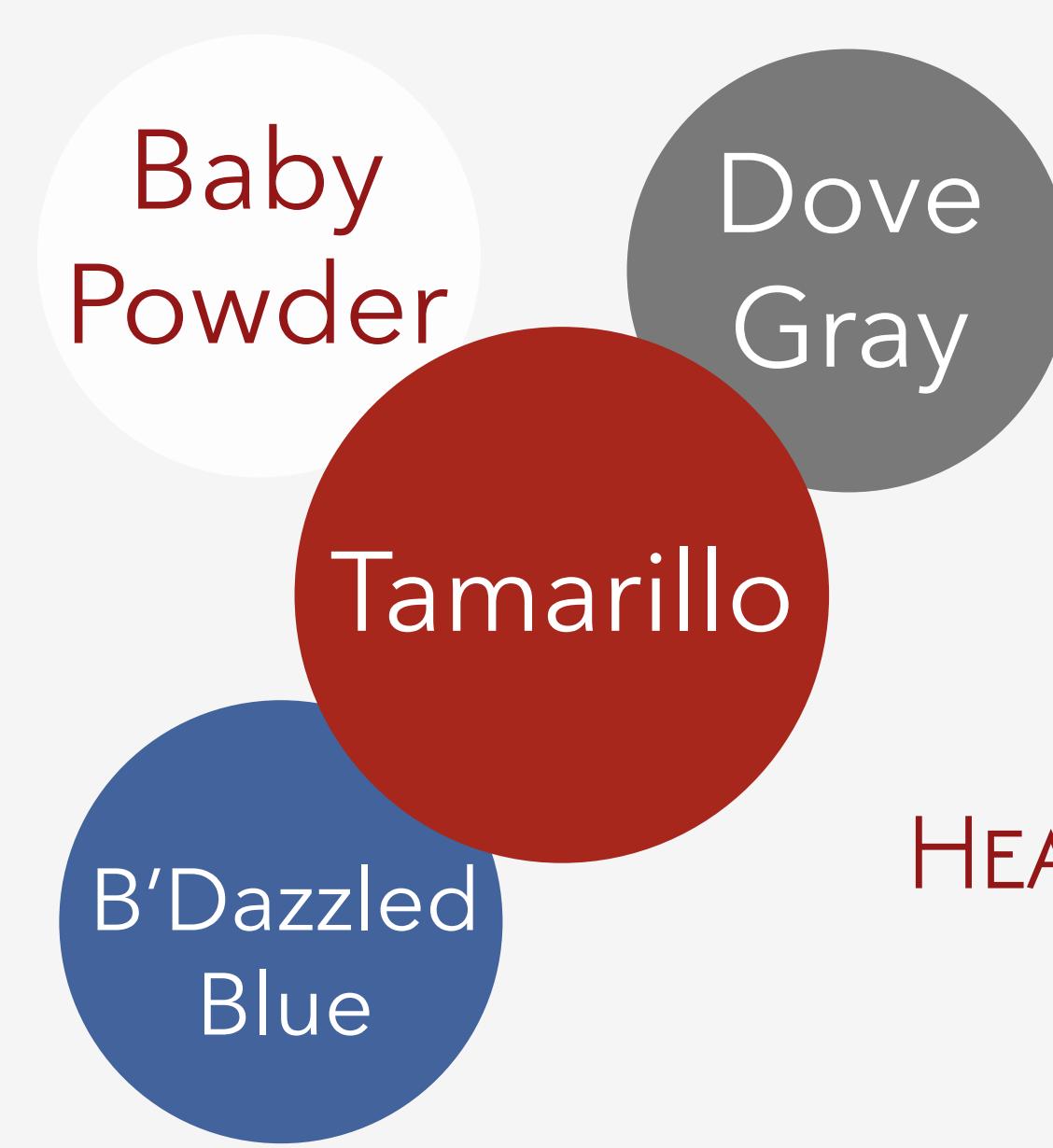




ARE MOVIES TOO EXPENSIVE THESE DAYS?  
GOING OFFERS AN AFFORDABLE CINEMATIC EXPERIENCE.

## BRANDING



ELEGANT SOCIAL  
AFFORDABLE ENTERTAINING  
CLASSIC FUN  
SIMPLE NOSTALGIC

HEADINGS: NEOTERIC BOLD – AA  
Body: Avenir Next Regular - Aa

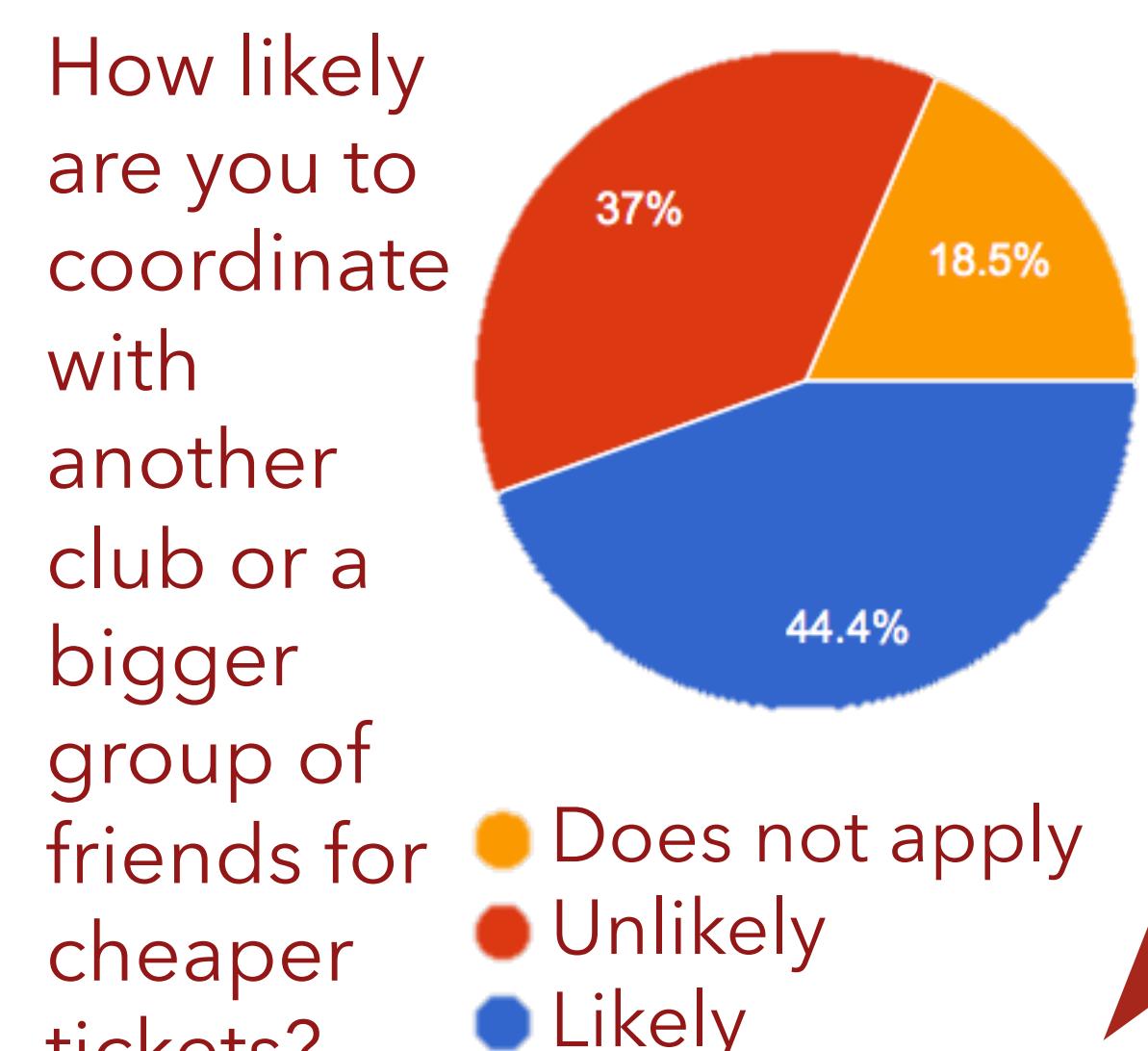
## RESEARCH

"On weekdays, 50% of our showings are less than 50% filled..."  
AMC Theater Manager



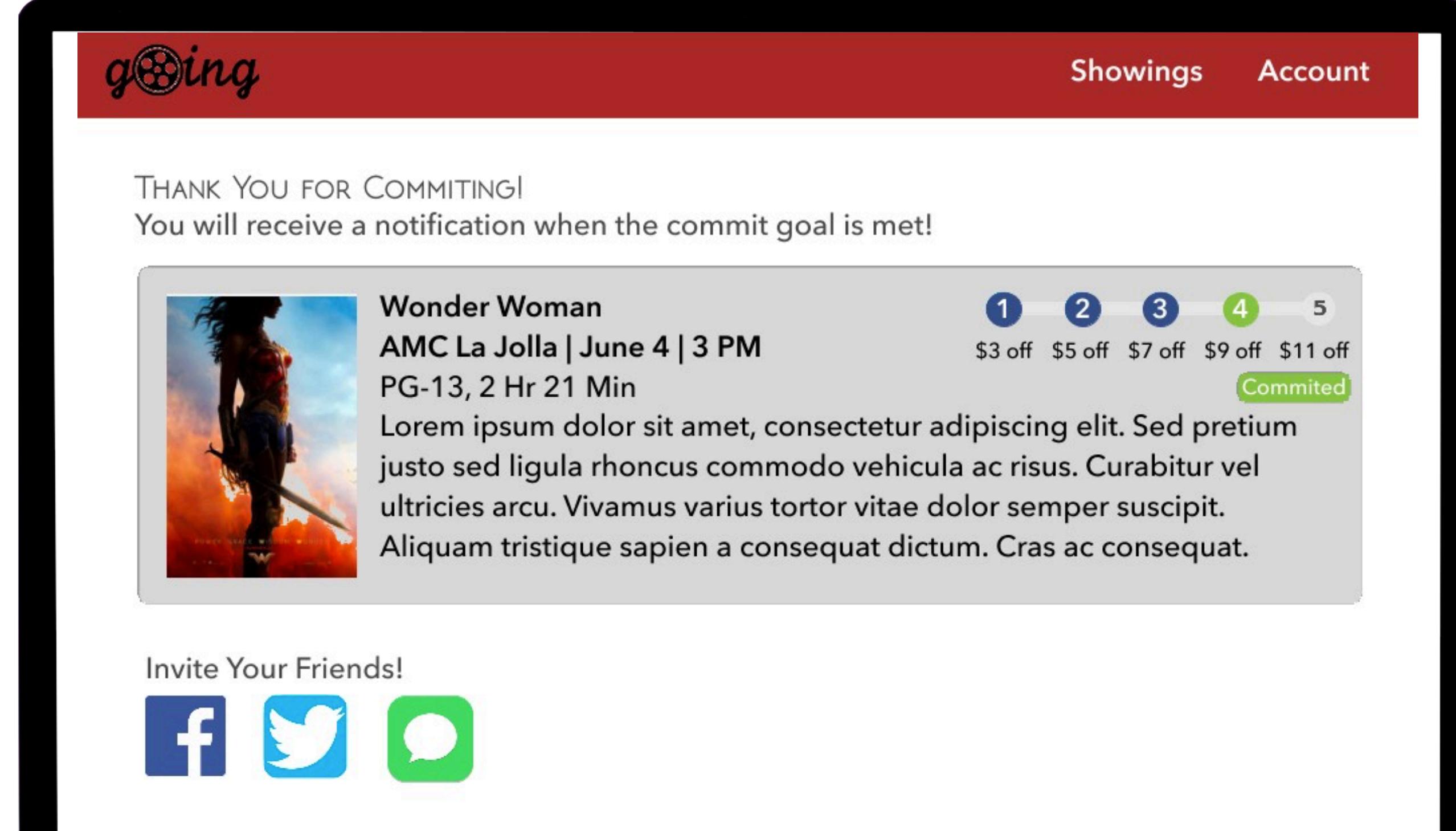
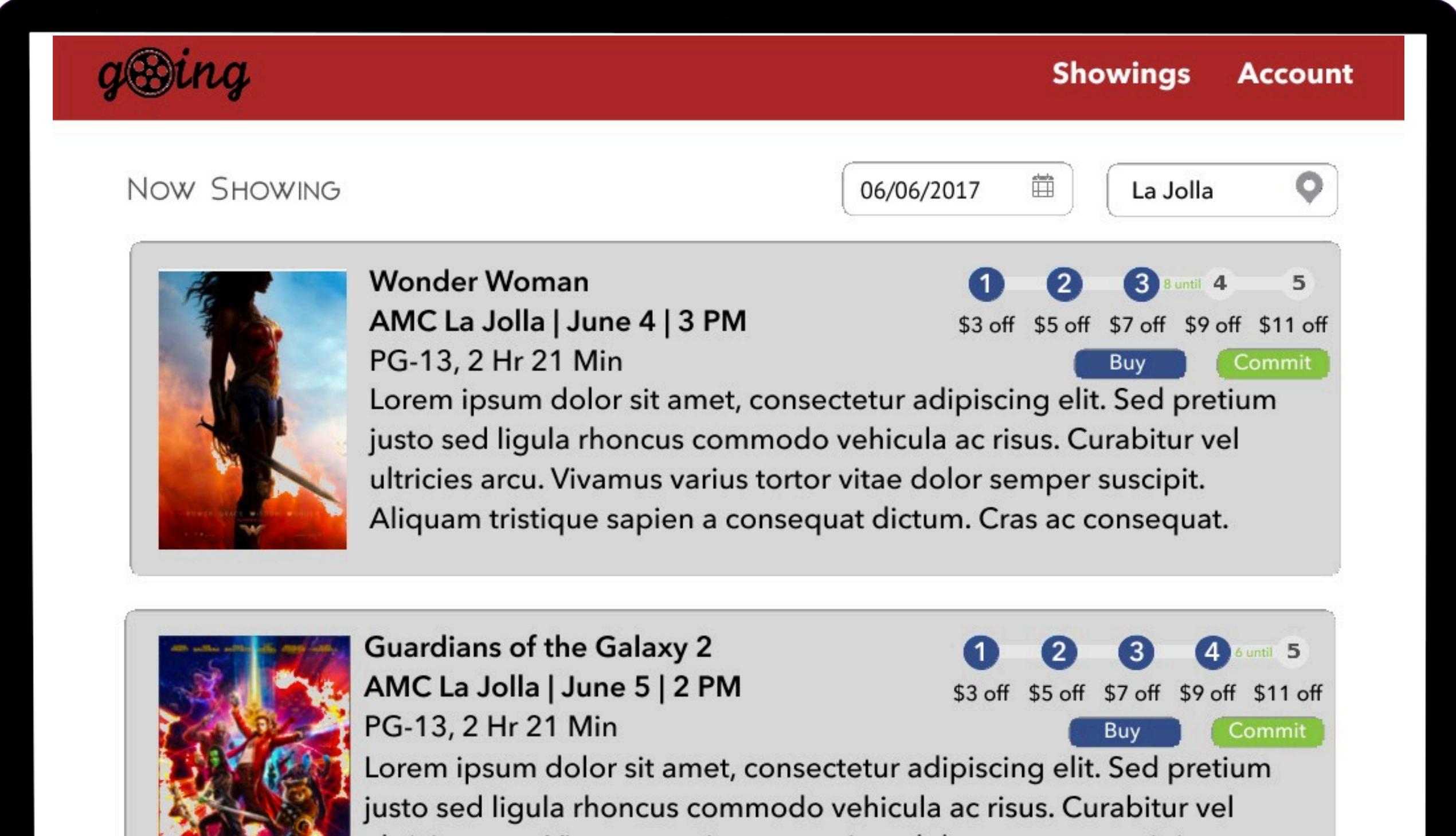
"...biggest reason to go to movies is for social time with friends. Theater deals definitely motivated me."

Anonymous Interviewee



"I go to watch action movies because the big screen and sound system isn't something you can replicate at home..."  
Anonymous Survey Response

## HOW IT WORKS



## COMPETITIVE ANALYSIS



Offers bulk ticket and concession purchases but not at a discounted price. Split ticket cost among friends.



Simple ticket buying experience. Offers premium membership and online movie and tv streaming services. No social aspect.



Focuses on unique content beyond popular films such as opera, live theaters, and classic films. Events are preselected which means attendance are not guaranteed.

Cheap convenient alternative to movie going. Lack movie and cinema experience.

## VALUE PROP/BUDGET

