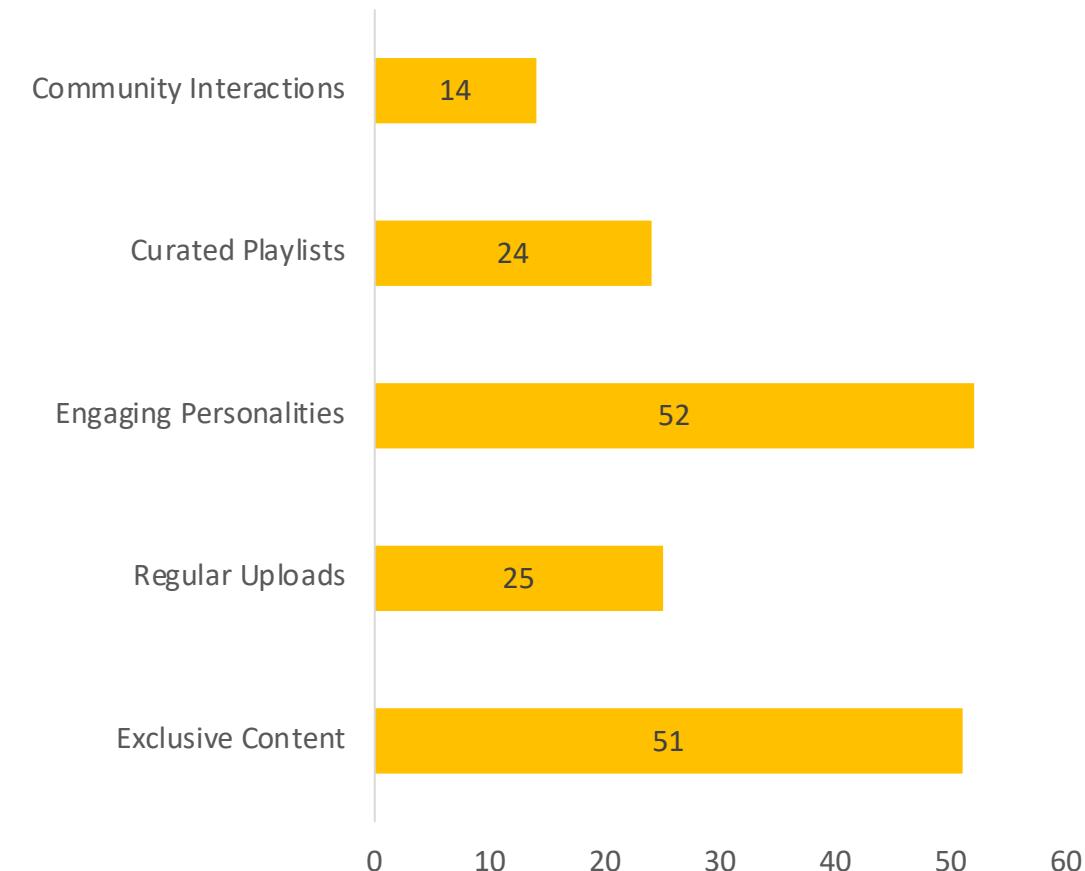
CinemaWorld
OUR WORLD OF FILMS

Survey results from a sample size of 63

What type of film-related content do you consume on YouTube?



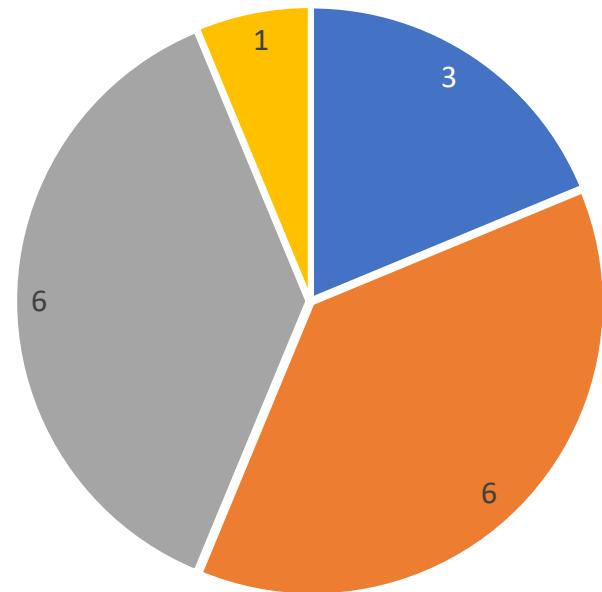
What would make you more likely to follow a YouTube channel?



Survey Results: Idea 1

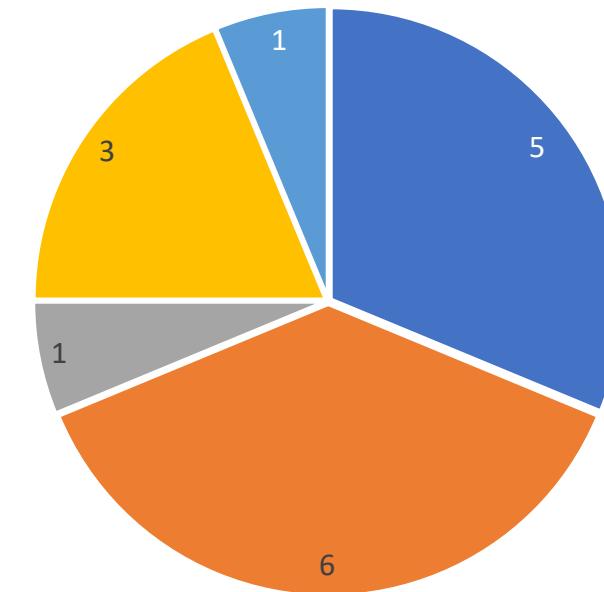
Survey results from a sample size of 16 survey respondents who are single

What content format do you consume on YouTube?



■ Livestreams ■ Podcasts ■ Short-Form Videos ■ Videos

How likely are you to watch a podcast or livestream where someone explains the story of an international film in an engaging manner?

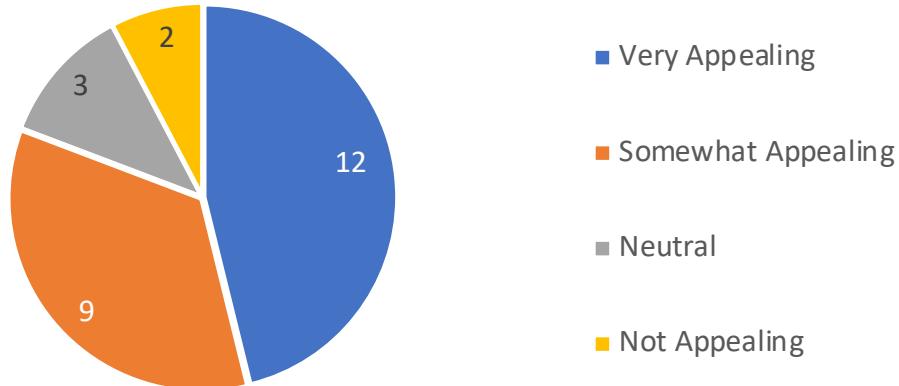


■ Extremely Likely ■ Somewhat Likely ■ Neutral
■ Somewhat Unlikely ■ Extremely Unlikely

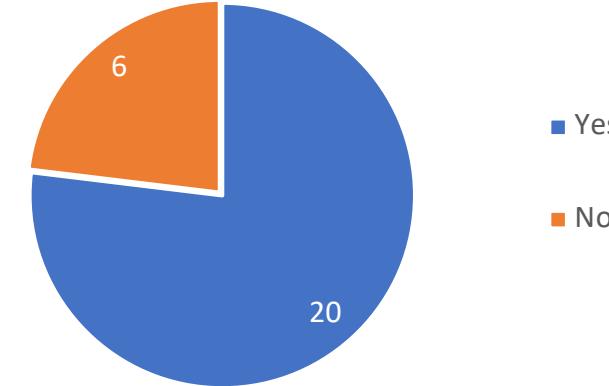
Survey Results: Idea 2

Survey results from a sample size of 26 survey respondents who are dating or DINKs

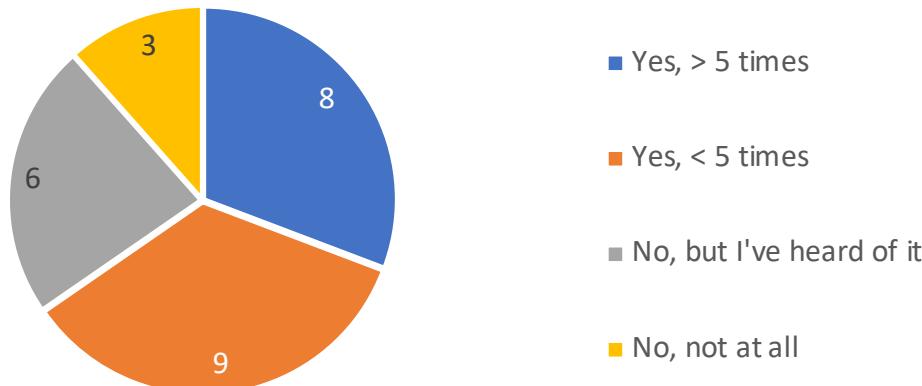
How appealing would an invite-only experiential screening be to you?



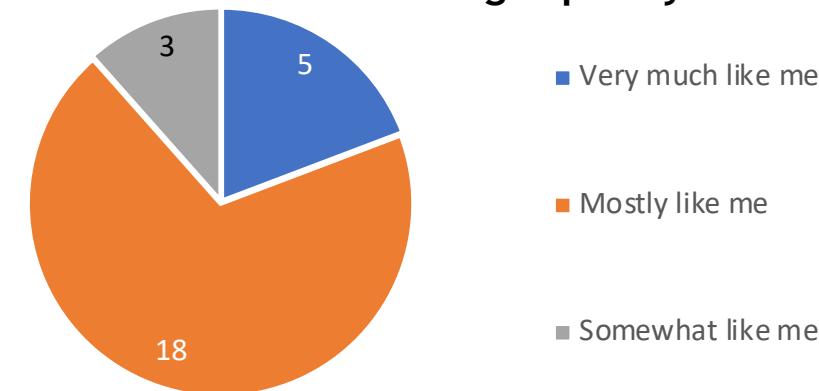
Do you prefer heading out with your partner to watch a film as a way to bond instead of watching at home?



Have you attended a physical screening at The Projector in the past year?



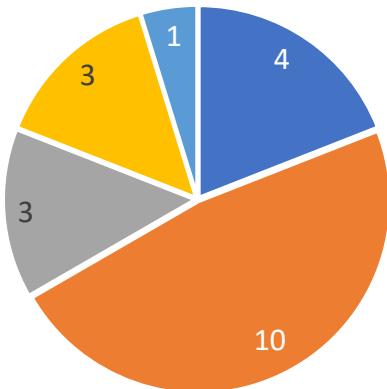
"I am willing to pay more for experiences that feel exclusive or high-quality"



Survey Results: Idea 3

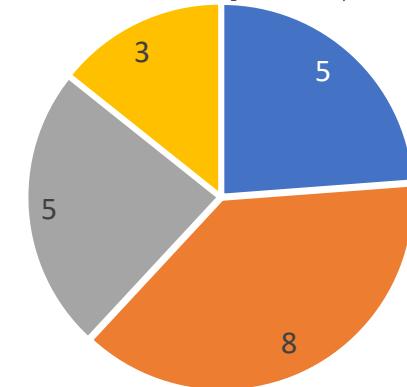
Survey results from a sample size of 21 survey respondents who are married with children

"I am willing to pay more for an all-encompassing family plan"



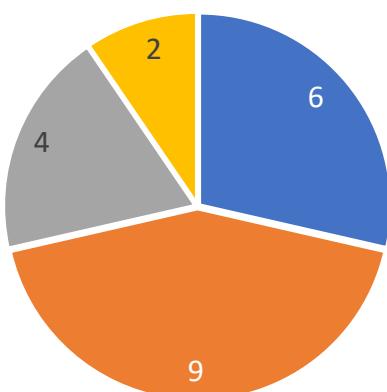
- Very much like me
- Mostly like me
- Somewhat like me
- Not really like me
- Not at all like me

"I am interested in interactive activities (polls, themed packs) during/after movies"



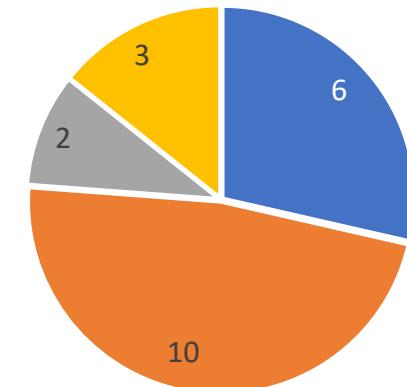
- Very much like me
- Mostly like me
- Somewhat like me
- Not really like me
- Not at all like me

"I worry about inappropriate content showing up when I'm with my children"



- Very much like me
- Mostly like me
- Somewhat like me
- Not really like me
- Not at all like me

"I rely on social media for family activity ideas"

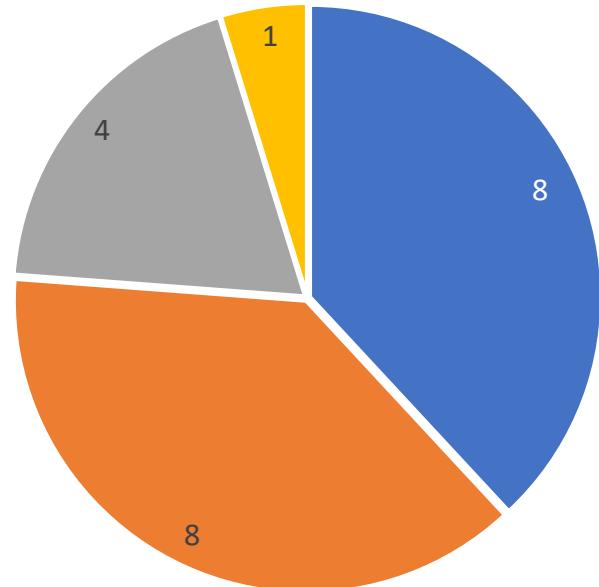


- Very much like me
- Mostly like me
- Somewhat like me
- Not really like me
- Not at all like me

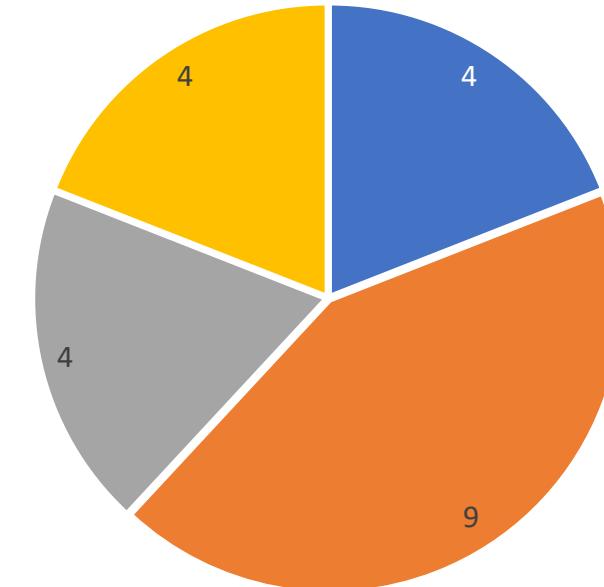
Survey Results: Idea 3

Survey results from a sample size of 21 survey respondents who are married with children

“I spend a long time (>10min) browsing before deciding on a family film”



“I skip less familiar titles because I am unsure if they are suitable for my children”



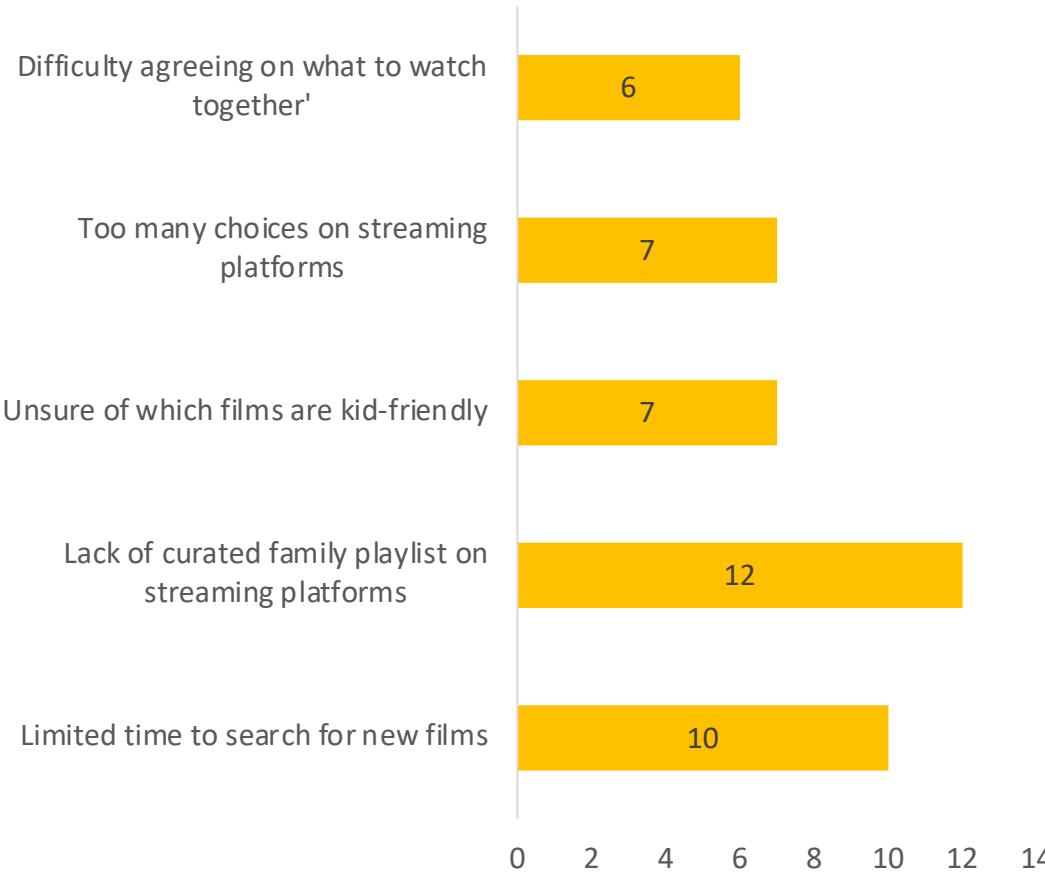
- Very much like me
- Mostly like me
- Somewhat like me
- Not really like me
- Not at all like me

- Very much like me
- Mostly like me
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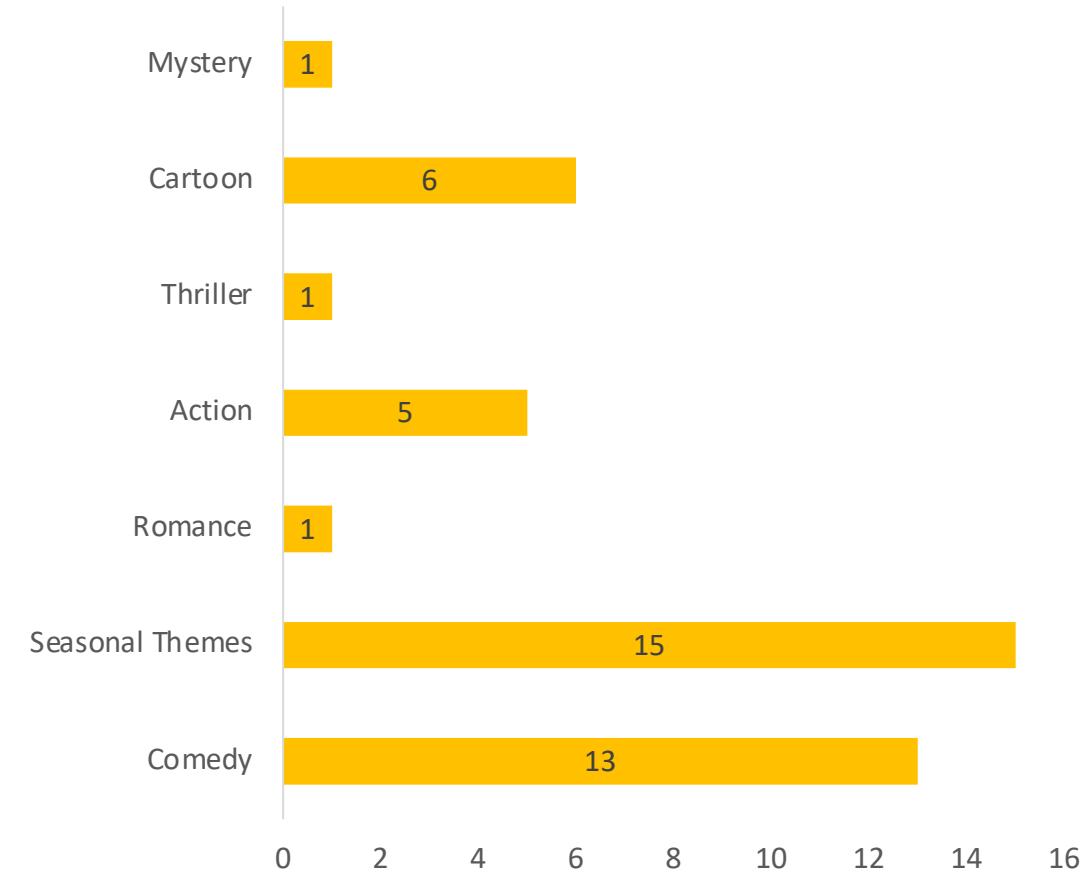
Survey Results: Idea 3

Survey results from a sample size of 21 survey respondents who are married with children

When choosing films to watch with your family, what are the top 2 challenges faced?



What are your top 2 film genres for family viewing?

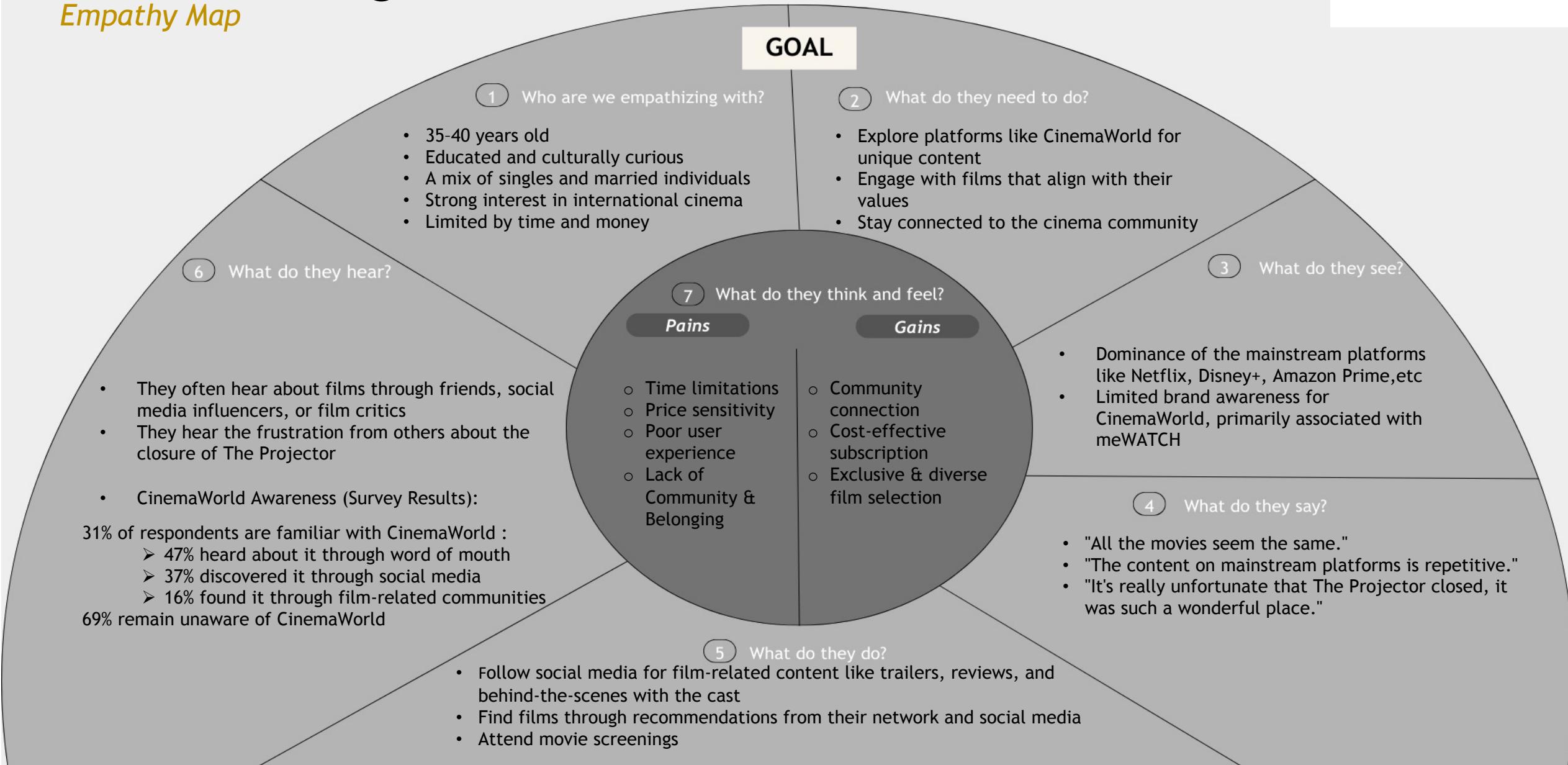


Customer Segmentation



Customer Segmentation

Empathy Map





Recommendations

(1) Curious Singles



Customer Profile

Sally



Persona

Curious Social Savvy Singles

"Seeking to satisfy their curiosity through browsing content on social media"

Demographics



Age: Millennial Older (35-40)



Life Stage: Single



Income Level: Middle-to-upper income



Occupation: Mid-career professionals, managers, or business owners



Lifestyle & Openness

XX%

Open to new experiences, but prefer meaningful and enriching activities over fleeting trends.



Values & Beliefs

XX%

Willing to pay for quality and convenience, guided by curation and authenticity rather than hype.



Social Orientation

XX%

Value close connections and family bonding, favouring intimate or curated social settings.



Motivation & Attitudes

XX%

Seek relaxation, enrichment, and meaningful connection from experiences, not just entertainment.

Goals



Enjoy "me-time" with films that feel enriching, not just entertaining.



Find meaningful connections with people who share cultural or artistic interests



Like to engage in activities that contributes towards self-development and personal-growth after work



Choose experiences that provide the most self-fulfillment

Needs



Curiosity: Activities that can satisfy their curiosity and provide learning opportunities



Guidance: Requires some guidance when navigating through new experiences



Self-fulfillment: Seeking for experiences that mean something to themselves

(2) Lovey Dovies

Customer Profile



Brad & Angelina



Persona

Social Watchers

"Wants meaningful social experiences that stand out from the mainstream to spice-up date nights!"

Demographics



Age: Millennial Older (35-40)



Life Stage: Married with no kids / DINK



Income Level: Middle-to-upper income



Occupation: Mid-career professionals, managers, or business owners



Lifestyle & Openness

XX%

Open to new experiences, but prefer meaningful and enriching activities over fleeting trends.



Values & Beliefs

XX%

Willing to pay for quality and convenience, guided by curation and authenticity rather than hype.



Social Orientation

XX%

Value close connections and family bonding, favouring intimate or curated social settings.



Motivation & Attitudes

XX%

Seek relaxation, enrichment, and meaningful connection from experiences, not just entertainment.

Goals



Make the most of limited free time by choosing intentional, high-value activities.



Find leisure options that **fit smoothly around demanding work schedules**.



Destress from work while still **feeling connected** as a couple.



Choose experiences that **feel worth the effort** of leaving work/home routine.

Needs



Time-Efficiency: Hassle-free discovery, booking, and participation (no complex planning)



Convenience: Activities close by, easy to access, and not overly time-consuming.



Relaxation + Connection: Experiences that both help them unwind and feel emotionally closer.

(3) Family

Customer Profile



Chua Family



Persona

Fam Jam

“Actively seeks for family-friendly content to watch together with kids”

Demographics



Age: Millennial Older (35-40)



Life Stage: Double Income With Kids (DIWK), Kids above 7 y/o



Income Level: Middle-to-upper income



Occupation: Mid-career professionals, managers, or business owners balancing work and family



Lifestyle & Openness

XX%

Practical planners, open to new activities if they are safe, age-appropriate, and enriching.



Values & Beliefs

XX%

Value safety, education, and cultural enrichment; willing to pay for experiences that entertain kids and stimulate parents.



Psychographics



Social Orientation

XX%

Strong family-first mindset; outings are primarily about shared experiences and quality time



Motivation & Attitudes

XX%

Motivated by a mix of **child-focused fun** and **adult-level enrichment** (don't want to feel like they “sacrificed” their own enjoyment).

Goals



Spend quality time together, create **memorable experiences** that both kids and parents enjoy



Make full use of **weekends and holidays** with **meaningful activities**



Expose children to **diverse cultural experiences** that are **educational yet entertaining**



Want a **safe platform** for children to learn, while bonding together



Family-Friendly Curation: Content is suitable for kids and adults



Convenience: Easy to access, complete, and have fun



Value Derivation: Willing to pay but will expect it to be worth it, need an all-encompassing solution

(2) Lovey Dovies Revenue & Cost Calculations

Idea 2 – Lovey Dovies Revenue & Cost Calculation

Estimate 30 pax

Item	Cost / Quantity	Quantity	Total Cost	Comments
Entrance Fee	120	30	3,600	
- Restaurant Booking	120	30	- 3,600	Link
- Rent Projector + Screen	116	1	- 116	<ul style="list-style-type: none">- 2400 Lumens Projector + 1.8m Screen- Speaker Provided by Restaurant;- Otherwise they can rent it for \$80)- Link
- Photobooth	900	1	- 900	Link
- CinePassport	4.59	30	- 137.70	Link
Net Total	-	-	- 1,153.70	-

(3) Family Time Cost Calculation

Idea 3 – Family Time Cost Calculation

Influencer Cost

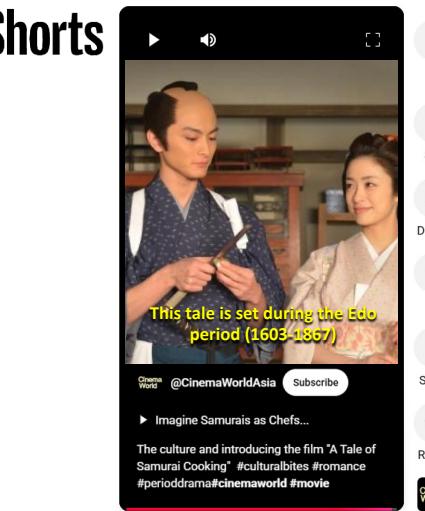


Assumptions

- Mid-tier influencers (100k to 500k followers): \$500 to \$5,000 per post ([Shopify](#))
- Her engagement slightly below average (assume reduce 15% rate)
- Film niche (assume 10% premium for specialised content)
- 2 post carousel in one (25% additional)

$$1000 \text{ base rate} * (1 - 0.15) * (1 + 0.1) * 1.25 = \$1168.75 \text{ (per post)}$$

YT Shorts Cost



Examples:

1. “Why your family will love this” explainers.
2. Parent’s Guide (rating, themes to discuss with kids).
3. Film introduction + cultural background

Assumptions

- Average cost-per-view of \$0.010 - \$0.030 ([Influencermarketinghub](#))
- 3 formats to post (decision helpers)
- Reach 1000 people a day for each
 - Assume high end 0.03/view
 - 1000 views = \$30
 - Total daily cost \$90
 - Total monthly cost = \$2700

(3) CinemaWorld Family Time

Introduction to our recommendations

Recommendation Flow

Awareness

#NotYourNorm
Influencer Marketing

Consideration

Playlists
Decision Helpers
Influencer Marketing

Purchase

Guides
Lower Barriers
Sneak Peeks

Retention

CineFam
UGC
Activities

Agenda



Drawing attention to CW's uniqueness and family-oriented content



Curated playlists and short-form content help form a good impression



The lowered barriers encourage families to try CW out



Happy families will encourage more families to join CW

(3) Scraped members from a FB Group of 3000 members

filmcommunitysg Facebook Group 300 out of 3000 members Scrapped			
	Name	Profile Link	Biography
2	Jonas Ngoh	https://www.facebook.com/jonas.ngoh.1	Nan Chiau Primary School
3	Naqib Zalman	https://www.facebook.com/naqib.zalman.1	Temasek Polytechnic
4	Chen Chiou Beng	https://www.facebook.com/chenchioubeng.1	Works at RSAF
5	Marilyn Giam	https://www.facebook.com/marilgee	
6	Faeryville - the movie	https://www.facebook.com/faeryville	
7	Karan Raj	https://www.facebook.com/karanraj.1	cinematographer at Ckfilmstudio
8	Sebas Can't Grow Fat	https://www.facebook.com/sebas.cant.growfat.1	Outram Secondary School
9	Natasha Utari Ameehar	https://www.facebook.com/natashautari.ameehar	
10	Rob Krawczyk	https://www.facebook.com/rob.krawczyk.1	London, United Kingdom
11	Jade Wong	https://www.facebook.com/jade.wong.1	Owner at Jade Wong's Photography
12	Silvia Chew	https://www.facebook.com/silvia.chew.1	Republic Polytechnic
13	Jamila Adams	https://www.facebook.com/jamila.adams.1	FAMU International Prague
14	Jete Jate	https://www.facebook.com/jete.jetrin	
15	Lutfi Rifqi	https://www.facebook.com/profile.php?id=61573329834126	
16	WG	https://www.facebook.com/willzgg	
17	Yoga Prakash	https://www.facebook.com/yogaprakash.1	Works at Singapore Armed Forces
18	RAW Moves	https://www.facebook.com/rawmoves.sg	
19	Zulfakur Ali Zainol	https://www.facebook.com/zulfakurali.zainol.1	Kuala Lumpur, Malaysia
20	Wan Leo	https://www.facebook.com/wan.leo.348781	
21	Charlene Pe	https://www.facebook.com/charlene.pe	
22	Soma Paws	https://www.facebook.com/somapaws.1	designer at Soma Paws Studio

Cinema
World