



Alamo Drafthouse Cinema Customer Loyalty Program

Team

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- Movie theater company dedicated to creating an exceptional experience by blending moviegoing with dining and drinks.
- **Alamo Value Proposition:** "*The customer experience is always most important, and the growth will follow after that.*"
- **Alamo Business Objective:** "*Make the Alamo Drafthouse experience the best cinematic experience in the world.*"

Reeltime Snapshot

1997: Drafthouse opens in an Austin, TX, parking garage.

2010: CEO Tim League launches film distribution arm Drafthouse Films, later garnering two Oscar nominations.

2020: Alamo OnDemand video streaming service rolls out in partnership with Sony Pictures Classics & Lionsgate.

Today: 41 theaters in 10 states.

"#1 movie theater in the country doing it right"

— Entertainment Weekly

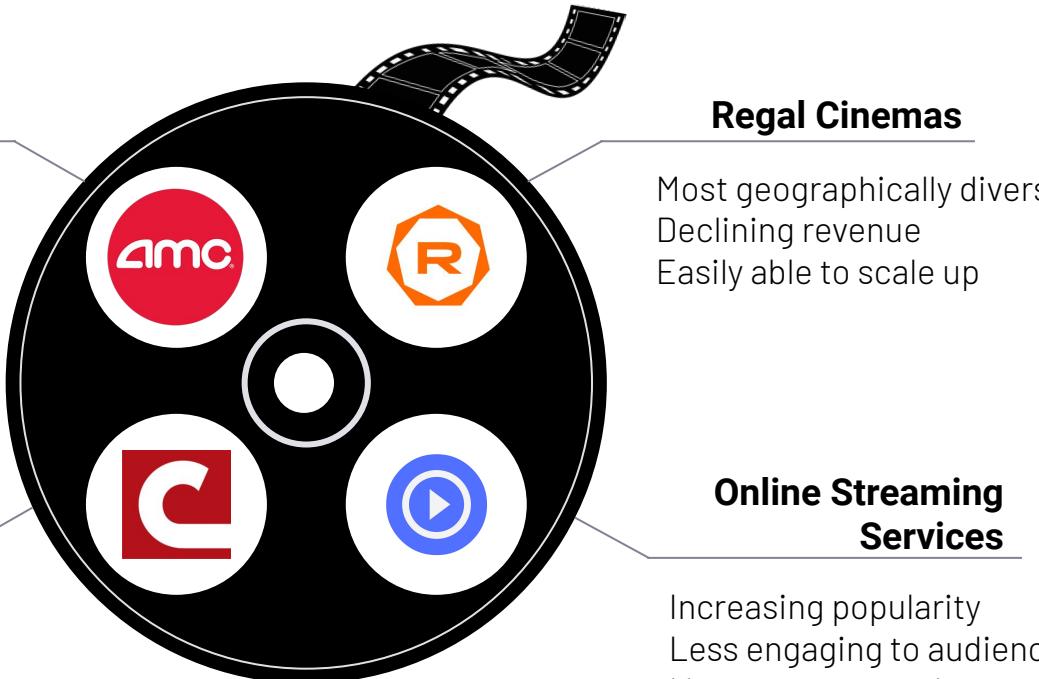


Competitive Analysis





Competitor Analysis



-

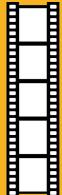


Audience Analysis



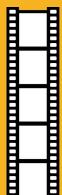


Customer Segmentation



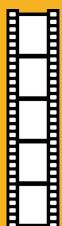
PERSONA 1 | Families (3+ people)

Married with kids
All genders
Focused on family-friendly entertainment
Tries to take the family out while staying on a budget



PERSONA 2 | Couples (2 people)

In a relationship
All genders
Student or young professional
Goes out twice a week for date night



PERSONA 3 | Screen Adventurer (1 person)

Single
All genders
Loves movies and unique experiences
Willing to pay more for perks
Likes to go see movies alone or with friends





Name: Laura the Mom

Age: 35

Stage: Employed, Married

Location: Austin, TX

Industry: Education

Title: Elementary School Teacher

Language: English

Household Income: \$152,500

About: Married for 8 years and mother to 2 girls (ages 4 and 7). Once a month, the family likes to go out for a family date night. Laura usually follows a routine.

Goals & Aspirations: Enjoys time out with the family but also tries to find some time for a romantic date with her husband. Aims to participate in more community events.

Challenges: Balancing time | Finding activities that are family-friendly that everyone enjoys | Booking activities in advance | Creating opportunities for the kids to get out of the house | Staying on budget



PERSONA 1 – Families



Name: Lucas the Boyfriend

Age: 21

Stage: Student, Dating

Location: Orlando, FL

Industry: Entertainment

Title: FT Student/PT Entertainer

Language: English/Spanish

Household Income: \$24,500

About Me: Has been with his girlfriend for over a year and loves going on movie dates. Favorite movies: Star Wars and comic book movies; also loves theme park dates. Always looks for discounted tickets and promotions.

Goals & Aspirations: Finish school and start his career. Wants to take his girlfriend out for fun and romantic dates more often. Experience comfort and upscale services.

Challenges: Staying on budget, as he is only able to go out once a week | Finding time for extracurricular activities outside of school and work obligations



PERSONA 2 – Couples



Name: Andre the Screen Adventurer

Age: 27

Stage: Employed, Single

Location: San Francisco, CA

Industry: Tech

Title: Software Developer

Language: English

Household Income: \$140,900

About Me: Huge fan of movies. Spends a lot of time gaming, hanging out with friends, and chatting on Reddit and other message boards about movies and games.

Goals & Aspirations: Find the best service to meet his passion for movies. Loves Comic Con and enjoys dressing up with friends as famous movie characters for parties. Likes to celebrate classic cinema and shares his passion with other screen adventurers.

Challenges: Finding more movie options at major multiplex movie theaters



PERSONA 3 – Screen Adventurers



Loyalty Program



Mood Board





Customer Loyalty Program Overview

- AlaMORE+ is a **Monthly Membership Program** with three levels of increasing customer benefits.
- All memberships include THREE free movies per week.
- No confusing points system or minimum visit requirements.
- Easy to manage by both the customer and the company.
- Each distinct membership is tailored to its unique audience type.



| | AlaMORE+ STAR | AlaMORE+ NOVA | AlaMORE+ SUPERNova |
|------------------|------------------|------------------|-----------------------|
| Individual | \$15 | \$20 | \$25 |
| One-Adult Family | \$20 | \$25 | \$30 |
| Two-Adult Family | \$25 | \$30 | \$35 |



AlaMORE+
STAR



AlaMORE+
NOVA



AlaMORE+
SUPERNOVA

| | | | |
|---|---|---|---|
| Free large popcorn on your birthday | ★ | ★ | ★ |
| Share benefits with one friend or family member | ★ | ★ | ★ |
| Waived online ticket purchasing fees | ★ | ★ | ★ |
| Worry-free Refunds & Exchanges | ★ | ★ | ★ |
| Early Access to preview new releases | ★ | ★ | ★ |
| "Fast Pass" to concessions | ★ | ★ | ★ |
| Special Midnight Access | | ★ | ★ |
| Access to box office Priority Lane | | ★ | ★ |
| Half price non-alcoholic drinks | | | ★ |
| Access to special events (e.g. celebrity guests, director Q&As) | | | ★ |



Touchpoints



Digital channels will drive moviegoers to:

- ❖ Join AlaMORE+ Loyalty Program
- ❖ Physically go to the movies more often





Campaign Objective & KPIs





Campaign Objective: Increase memberships by 20% by end Q2 2021.

Higher membership numbers will impact the Alamo Drafthouse Cinema top-line revenue and support the company's #1 business objective:

**Make the Alamo Drafthouse experience the
best cinematic experience in the world.**



KPIs

PRIMARY KPI



Number of New Memberships

SECONDARY KPIs



CTR for Landing Page



Followers on Social Media Channels



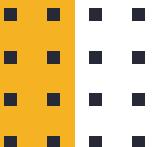
App Downloads



Newsletter Sign-Ups



Open Rate for Email Drip Campaign



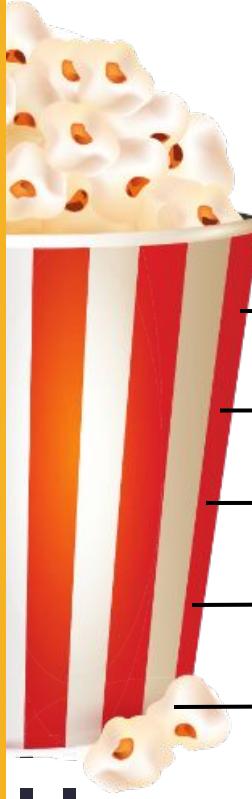


Digital Channel Mix & Content





Channel Strategy & Funnel



- | | |
|---------------|--|
| AWARENESS | ➤ Social Media Ads + Social Media Groups |
| INTEREST | ➤ Google Search Ads |
| CONSIDERATION | ➤ Retargeting: Social Media Ads + Google Display Ads |
| CONVERSION | ➤ Email Drip Campaign + Retargeting Google Display Ads |
| RETENTION | ➤ Monthly Newsletter + App Notifications |
| LOYALTY | ➤ Text Message Marketing |



Facebook Mock-Up: Awareness

 Alamo Drafthouse Austin
Sponsored

Like Page

Join AlaMORE+ and say goodbye to long lines at the concession stand! #alamore+ #alamodrafthouse

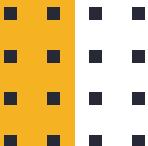


Attention Movie Fans!
Entire Theater for Yourself!!
FREE FOOD AND DRINK TOO!!!

Sign Up

20 562 Comments 311 Shares

Like Comment Share





Google SERP

The image shows a Google search results page. The search query is "alamo movie loyalty program". The top result is highlighted with a yellow box and a large grey arrow pointing to it. The result is titled "Alamo Drafthouse Cinema | AlaMORE+ Loyalty Program" and includes the URL "https://alamoreclub.wordpress.com/". The snippet below the title reads: "Get more from your movie experience. Exclusive membership designed for you! Upgrade to get even more perks. Start saving money now." The rest of the search results are visible but not highlighted.

drafthouse.com > more ...

More | Alamo Drafthouse Cinema

491,027 □ 462 0

Alamo Victory Rewards Program. Watch movies. Earn rewards. Repeat. It's really that simple. The more you visit **Alamo Drafthouse**, the faster you'll move up the ...



Keyword Research & Planning — Google Ads



All Ad Groups

- "Movie showtimes"
- "Movie timings"
- "Movie tickets"
- "Current movies"
- "Current movies in theater"
- "New movies at the theater"
- "Renting theater"
- "Movies in theaters kids"
- "Movies showing now"
- "Movies showing today"
- "Movies today"
- "Movie ticket prices"
- "Old movies in theaters"

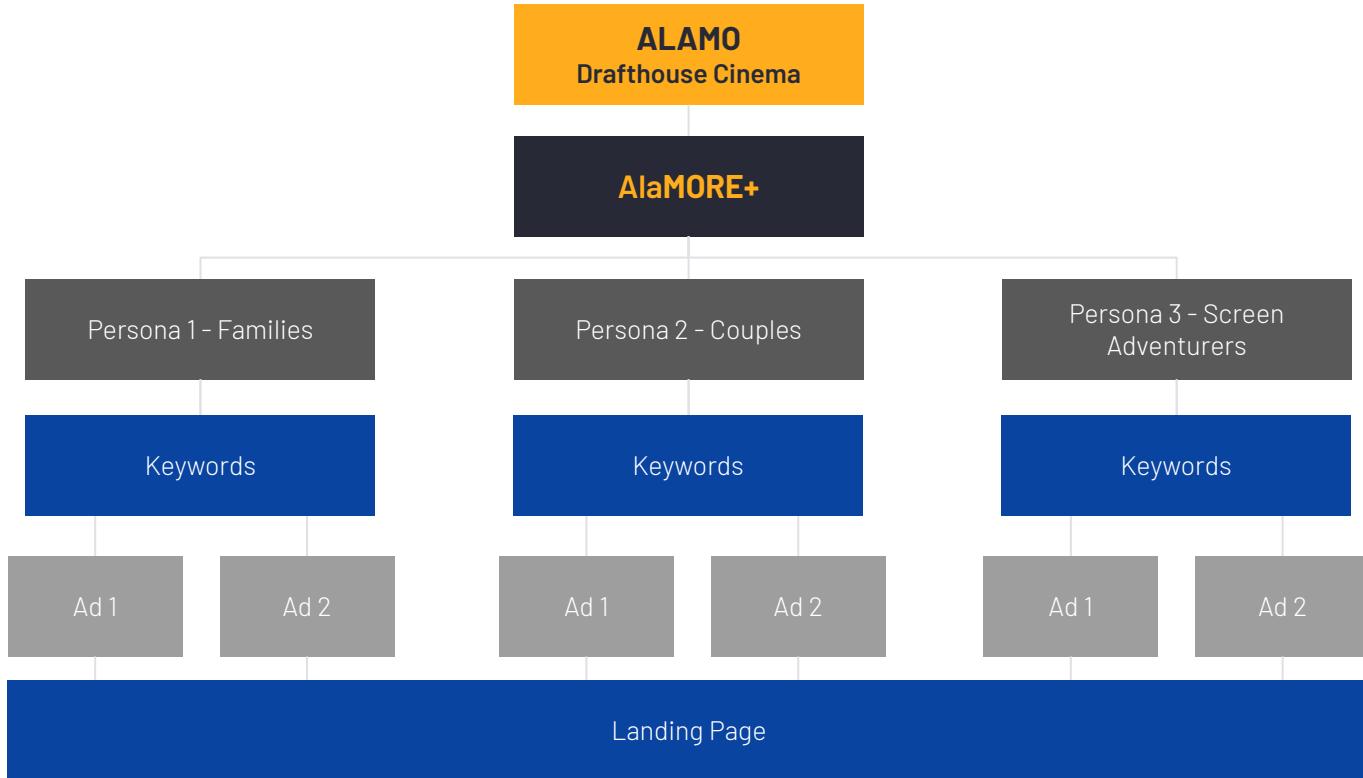


Negative

- "Movie releases"
- "Dine in movie theater"
- "Rent out movie theater"
- "Theater rental"
- "Private theater rental"
- "Movies rewards program"
- "The Alamo drafthouse"
- "Alamo drafthouse showtimes"
- "Alamo movie theater"
- "Alamo drafthouse movies"
- "Alamo drafthouse rental"
- "Alamo drafthouse theater rental"
- "Alamo drafthouse near me"
- "The Alamo movie theater"
- Disney Movie Insiders
- Marcus Theatres
- Regal Cinema
- Cinemax
- AMC Theater
- HBO Max
- Amazon
- Disney+
- Hulu
- Netflix
- Google Play
- Adult Film Movie



Google Ads Campaign Structure





Google Search Ads – Ad Group 1

Alamo Drafthouse Cinema | Family Movie Night & More!
[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾

Get rewarded for seeing movies your family loves! Become an AlaMORE+ member.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova

[Join Now!](#)

[Sign In](#)

Alamo Drafthouse Cinema | Collect Memories & Get Rewards
[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾

Join AlaMORE+ to save big on movies and get loads of perks for the entire family.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova

[Join Now!](#)

[Sign In](#)

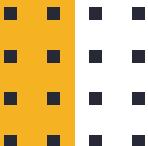
AD 1

A smartphone screen showing a Google search results page for the query "movies". The search bar contains "movies". Below the search bar are buttons for ALL, IMAGES, VIDEOS, NEWS, and BOOKS. The first result is a link to "Alamo Drafthouse Cinema | Family Movie Night & More!" with the URL "[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾". Below the link is a snippet: "Get rewarded for seeing movies your family loves! Become an AlaMORE+ member. AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova". At the bottom of the snippet are two buttons: "Join Now!" and "Sign In".

AD 2



A smartphone screen showing a Google search results page for the query "family movies". The search bar contains "family movies". Below the search bar are buttons for ALL, IMAGES, VIDEOS, NEWS, and BOOKS. The first result is a link to "Alamo Drafthouse Cinema | Collect Memories & Get Rewards" with the URL "[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾". Below the link is a snippet: "Join AlaMORE+ to save big on movies and get loads of perks for the entire family. AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova". At the bottom of the snippet are two buttons: "Join Now!" and "Sign In".



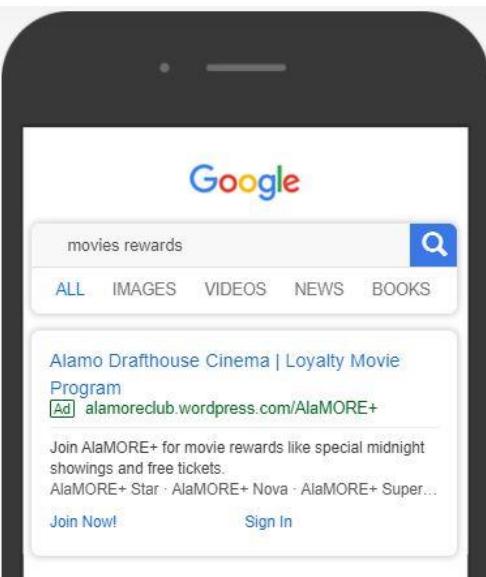


Google Search Ads – Ad Group 2

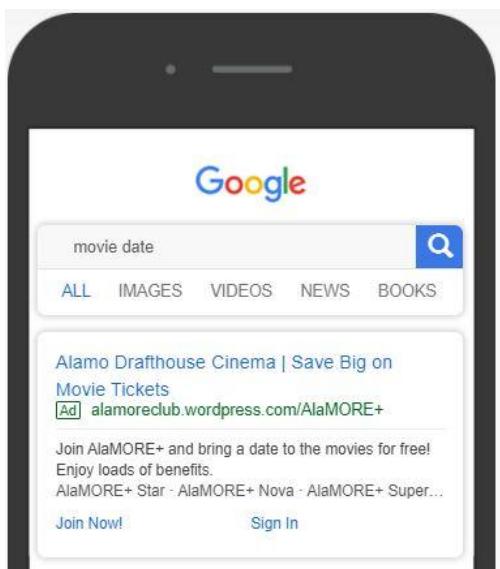
Alamo Drafthouse Cinema | Loyalty Movie Program
[Ad] alamoreclub.wordpress.com/AlaMORE+▼
Join AlaMORE+ for movie rewards like special midnight showings and free tickets.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova

Alamo Drafthouse Cinema | Save Big on Movie Tickets
Ad alamoreclub.wordpress.com/AlaMORE+ ▾
Join AlaMORE+ and bring a date to the movies for free! Enjoy loads of benefits.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova
[Join Now!](#) [Sign In](#)

AD1



AD 2



-



Google Search Ads – Ad Group 3

Alamo Drafthouse Cinema | Get Rewarded for Loving Movies
[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾

We know you love the movies so why not earn rewards for going? Join AlaMORE+ today.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova

[Join Now!](#)

[Sign In](#)

Alamo Drafthouse Cinema | AlaMORE+ Loyalty Program
[Ad] alamoreclub.wordpress.com/AlaMORE+ ▾

Earn rewards for doing what you love: watching movies! By Movie Lovers, For Movie Lovers.
AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova

[Join Now!](#)

[Sign In](#)

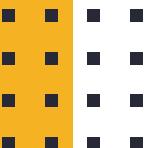
AD 1

A smartphone screen showing a Google search results page for the query "movie rewards". The search bar contains "movie rewards". Below it are filters for ALL, IMAGES, VIDEOS, NEWS, and BOOKS. The first result is a blue link: "Alamo Drafthouse Cinema | Get Rewarded for Loving Movies [Ad] almoreclub.wordpress.com/AlaMORE+". Below the link is a snippet: "We know you love the movies so why not earn rewards for going? Join AlaMORE+ today. AlaMORE+ Star · AlaMORE+ Nova · AlaMORE+ Supernova". At the bottom are two buttons: "Join Now!" and "Sign In".

AD 2

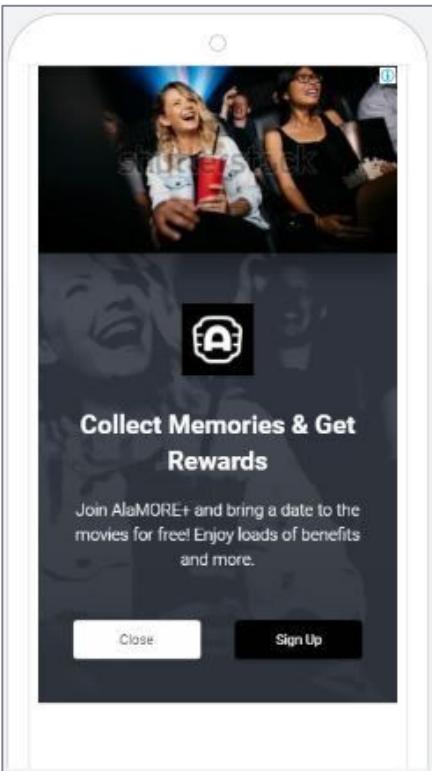
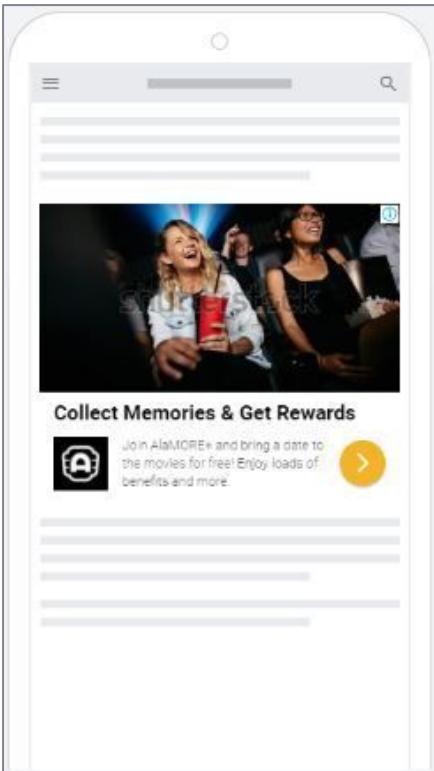


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Google Display Mock-Up: Consideration



Get Rewarded
for Loving
Movies



Find showtimes at
Alamo Drafthouse
Cinema. By Movie
Lovers, For Movie
Lovers





Drip Campaign Mock-Up: Conversion

- Jessica, join ALAMORE+ and win a chance to share the love!



Dear Jessica,

If you are anything like us (and we know you are), you can't wait to go back to the movies with your friends.

Luckily, Alamo Drafthouse Cinema makes it easy to get all the perks of moviegoing *and* the chance to bring your friends & family, too!

Sign up for ALAMORE+ and be entered for a chance to reserve an entire theater for you and your pals for a free special showing!

Just click below to start your membership and reserve your chance to win!

[Continue](#)

Don't wait! Contest ends **May the Fourth** (be with you).





Newsletter Mock-Up: Retention



DRAFTHOUSE NEWS

FEATURING...
OUT OF BOUNDS

Join us this Friday for the New Wave, alt-John Hughes, LA action thriller, **OUT OF BOUNDS** starring Anthony Michael Hall.



Remember...

ALAMORE+ Members get FREE birthday popcorn!



ALAMORE+
Get More From Your Movie Experience

It's Singles Appreciation Day (no, really—look it up!)

To celebrate, we're inviting ALAMORE+ Members to a totally tubular virtual Slumber Party Secret Screening via Alamo On Demand presented by Dream Crush the Game.

What are we playing? Well, duh, we can't say, because then it wouldn't be a secret!

[Reserve your seats!](#)



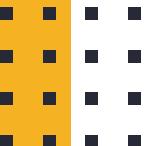
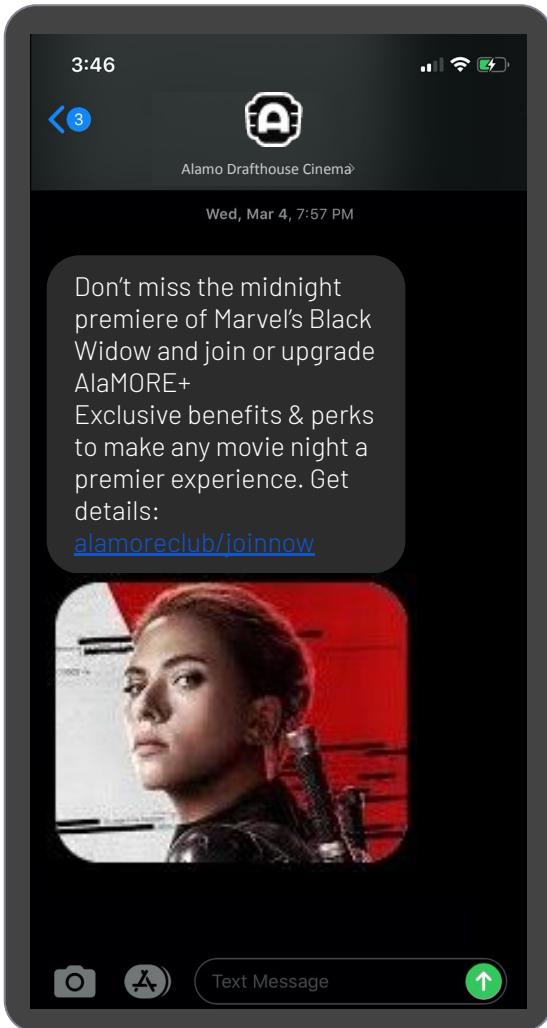
The DREAM CRUSH SLUMBER PARTY

SUPER SECRET

Get More Perks!
[Upgrade Today](#)



SMS Mock-Up: Loyalty



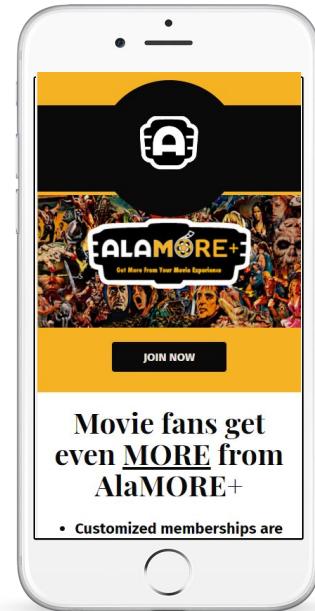


Landing Page





Campaign Landing Page





Conclusion



Let's Go Back to the Movies!



*"Movies touch our hearts, awaken our vision, and change the way we see things. Movies are the memories of our lifetime. **We need to keep them alive.**"*

– Martin Scorsese



The End

That's All, Folks!

