

# OPERATIONAL MARKETING



Below, we have developed an operational marketing program aimed at transforming the theoretical results obtained in the previous steps into concrete actions, such as advertising campaigns, the creation of an Instagram profile to present our events to the general public, and many other initiatives.

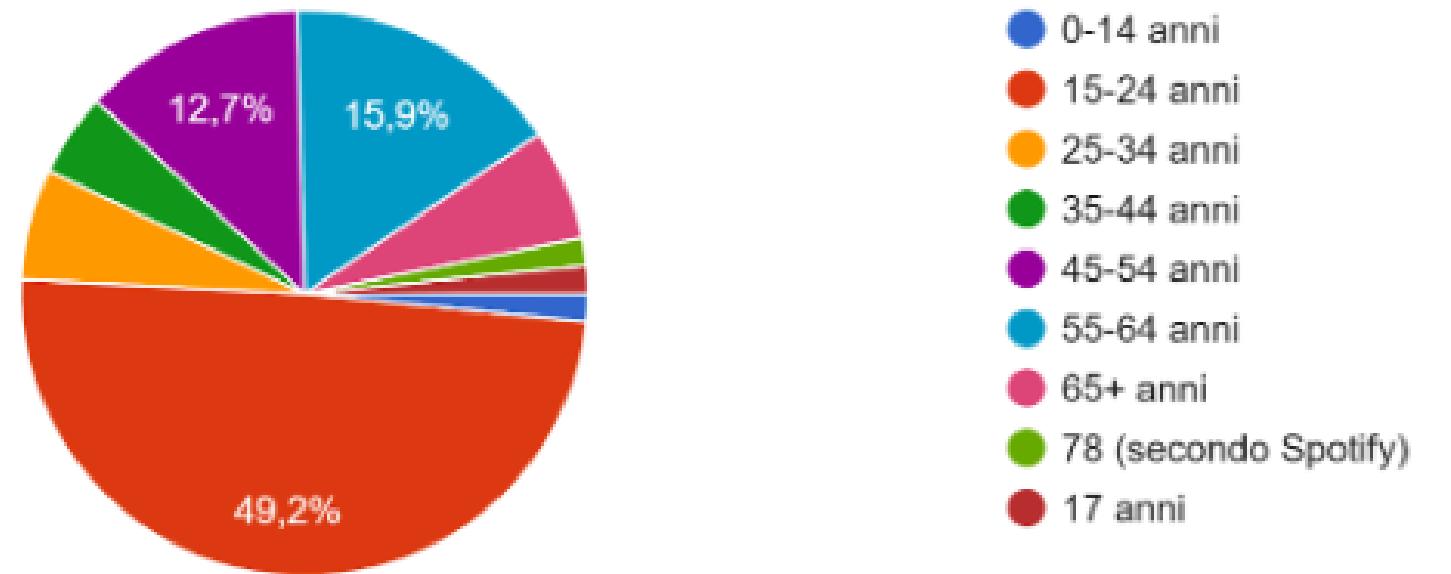
## **OUR INSTAGRAM PROFILE: neovision.2025**



# WHY AN INSTAGRAM PROFILE?

The analysis of the data collected through the survey “Q&A Immersive Cinema Service” revealed that the sample is predominantly composed of individuals aged between 15 and 24. In line with this evidence, we decided to create this Instagram profile and use it as the main communication channel, as it is consistent with the digital habits of the target identified by the survey as the primary users of the service.

Fascia di età:  
63 risposte



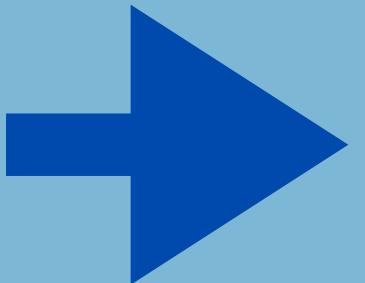
In addition, the creation of the Instagram profile acts as a magnet for so-called early adopters (such as Ilaria from our interviews), who are particularly interested in trying our service.

Attracting this type of customer is of fundamental importance because, if they appreciate the service, they will be able to influence others through word of mouth, ultimately becoming a powerful promotional tool for Neovision.

Since our service operates exclusively at the national level, posts and videos have been published in Italian in order to facilitate access for our targeted customers. However, for the purposes of the project, by scrolling through the slides of each post it is also possible to find the English translation.

# NEOVISION PASSPORT

We offer our customers the Neovision Passport, a free service designed to enhance and “save” the experiences lived within Neovision events. The passport is delivered at the first purchase or, in the case of families, at the time of subscription to the family package, and allows participation in events to be tracked through a system of both physical and digital stamps, ensuring continuity even in the event of forgetting or losing the physical document.



Possession of the Neovision Passport grants access to **gamification mechanisms** within the offer, such as progressive discounts on tickets upon reaching a certain number of events, seasonal promotions, free gadgets, and benefits on additional services.

In addition to fulfilling an emotional need of the customer—strengthening their sense of belonging to the community and increasing engagement and loyalty—the Neovision Passport also represents a strategic tool for the company. It enables the collection of valuable information on consumer behavior, such as event attendance frequency and spending habits. Finally, on a voluntary basis, customers may provide their email address to receive updates on upcoming screenings and exclusive events.



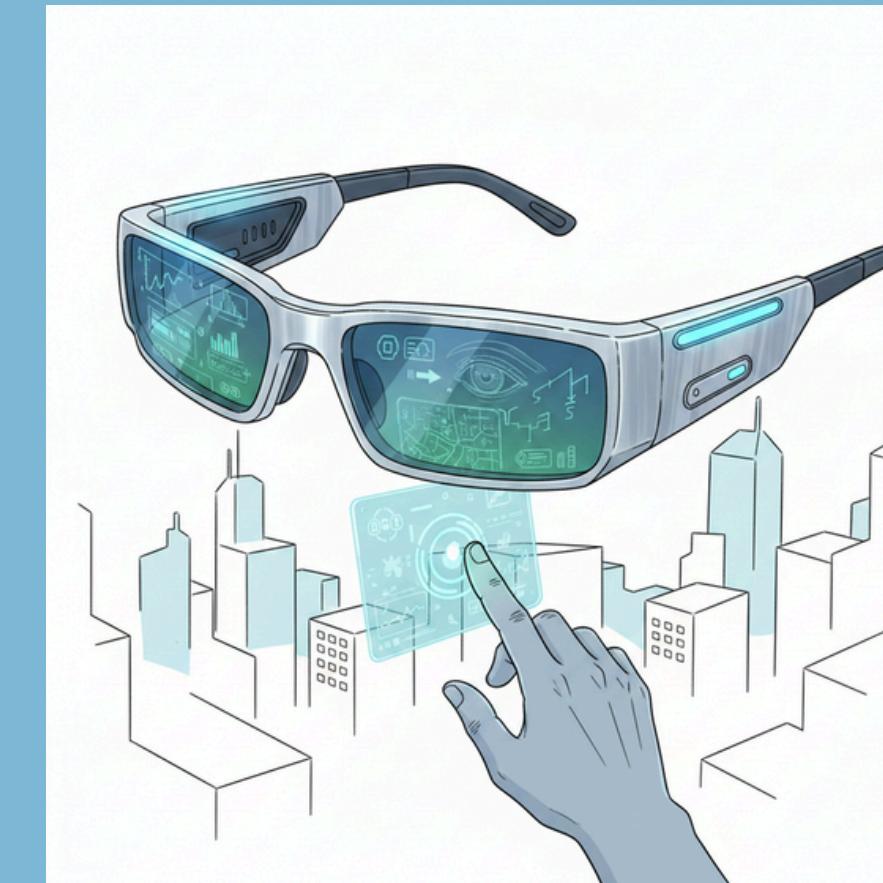
Carrying the physical Neovision Passport offers additional experiential benefits: by scanning the film-related stamp with smart glasses before the screening, customers can access exclusive content such as trailers, behind-the-scenes footage, or a personalized thank-you message for choosing Neovision.

Moreover, during special events, scanning the stamp may activate augmented reality experiences, allowing images or iconic characters inspired by the scheduled film to appear unexpectedly, making the overall experience even more immersive and memorable.

# OPERATIONAL STRATEGIES FOR THE CLUSTERS IDENTIFIED THROUGH RFM ANALYSIS COMBINED WITH K-MEANS (PRIVATE CUSTOMERS)

From the RFM analysis combined with K-means clustering, it was possible to identify four customer segments:

- VIP or Champion customers
- New customers
- At-risk customers
- Hibernating customers



For each of these segments, we have designed operational strategies.

# FOR VIP OR CHAMPION CUSTOMERS

The objective is to make these customers highly loyal and/or transform them into brand ambassadors (advocacy). To increase or maintain a high level of loyalty to our service, we have decided to adopt the following measures:

**“Behind the Scenes” Access:** this consists of exclusive invitations to attend the set-up of the scenography before the screenings or to take part in private meetings before or after the screening with high-profile guests. This represents a typical cross-selling strategy.



**Example 1:** an exclusive **meeting with director James Cameron** on the occasion of the screening of the third **installment of the Avatar saga**, at the National Museum of Science and Technology “Leonardo da Vinci” in Milan. The event will take place immediately after the screening via smart glasses and will include the viewing of exclusive content related to the film’s creative process, accessible only to a restricted group of VIP customers.

**Example 2:** exclusive access to the set preparation phases prior to the themed screening of the season finale of "Stranger Things 5", held at the Soratte bunker in Rome. Participants will have the opportunity to take photographs against backdrops in some of the most iconic sets of the acclaimed TV series.



The presence of a professional photographer allows the creation of high-quality content featuring VIP customers, which will be shared on Neovision's Instagram profile and, ideally, also on the participants' own social media accounts.

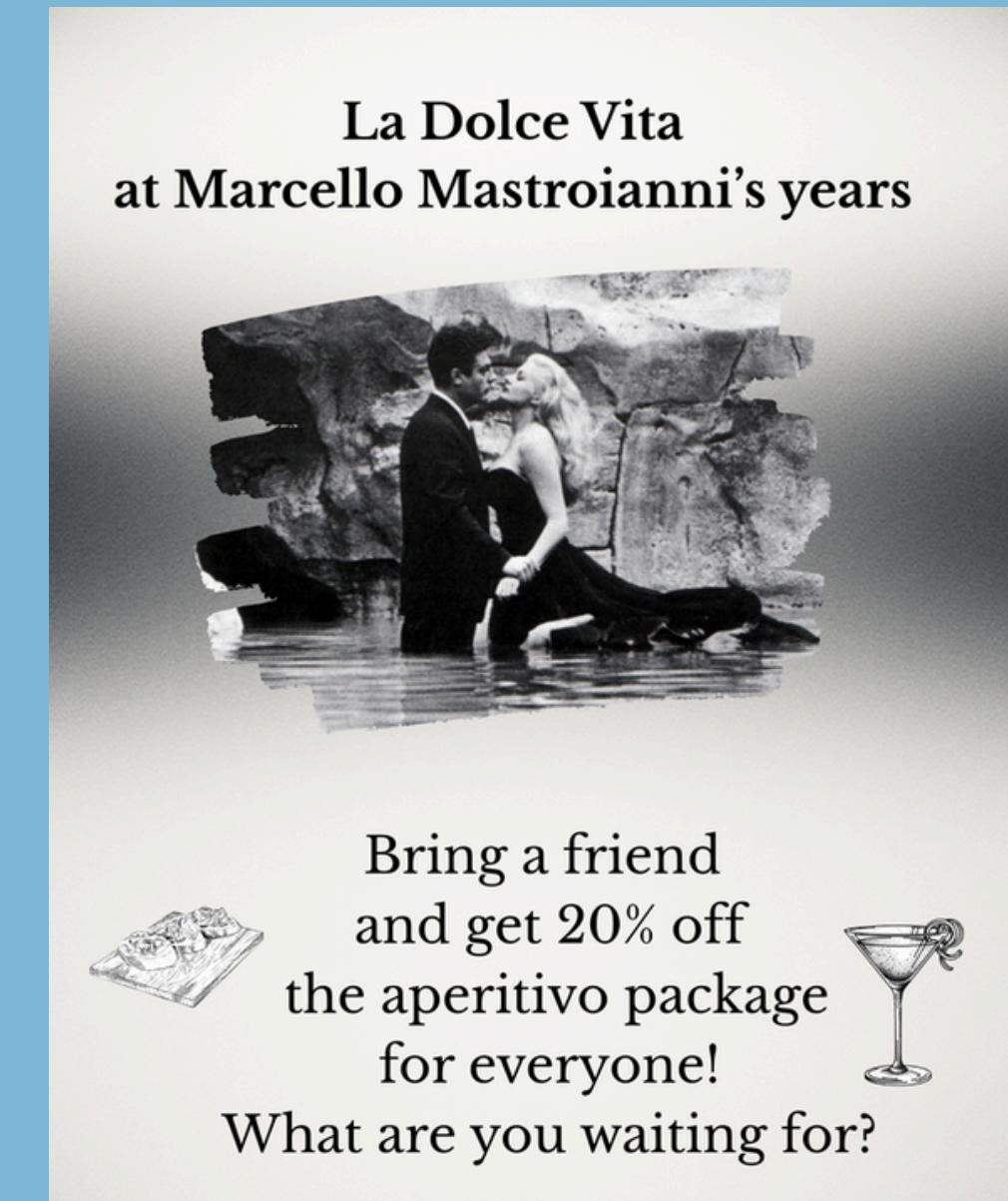
The exclusivity of the event encourages Champion customers to share photos and videos, thereby increasing the visibility of the event and the immersive cinema service.

**Elite seat offering** for our most loyal customers. Despite the use of smart glasses, we offer our long-standing customers the opportunity to enjoy the immersive film screening while seated in the most comfortable chairs or in the most sought-after locations (for example, the front rows). This benefit applies not only during the screening itself, but also during subsequent events, such as cultural debates and meetings with directors, actors, and industry experts.



**Referral Program:** we offer VIP customers promotions such as “*bring a friend and get an exclusive discount*”. In this way, our most loyal customers naturally promote the Neovision service to friends and family, helping us increase visibility at almost no cost to the company.

**Example 1:** on the occasion of the screening of *La Dolce Vita* by Fellini, we promoted on our Instagram profile a 20% discount on food and beverages at the themed aperitif “Fellini Tonic,” available to all customers, including VIPs.



# FOR NEW CUSTOMERS

The objective is to encourage them to return, initiating a loyalty-building process that may eventually turn them into VIP customers. Since these are recent users of the service, characterized by low frequency and low spending, targeted strategies have been developed to increase both metrics. In particular, a **fast upgrade strategy** is implemented, involving the prompt sending of an email inviting customers to subscribe to the Life Moment Card membership, with the possibility of deducting the cost of the last ticket purchased if the contract is activated within 48 hours.



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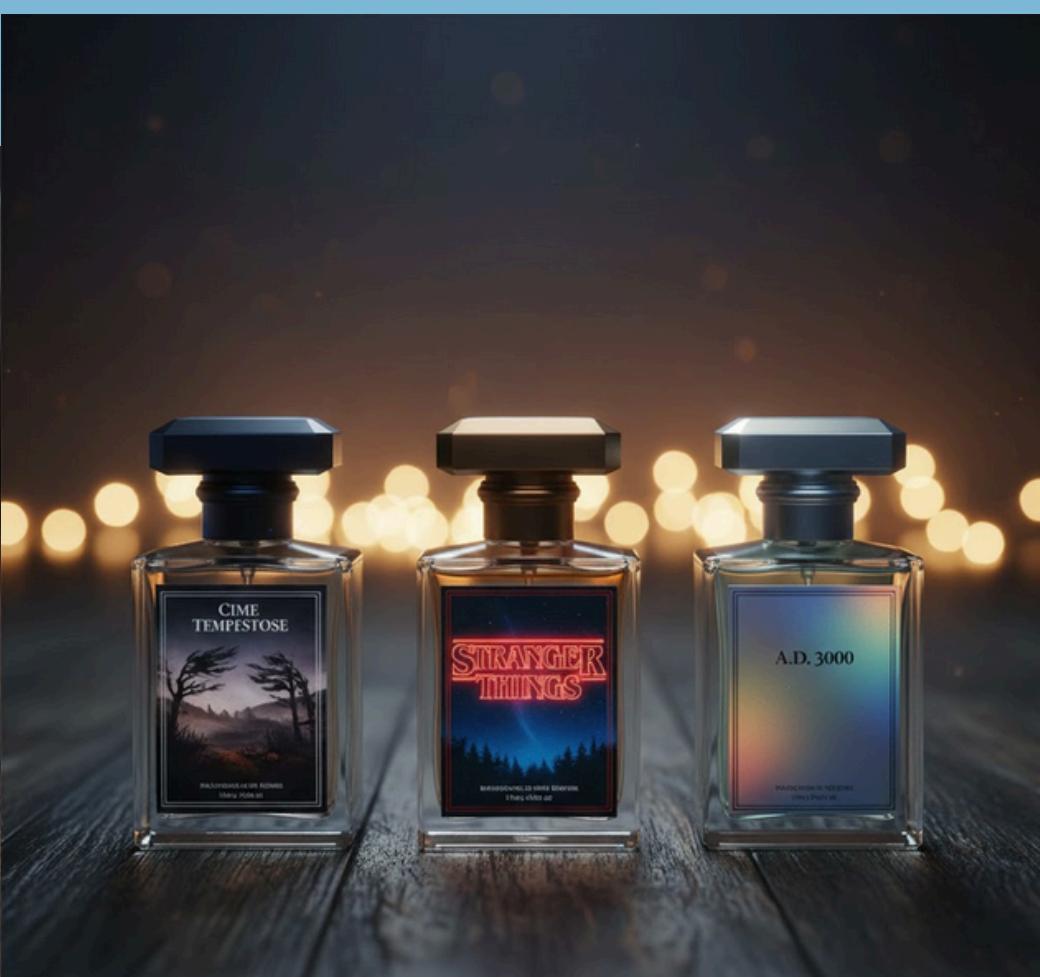


This is an **up-selling strategy**: the aim is to encourage new customers to return more frequently and, as a result, to spend more by subscribing to membership plans.

# Welcome gift

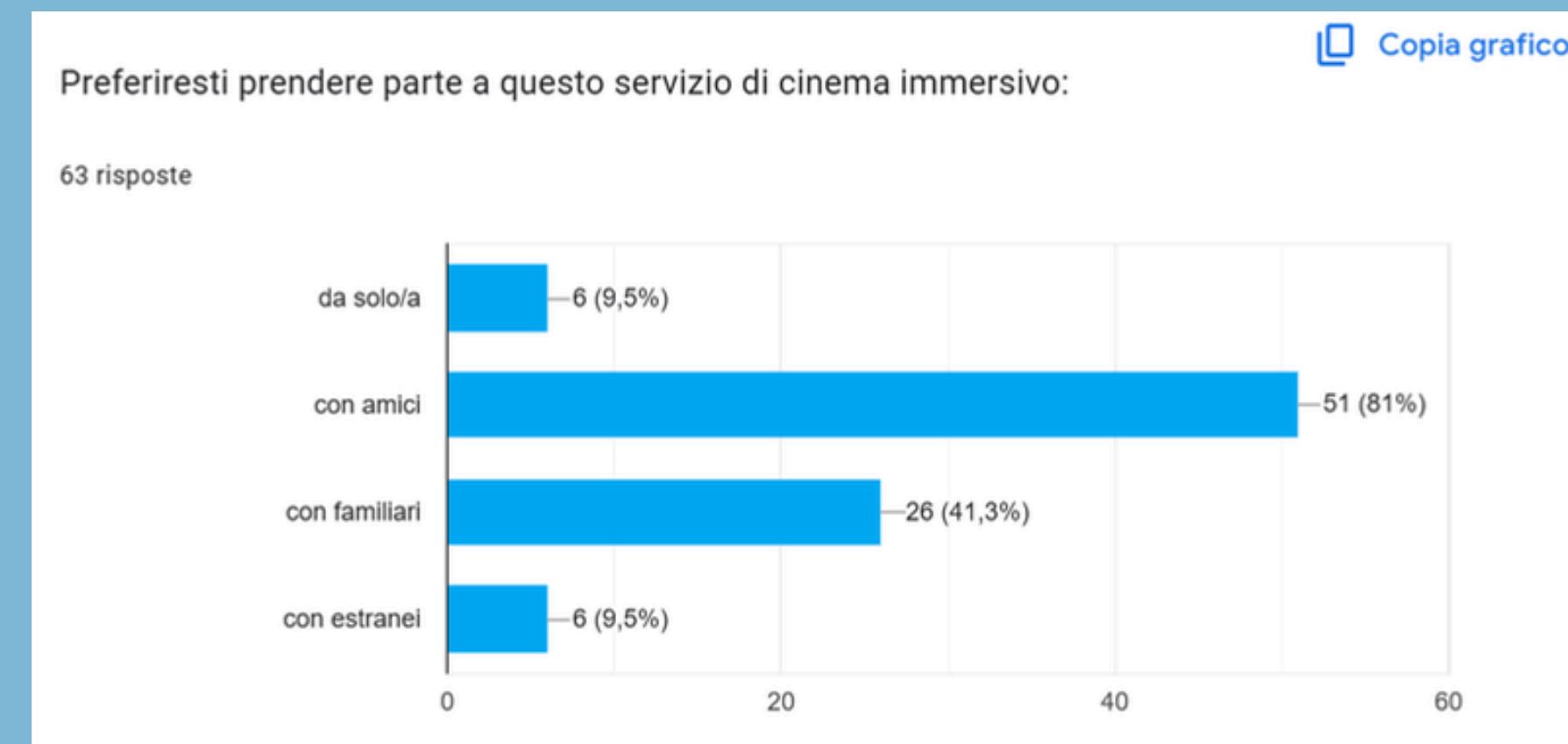
We offer new customers Neovision gadgets or complimentary items related to the films being screened. The goal is to make them feel appreciated and create a positive first experience in order to increase customer satisfaction and encourage repeat visits, fostering long-term loyalty.

**Example:** each first-time customer receives a Neovision gadget, such as a movie-camera-shaped keychain inspired by the logo, bracelets themed around the films being screened, or small perfumes inspired by the atmospheres of the movies.



## Referral Program

We offer new customers promotions such as “bring a friend and get a discount”, for example on a gadget or on the post-screening aperitif. Unlike VIP customers, for whom this initiative aims at advocacy, in this case the goal is to make the experience more social, encouraging participation together with friends or family members. This approach is consistent with the survey results, which show that most people prefer to attend this type of event in company:



An offer such as **“bring a friend and get a discount on your aperitif”** strengthens the social and convivial nature of the experience, encouraging shared participation. This strategy is consistent with Neovision’s objectives, which aim to transform individual emotions into a broader, shared experience.

# FOR AT-RISK CUSTOMERS

It is necessary to understand the reasons that led these customers to stop using the service, for two main purposes:

- trying to “win back” these customers before they completely disengage from our service;
- understanding the reasons behind their disengagement, which may help prevent similar issues in the future with new customers or VIPs;

In both cases, it is essential to investigate the reasons that led them to stop attending Neovision events.

To carry out this analysis, we decided to create a **short questionnaire** to be sent to these customers via email, including a few simple questions aimed at identifying the possible causes behind their decisions.

## SUGGESTION FORM

HELP US SHAPE THE FUTURE OF NEOVISION

What has kept you from visiting us in recent months? (+)

- LACK OF TIME
- THE SCHEDULED MOVIES DIDN'T MATCH MY TASTE
- THE DATES/TIMES WEREN'T CONVENIENT
- THE PRICE OF TICKETS OR MEMBERSHIPS
- THE LOCATIONS WERE DIFFICULT TO REACH

Which of these updates would encourage you to come back right away? (+)

- NEW FILM GENRES
- LOCATIONS CLOSER TO THE CITY CENTER
- MORE EXCLUSIVE GADGETS AND CONTENT
- MORE WEEKEND EVENTS OR AFTERNOON SCREENINGS
- EVENTS WITH APERITIFS/NETWORKING AFTER THE SCREENING

How would you rate your last experience with our smartglasses? (+)



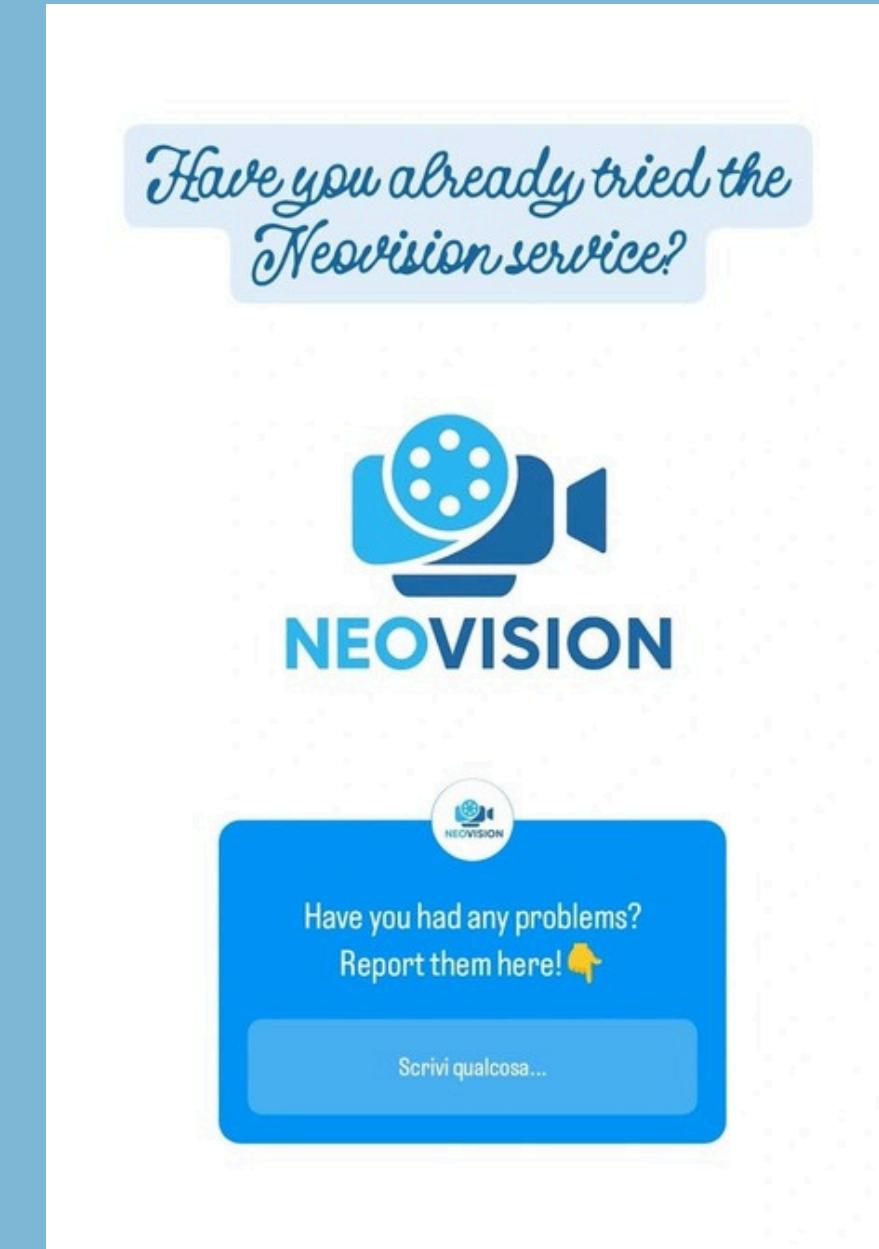
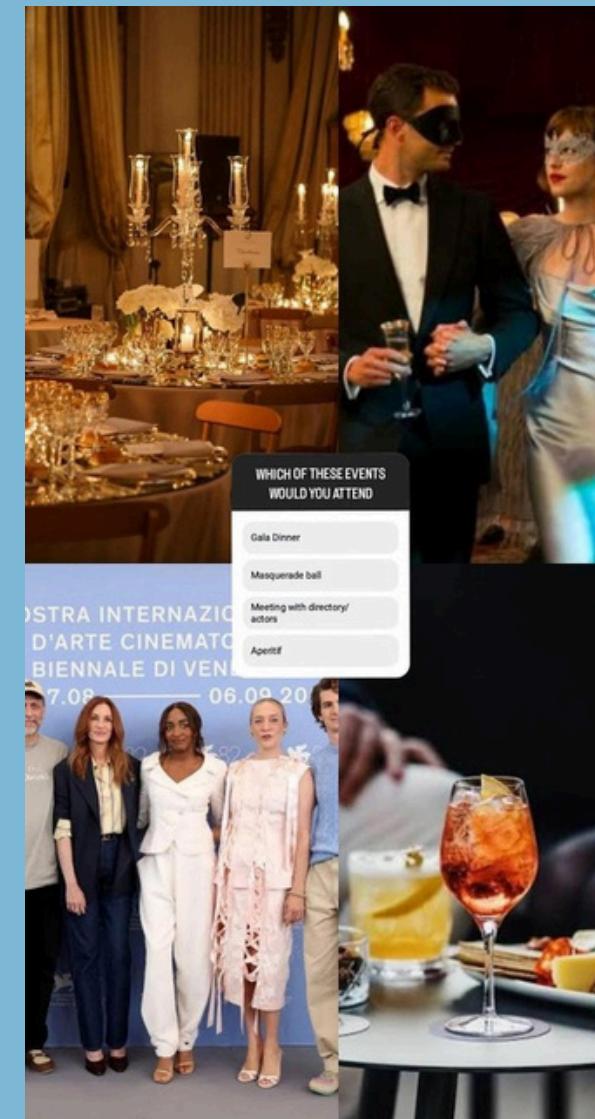
Is there anything specific you'd like to suggest?



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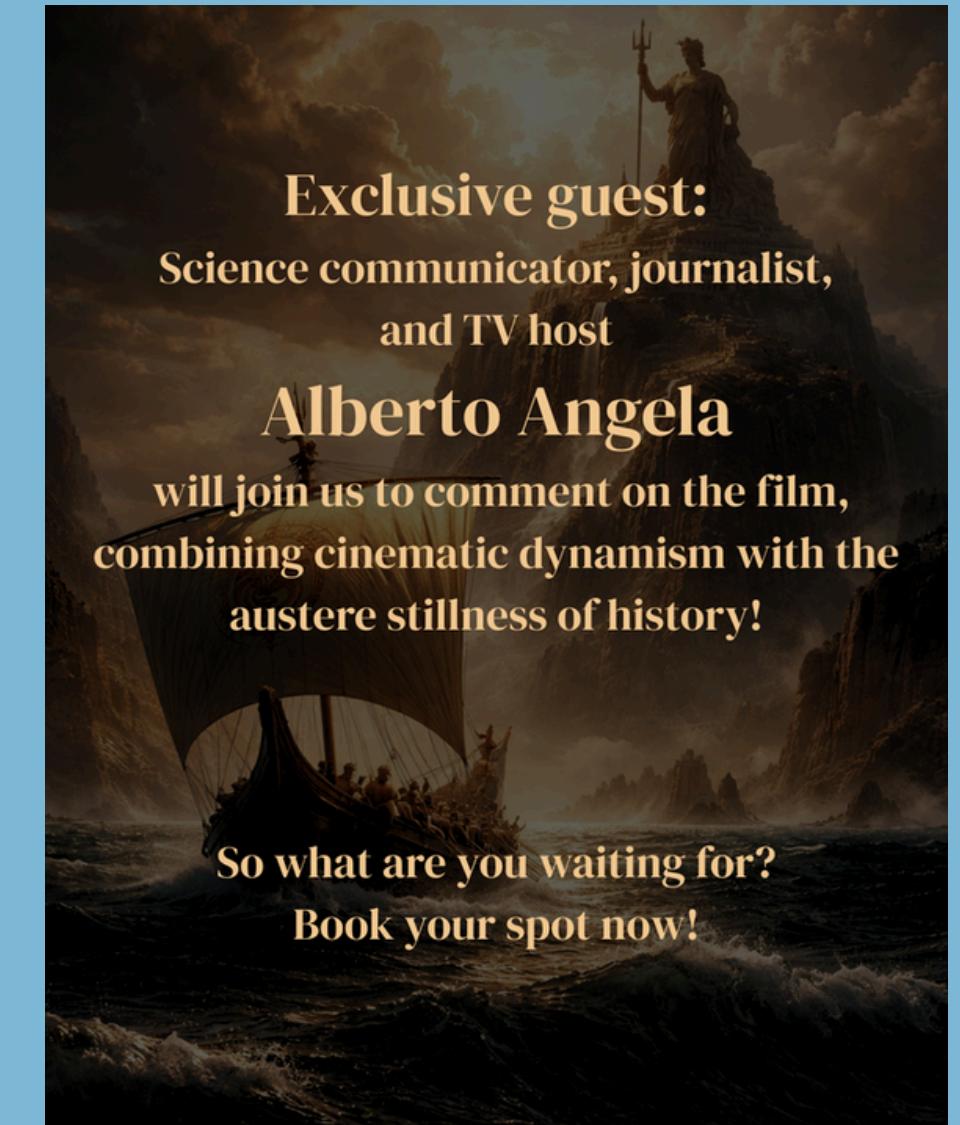
**Social media surveys** are used to understand what did not work and to collect customer preferences regarding locations, film genres, and additional services such as galas, themed parties, and aperitifs.

For this purpose, surveys published over time are available in the highlights of Neovision's Instagram profile, allowing ongoing monitoring of consumer preferences.



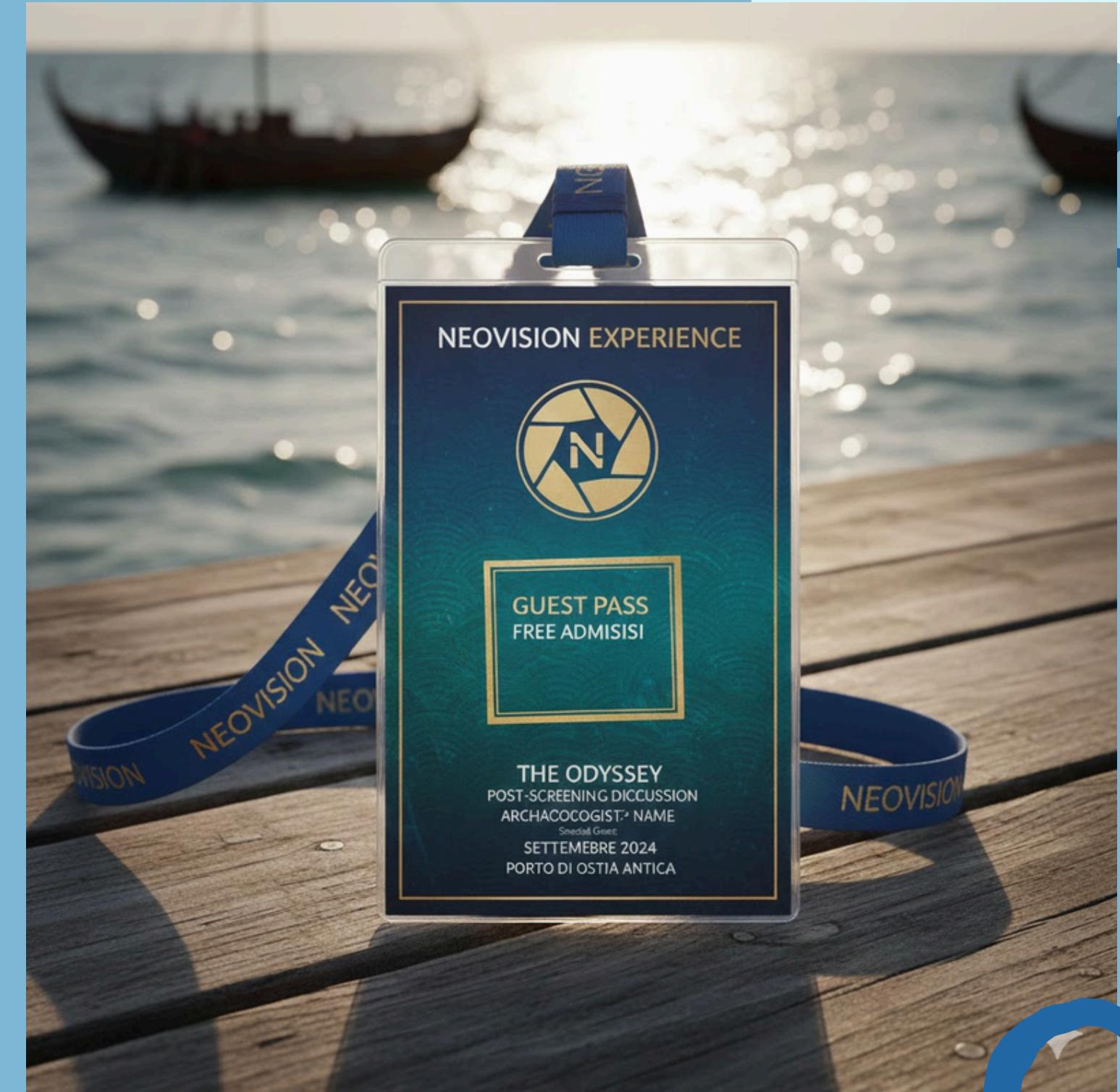
If At-risk customers indicate that they stopped using Neovision's services because they felt neglected or that their interests and needs were not adequately considered, Neovision will seek to **rebuild the social and cultural connection** by inviting them free of charge to exclusive events, such as cultural talks or themed aperitifs linked to special screenings, with the aim of reactivating interest and engagement.

**Example 1:** free invitation for At-risk customers to attend an exclusive event featuring commentary by Alberto Angela following the screening, via smart glasses, of Nolan's new film The Odyssey, scheduled for July 18, 2026.



For At-risk customers, access to the post-screening discussion with Alberto Angela is free of charge through an exclusive pass sent via email, while other attendees are required to pay an additional fee on top of the ticket price.

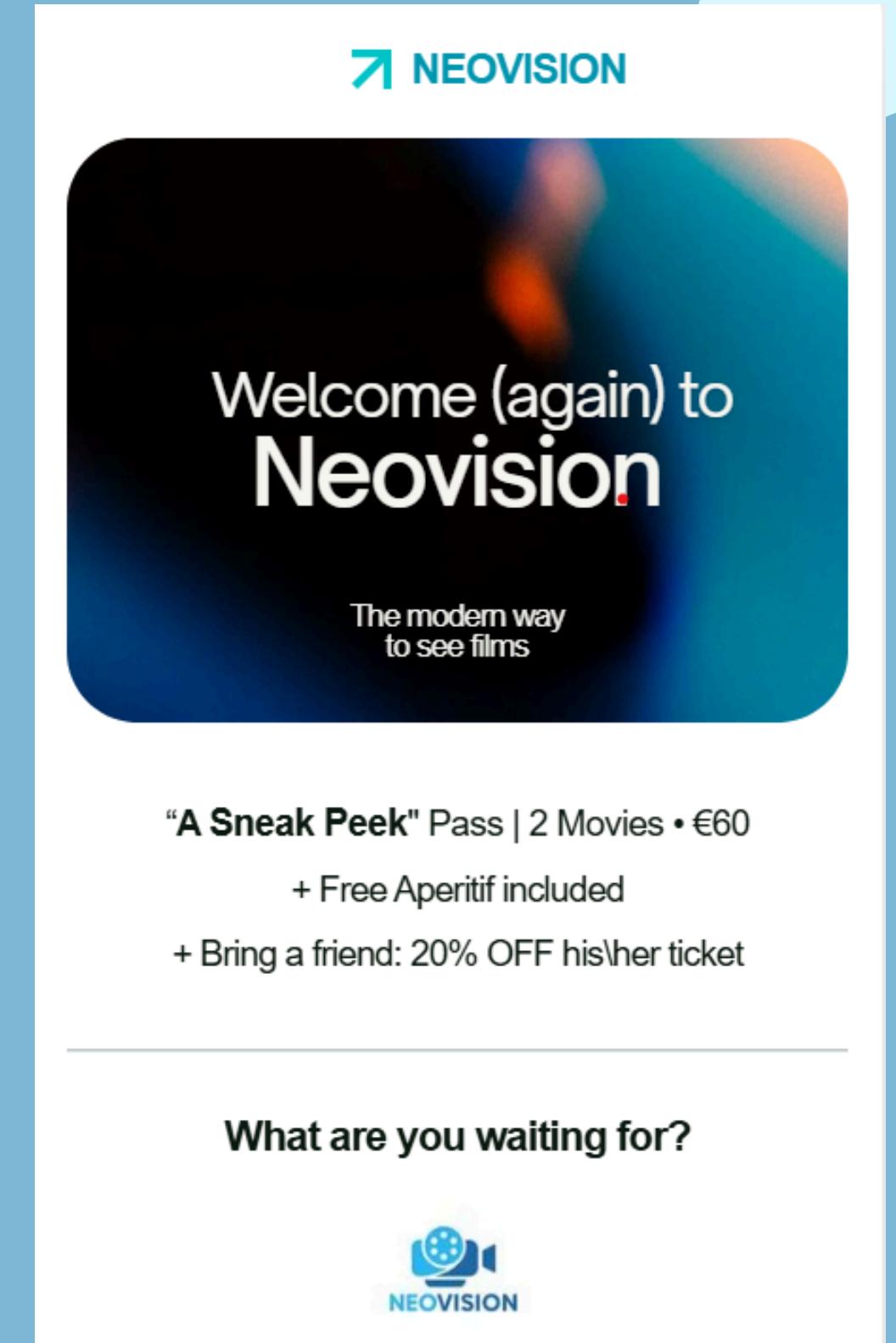
This strategy aims to **re-engage customers** without immediately requiring them to make a payment.



A less demanding subscription is introduced, called “**A Sneak Peek**”, designed exclusively for At-risk customers to avoid making them feel overly committed to the Neovision service.

The subscription includes two films at a cost of €60, with a €10 discount on each ticket, a free aperitif or dinner at one of the two post-screening events, and a 20% discount on a friend’s ticket.

The opportunity to subscribe to “A Sneak Peek” will be communicated by email.



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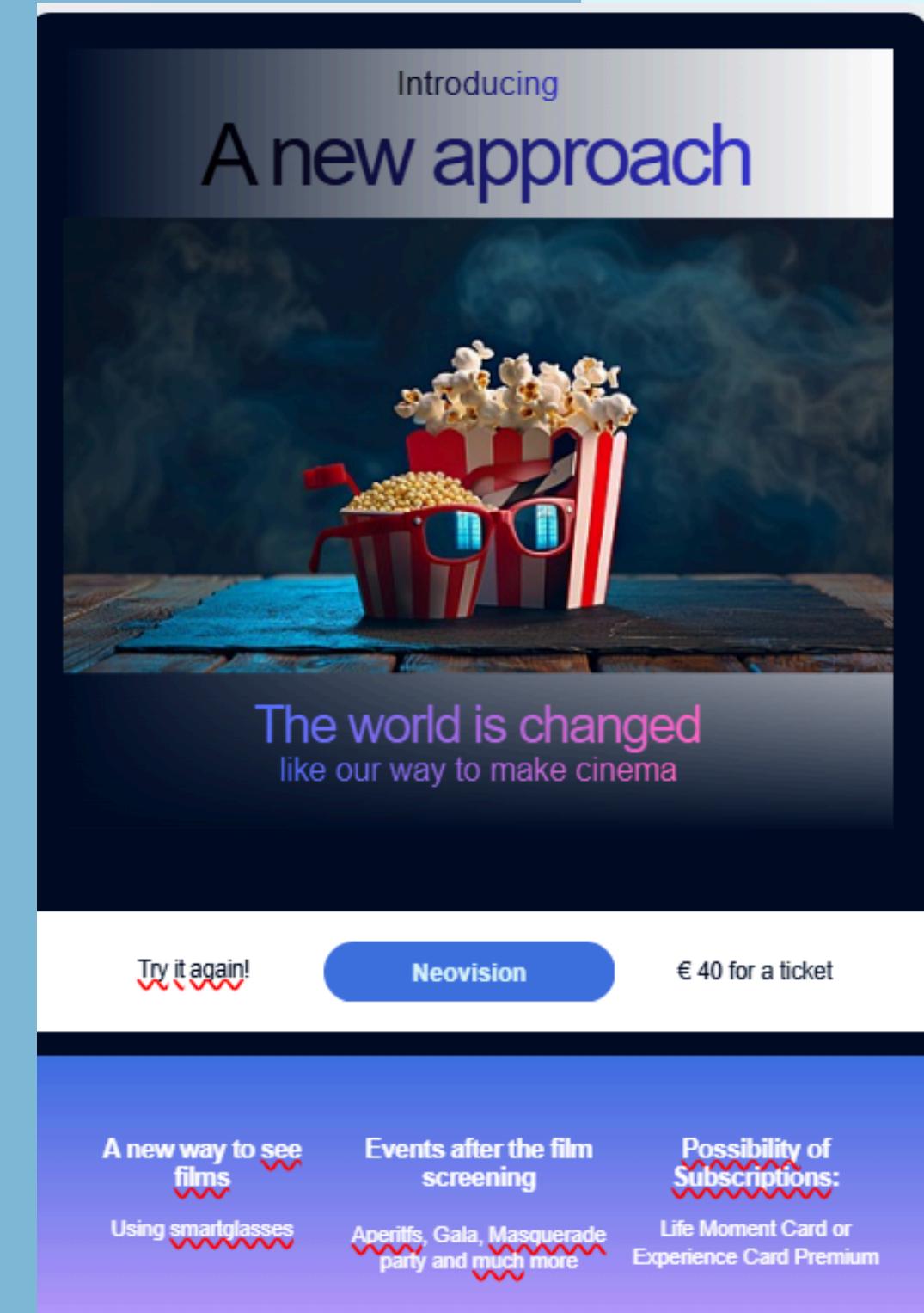
# FOR HIBERNATING CUSTOMERS

Hibernating customers are those who have not interacted with the brand for a long time.

These customers used the service only occasionally, spent little, and have not returned for a long time.

Generally, it is not worth investing significant time and resources in this segment, but before considering them definitively lost, it may be worth attempting to **re-engage** them with a simple, **targeted email**.

To re-engage hibernating customers, Neovision can present the service as significantly renewed, sparking curiosity toward new experiences. An effective strategy is to offer experiences different from those previously tried by the customer.



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If the hibernating customer does not respond to any of these re-engagement efforts, it is appropriate to discontinue further contact, concluding in a professional manner through a **re-permission email**, which serves as a final message and allows the customer to decide whether they wish to continue receiving communications from Neovision.

As a final measure, it may occur that hibernating customers experience the well-known phenomenon of **FOMO (Fear of Missing Out)**, namely the fear of being socially excluded from a group. This feeling could prompt them to make one last attempt before abandoning the Neovision service altogether.

## Neovision

We will always keep a place for you!

We don't want to bother you if your interests have changed.

If you'd like to keep receiving Nolan's previews and other immersive experiences, [click here](#).

Otherwise, we'll say goodbye for now (but you'll always have a place in our historical archives).



We will miss you!

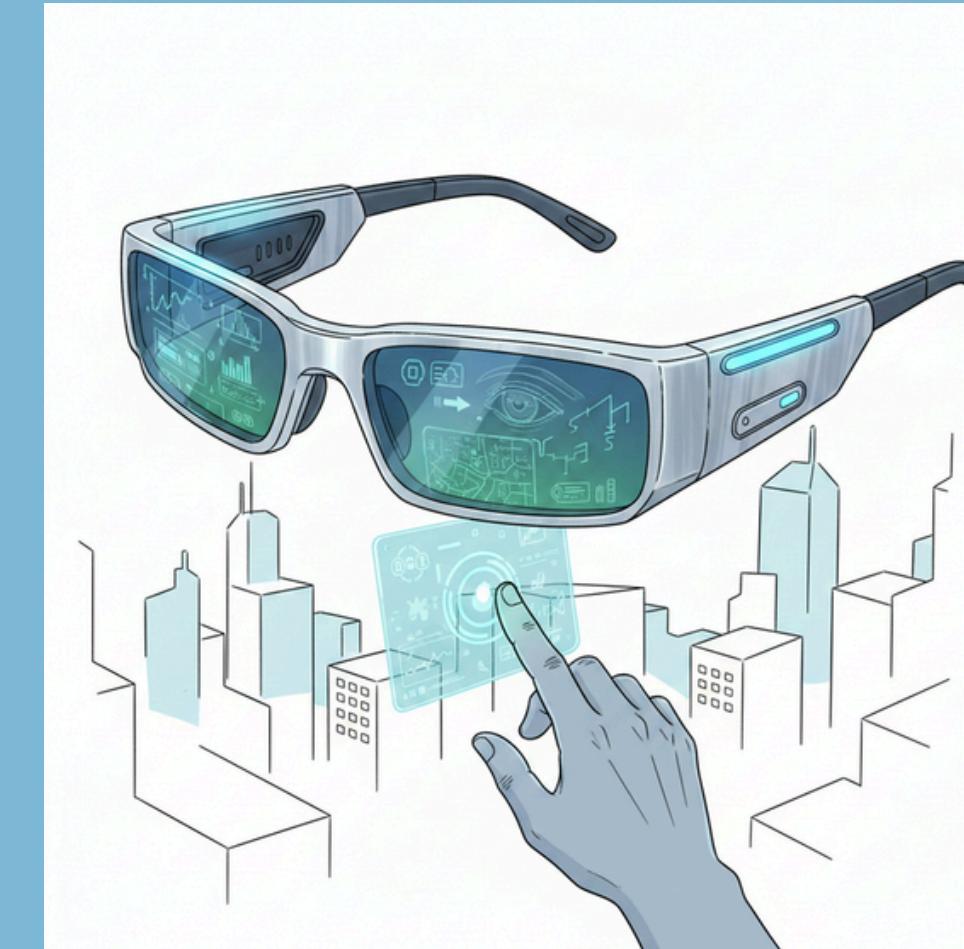


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# OPERATIONAL STRATEGIES FOR THE CLUSTERS IDENTIFIED THROUGH RFM ANALYSIS COMBINED WITH K-MEANS (FAMILIES)

From the RFM analysis combined with K-means clustering, it was possible to identify four family segments:

- VIP or Champion customers
- New customers
- At-risk customers
- Hibernating customers



For each of these segments, we have designed operational strategies.

# FOR VIP FAMILIES

The key lever is not discounts but exclusivity. It is essential to highlight their status within the community, making them feel valued and important, thereby strengthening loyalty and encouraging word-of-mouth promotion.

To this end, dedicated benefits are provided, such as **facilitated access to screening venues, including free and/or reserved parking.**



VIP families will be offered an **exclusive and theatrical entrance**, complete with a red carpet and, when possible, a dedicated access point, enhanced by the presence of characters from the films or cartoons being screened, welcoming them at the entrance of the event venue.

**Example:** on the occasion of the screening of “Cars”, organized for the 20th anniversary of the film, VIP families are offered, through an exclusive invitation sent via email, a special experience with themed photo sets inspired by the movie, the opportunity to take photos while “driving” sports cars reminiscent of the film, and the presence of a professional photographer. The photos taken will then be added to the family’s Legacy Album.



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**ROLE OF THE LEGACY ALBUM:** it is not merely a photo album, but an evolving and technologically enhanced memory diary that documents the family's journey through all the Neovision events in which they participate.



While the Neovision Passport is designed to encourage families' participation in events by offering discounts and exclusive rewards based on attendance frequency, the Legacy Album serves a primarily emotional purpose.

It is a chronological collection of the happiest moments experienced by children and their families during Neovision experiences. Thanks to the smartglasses, photographs can "come to life": for example, a child may appear to be genuinely laughing, or a character featured in the photo may seem to step out of the pages of the album. This product enables the implementation of an upselling strategy, offering families something additional and different from the core service, thereby helping to maintain or increase the families' Monetary value.

# FOR NEW FAMILIES

The goal is to build loyalty as early as possible, transforming our service from a “one-time experience” into a true family tradition.

- On the occasion of the screening of the fifth installment of the Disney film “**Toy Story 5**”, we give free movie-themed gadgets to new customers.
- Creation of a “**Welcome Area**”. A dedicated “Welcome Area” will be created to greet families who are using the service for the first time. An entertainer will explain how the Neovision experience works to both children and parents in a fun and engaging way, turning the tutorial into an almost game-like activity.



Obviously, this strategy will also be replicated for other films.

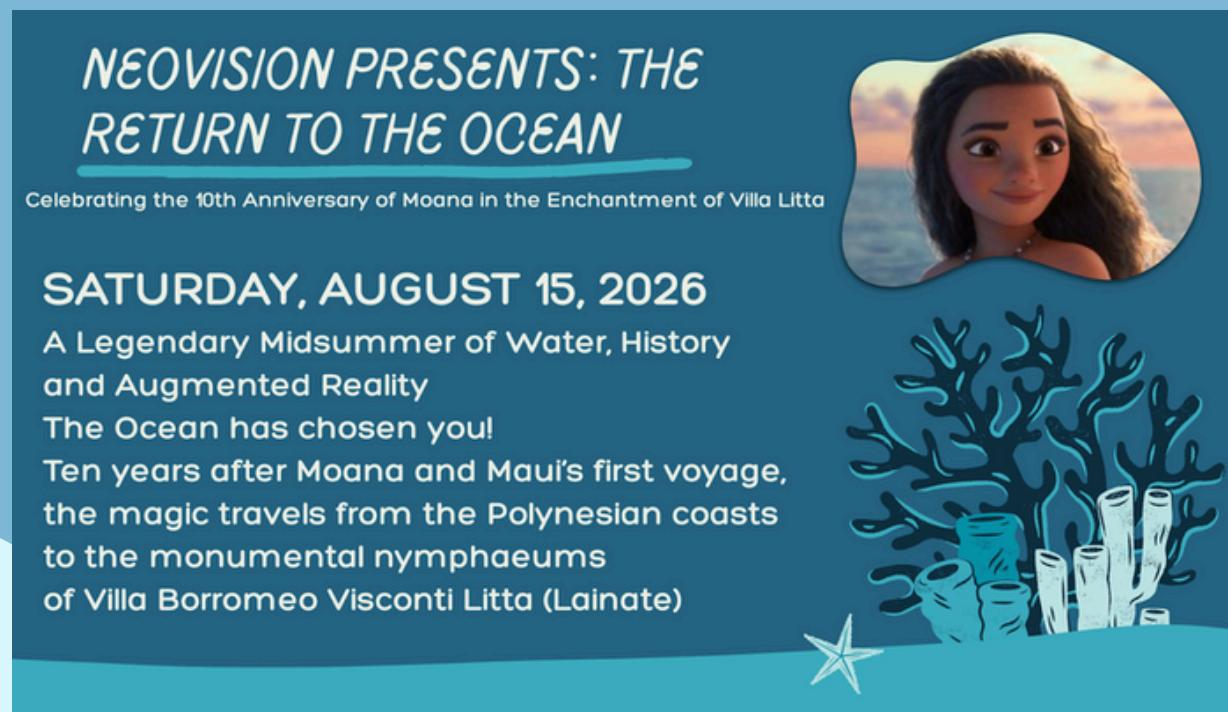
## **EXAMPLE: Moana-themed Treasure Hunt**

To create a strong and memorable impression on new customers, we plan to organize a Moana-themed treasure hunt to celebrate the anniversary of the release of the Disney film Moana, held immediately after the screening.

The treasure hunt will take place in the gardens of Villa Borromeo Visconti Litta, which will be divided into four themed areas inspired by the movie:

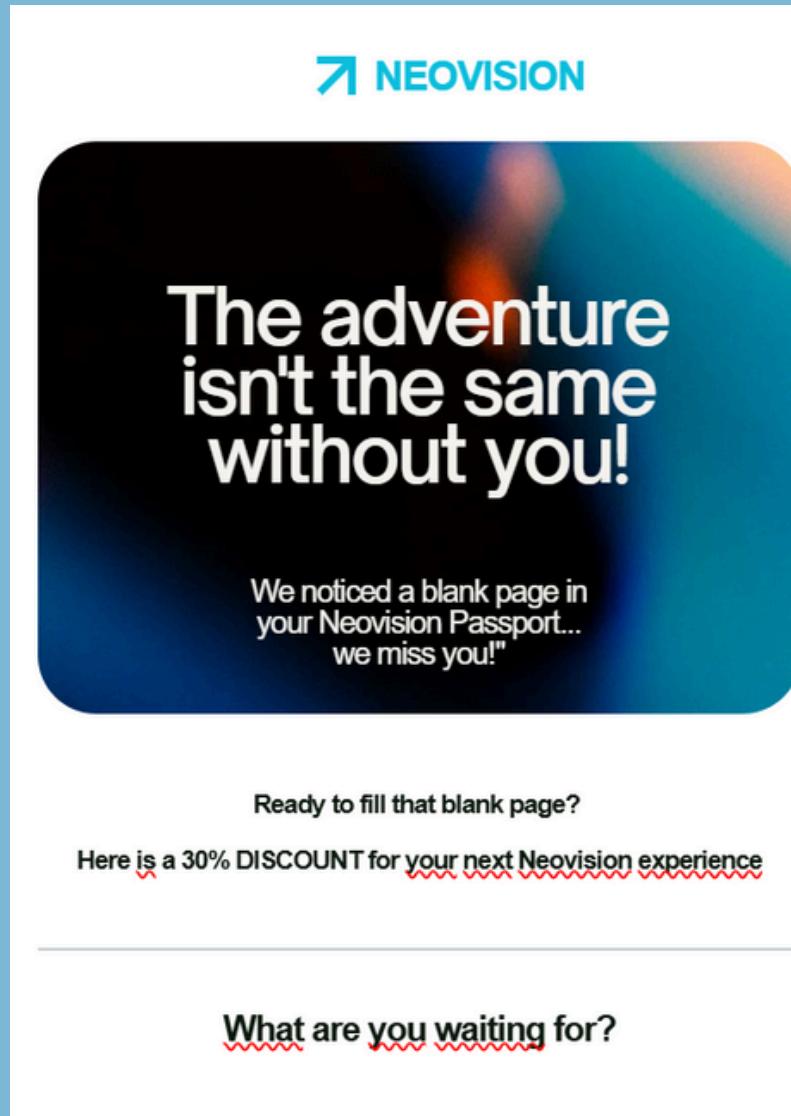
- The Boat Cave
- Maui's Hook
- The Kakamora Attack
- The Heart of Te Fiti

At each stage, children will interact with actors dressed as characters from the film, who will engage them with simple yet imaginative riddles and challenges inspired by the story. This immersive activity is designed to enhance emotional involvement and make the overall experience more engaging and memorable for families.



# FOR AT-RISK FAMILIES

The goal is to rekindle their interest and encourage them to return to using the Neovision service. It is important to make them feel valued and missed, showing that their absence has been noticed. For this reason, personalized emails will be sent to invite them back and help them rediscover the Neovision experience.



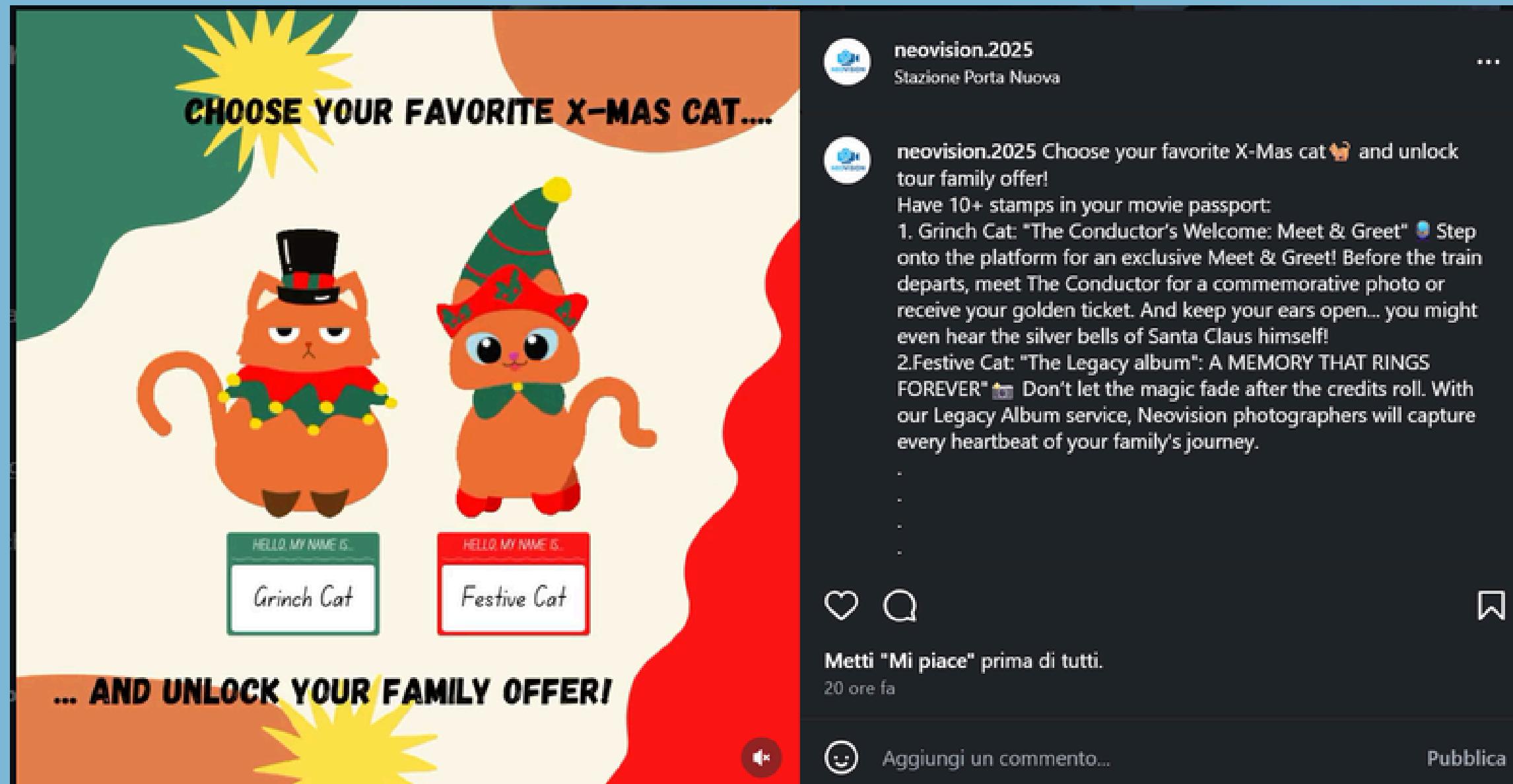
At-risk families can be reminded of their absence from recent Neovision events by highlighting the empty spaces in the Neovision Passport, encouraging them to complete the experience and return. In addition, a **time-limited discount** (10 days) is offered to create a sense of urgency.

The other strategies previously defined for At-risk individual customers also remain valid, such as feedback questionnaires and free invitations to pre- or post-screening events.

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**Example:** on the occasion of the screening of **The Polar Express** during the Christmas holidays, a special experience is offered, including the opportunity to take photos with the film's conductor or to visit a vintage train decorated with a Christmas theme at Porta Nuova Station in Turin.

Dedicated offers are provided to families with at least 10 stamps on their Neovision Passport who have not attended events for a long time, with the aim of re-engaging them.

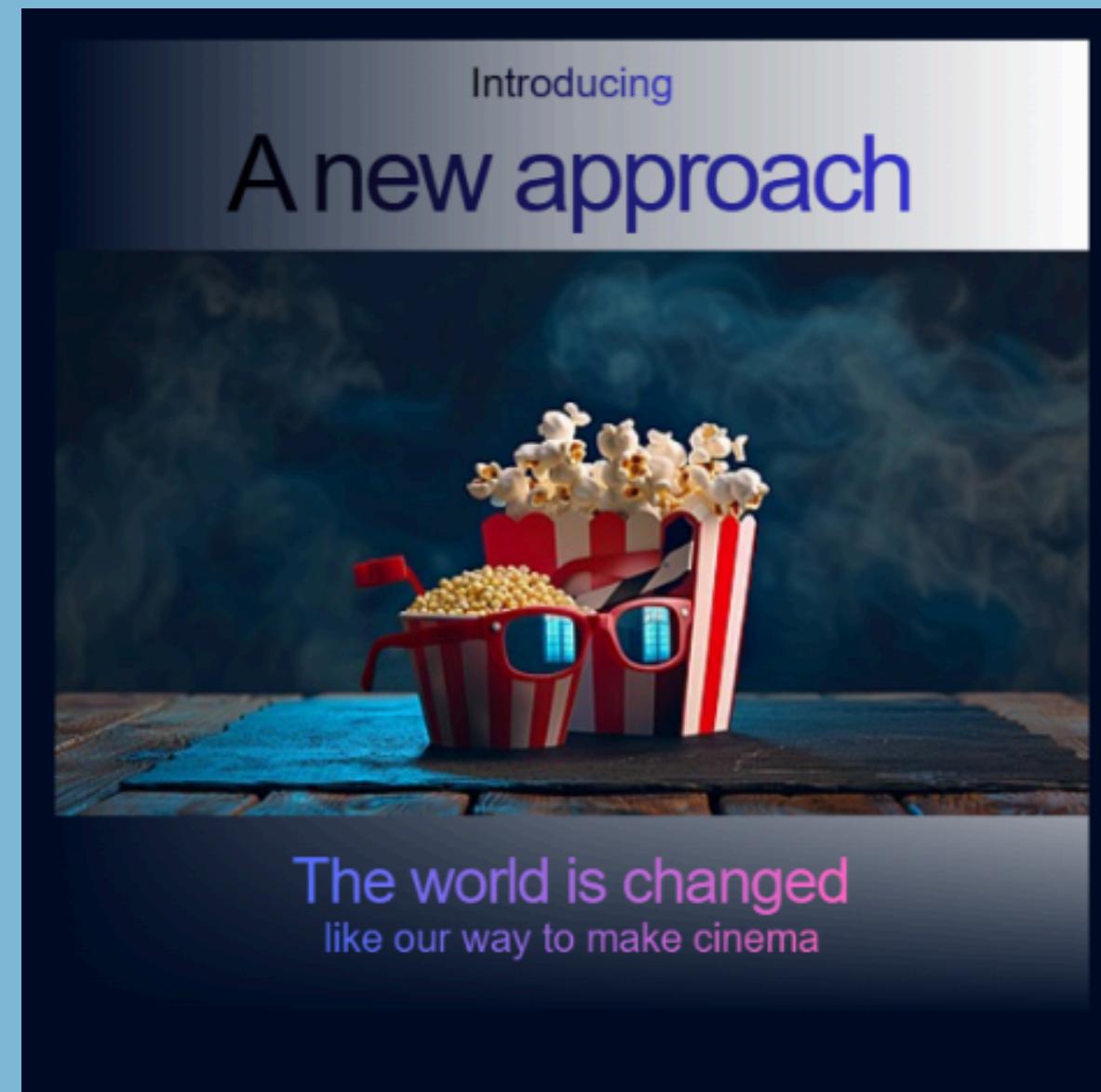


# FOR HIBERNATING FAMILIES

Normally, it is not worth spending resources and time trying to attract this type of customer. These are families who have participated in our service only sporadically and therefore have no emotional connection with it. For this reason, it does not make sense to rely on emotions or on the experiential aspect, as we would do with VIPs or new families, because the real issue here is the lack of interest or brand recall.

Our idea is the so-called “**Great Awakening.**”

**EXAMPLE 1:**we treat them almost as if they were new customers, offering them advantageous conditions and presenting the service as something completely new and innovative, different from anything they have ever experienced before. We grant these customers a **€15 credit** on their Neovision account linked to their Neovision Passport, to be used within 10 days. The strategy is to leverage the human tendency to find the idea of losing money unbearable (loss aversion). We will send these families an email like the following



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**EXAMPLE 2:** the idea of the “**Dusty Neovision Passport**.” We thought of sending an email to these customers, highlighting the fact that they have not returned for a long time and personally inviting them to attend the screening of the next scheduled film.



YOUR NEOVISION PASSPORT IS GATHERING DUST...  
WE'VE RESERVED A FRONT-ROW SEAT FOR YOU TO  
PICK UP THE JOURNEY RIGHT WHERE YOU LEFT OFF!  
JOIN US FOR THE 'MOANA' SCREENING  
AND THE WAYFINDERS' TREASURE HUNT!

If the hibernating family does not respond to any of these stimuli, it is appropriate to let them go and possibly close the relationship in an elegant way by sending a re-permission email, as also done with private customers.

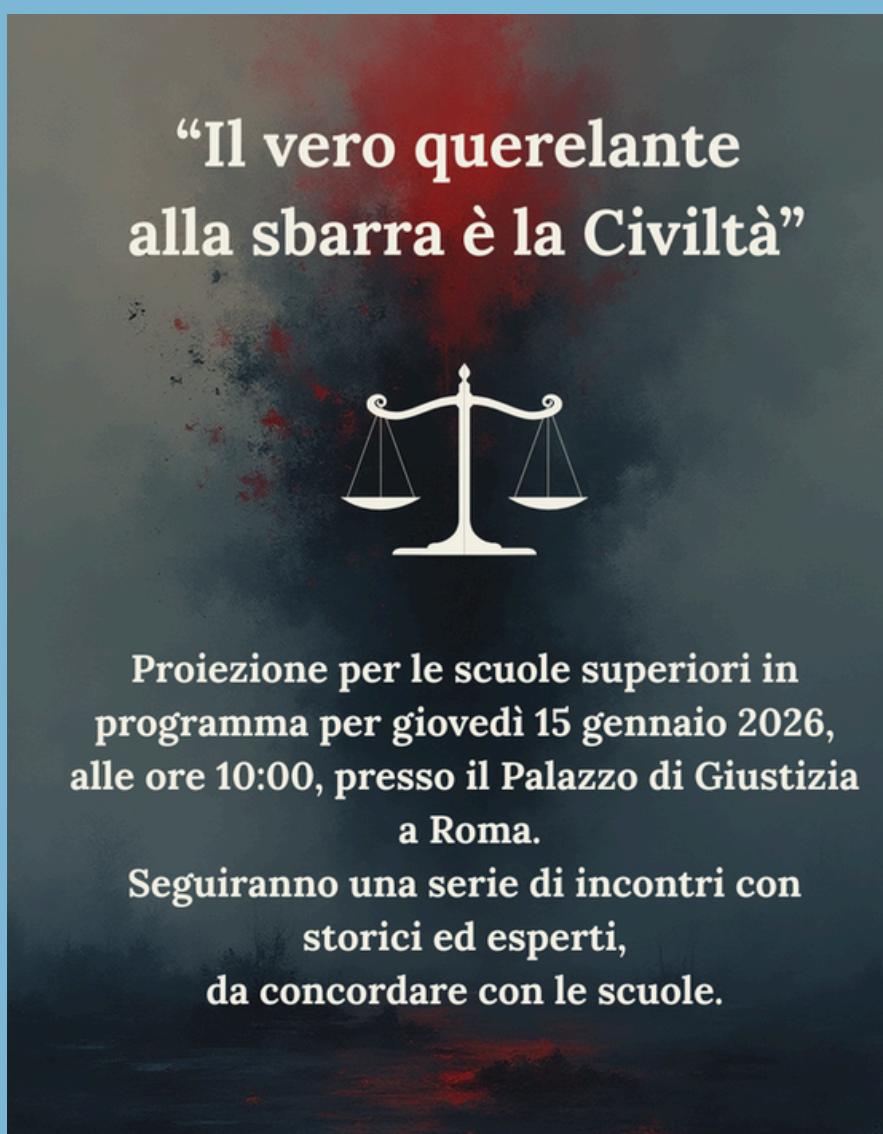
As a last possibility, it may happen that a well-known phenomenon called FOMO (Fear of Missing Out) is triggered among hibernating customers, meaning the fear of being socially excluded from a group. This could push them to make one final attempt before completely giving up on the Neovision service.

# SCHOOL PACKAGE

As previously explained, we have also introduced a package for schools, screening both upcoming films with strong historical, educational, and ethical value (see Topic 6 - Cultural and Educational Value identified in the manual Topic Analysis) (e.g., James Vandervilt's Nuremberg or Nolan's The Odyssey), as well as past films, possibly also at the schools' request.

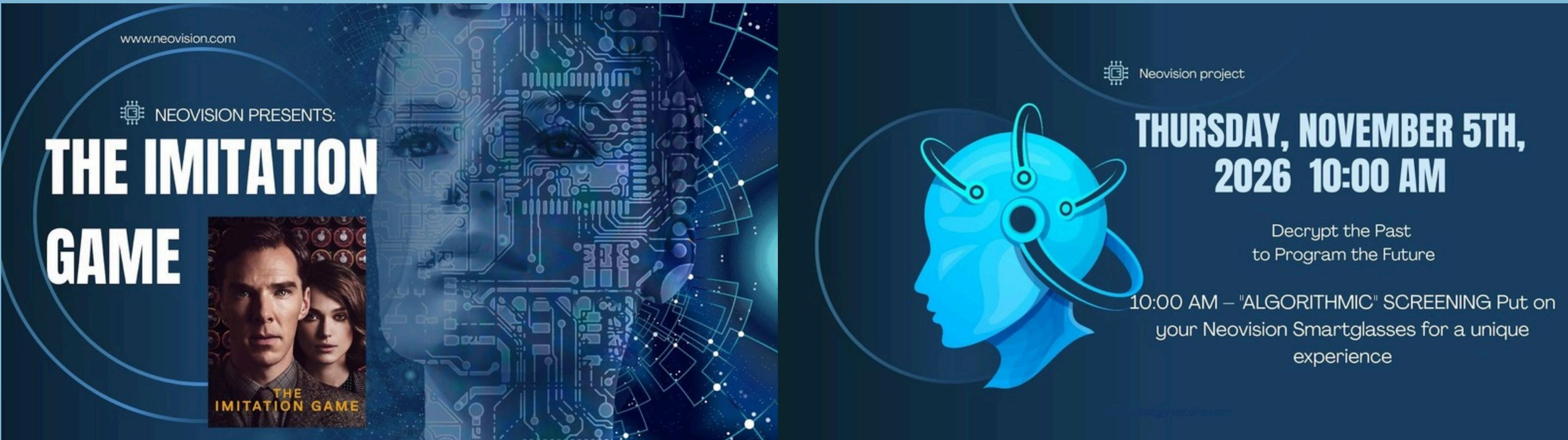
## EXAMPLE 1: "Nuremberg" - upcoming film

In the weeks following the film screening, we've scheduled a series of meetings with experts to discuss the film's historical accuracy and the historical events surrounding this historic trial.



## **EXAMPLE 2: Smartglasses screening of "Imitation Game"- educational**

"Imitation Game" is a perfect film for exploring the world of algorithms, logic, and mathematics in general. To an already impressive film, we're adding a Neovision touch: the smartglasses show the mechanical workings of the machine and the logical steps of the Turing algorithm running on the screen. Furthermore, we're offering students who decide to participate in this experience the opportunity to earn PCTO credits, as subsequent meetings will feature expert commentary on the film and explain how some scenes are connected to reality.





## **12:00 PM - "BEYOND THE CODE": EXPERT PANEL**

Following the film, the discussion comes to life with two exceptional guests:

- Dr. Elena Rossi: Researcher in Cryptography and Cyber-security (CERN)
- Prof. Marco Bianchi: Professor of Artificial Intelligence and Digital Ethics

[www.neovision.com](http://www.neovision.com)

## **TO BE AGREED:**

Three sessions per week  
with industry experts

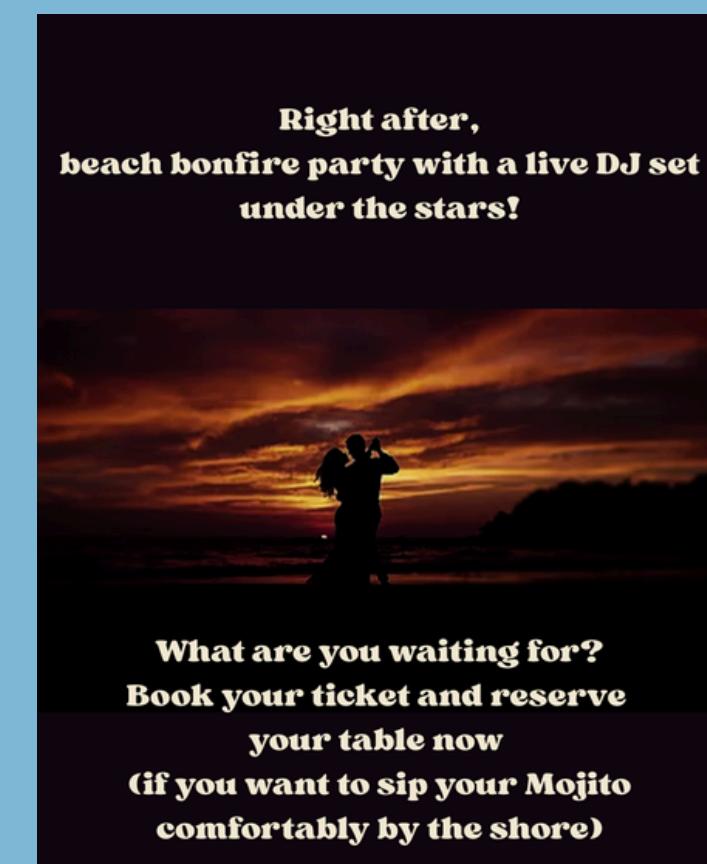
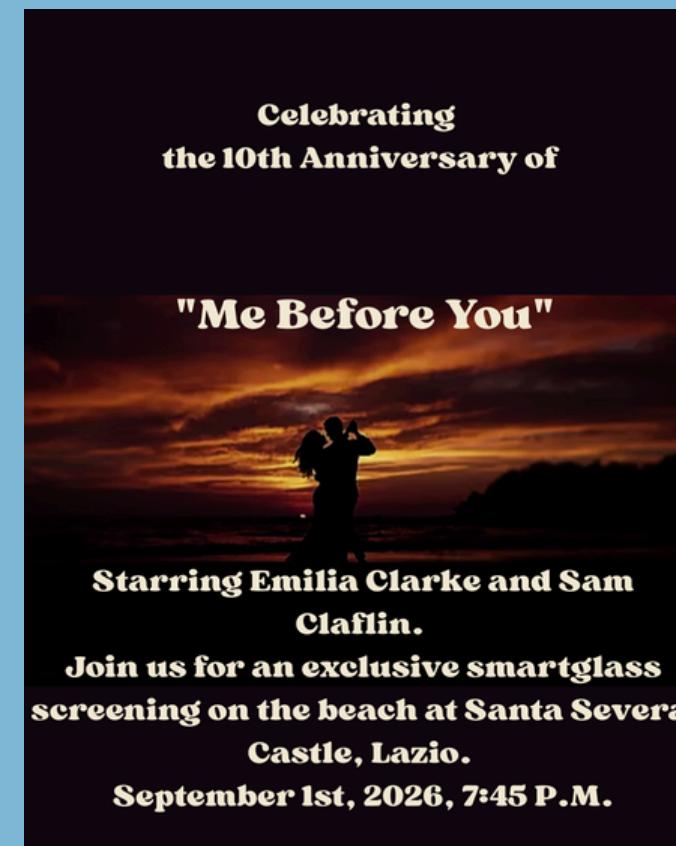
[www.neovision.com](http://www.neovision.com)

# STRATEGIC INSIGHTS BASED ON THE CROSSTABS OBTAINED FROM THE SURVEY

## 1. Age Range vs. Preferred Location Analysis

The survey shows that young people aged between 15 and 24 prefer screenings held in natural locations (such as beaches) or on panoramic rooftops. For this reason, Neovision plans to organize screenings of films appreciated by this age group by the sea or on terraces, combined with social events such as DJ sets, aperitifs, and parties.

Example: the film **Me Before You** will be screened on September 1, 2026, on the beach of Castello di Santa Severa at sunset. The screening will be followed by a DJ set under the stars, with the possibility of reserving tables for an aperitif in a relaxed and convivial atmosphere.



Customers over 25 show a strong preference for historic villas, castles, and botanical gardens. For this target, Neovision plans to offer screenings via smart glasses of iconic and timeless films that evoke memories and strong emotional involvement, such as Bridget Jones's Baby or acclaimed classics like The English Patient.

**EXAMPLE 1:** **Bridget Jones's Baby** is proposed as an ideal screening for audiences aged 25 and over, suitable for singles, couples, and families, celebrating a film that has marked an entire generation.



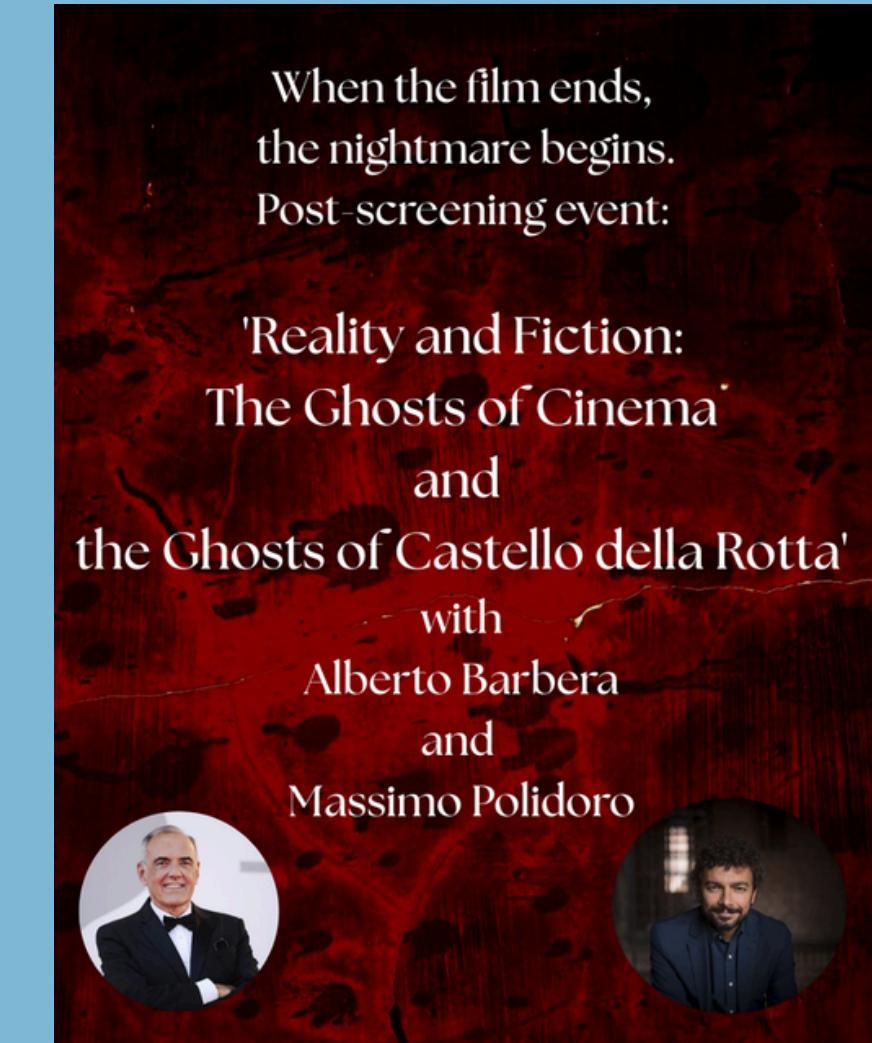
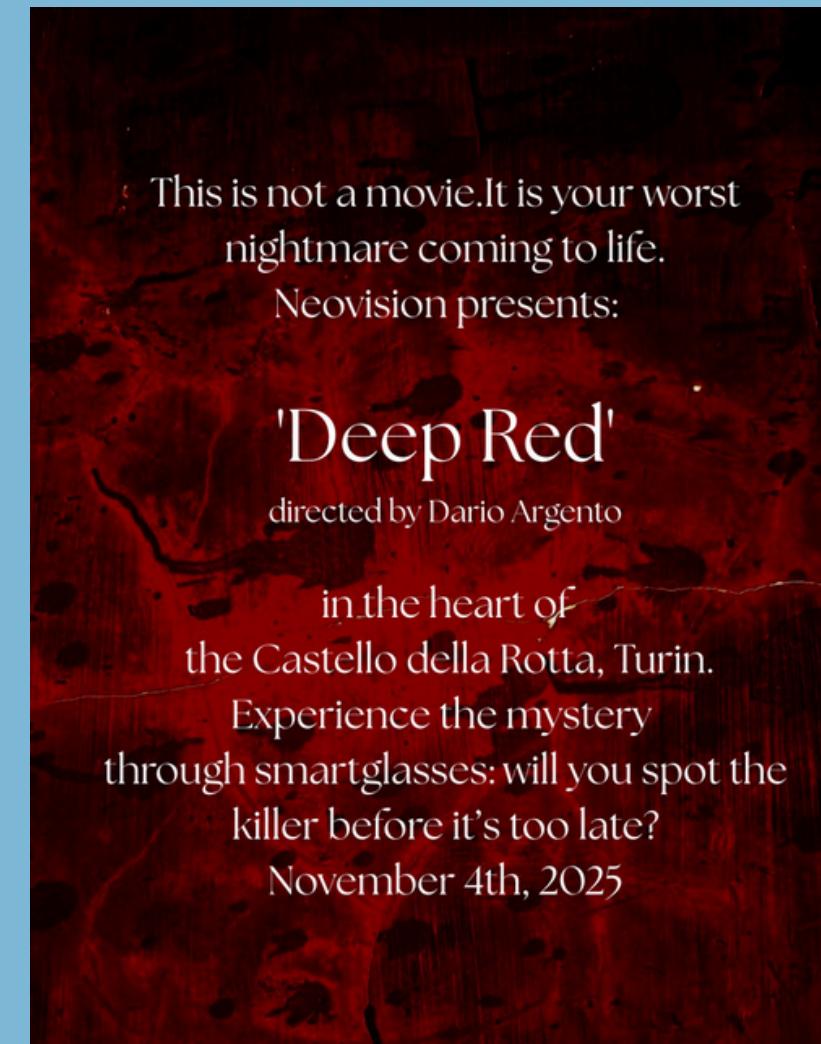
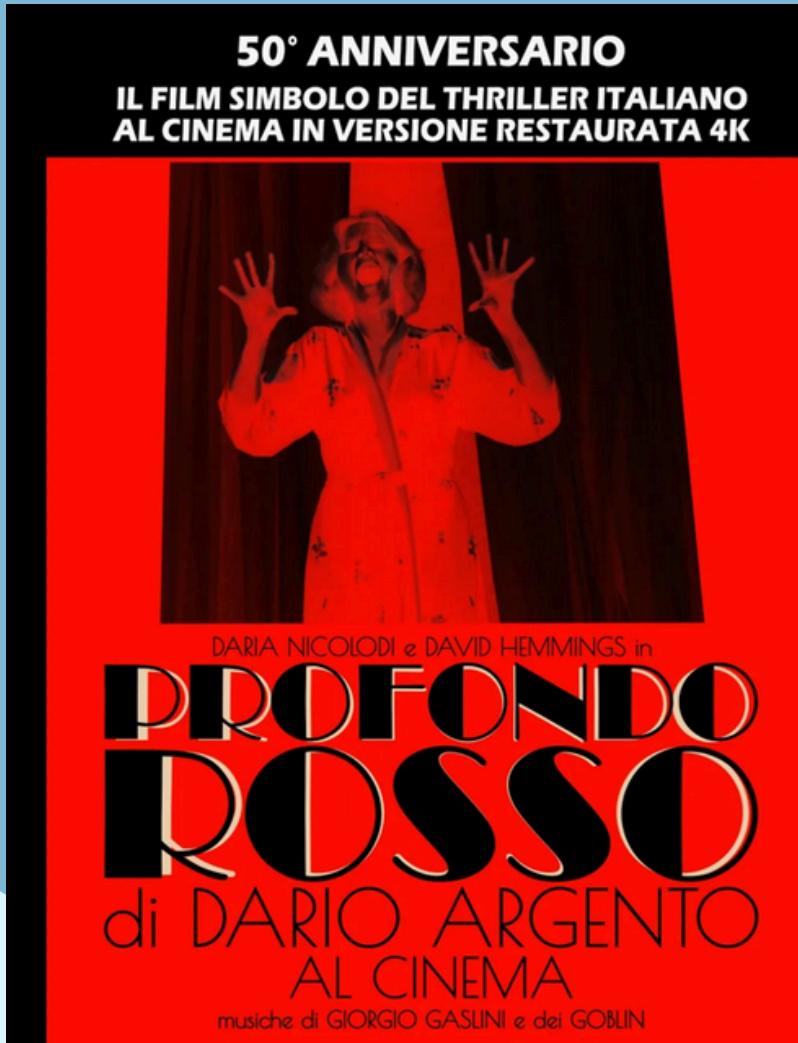
**Example 2:** screening of “The English Patient” via smart glasses at the Sant’Anna in Camprena monastery, followed by a themed dinner inspired by the film, designed for an over-25 audience with a preference for historic locations.



## 2. Analysis of Film Genre Preference vs. Type of Location

The survey highlights a strong **association between horror films and castles**, as audiences seek a coherent and evocative atmosphere that enhances the emotional impact of the film. For this reason, Neovision plans to host horror screenings in dark, historic locations such as castles, combined with cultural talks featuring experts who explore the genre from multiple perspectives.

**Example:** screening of “**Profondo Rosso**” by Dario Argento at Castello di Rotta, followed by a talk with experts analyzing the theme of ghosts from both a cinematic and a historical-literary perspective.



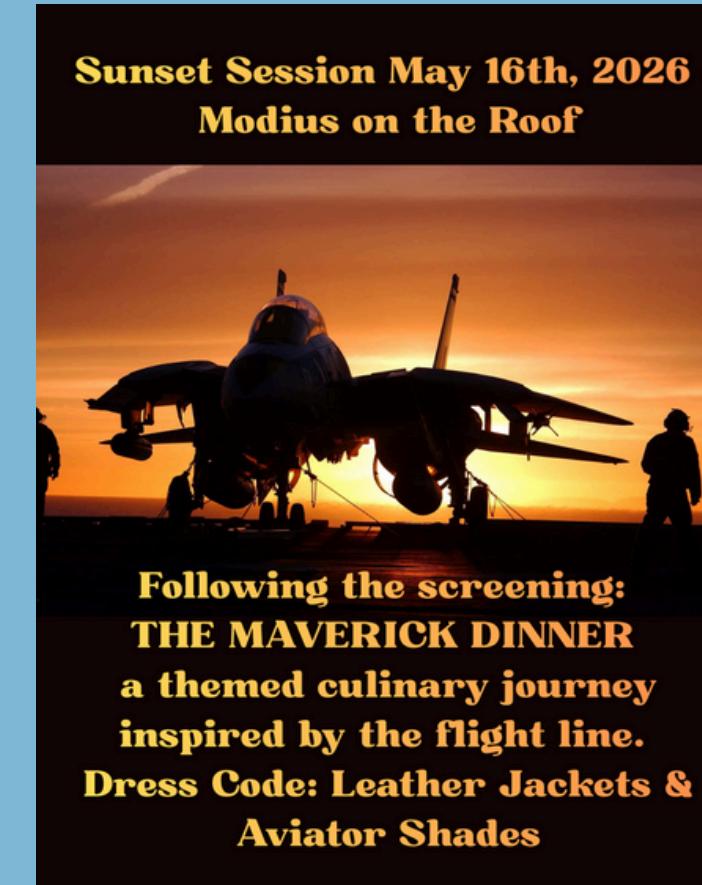
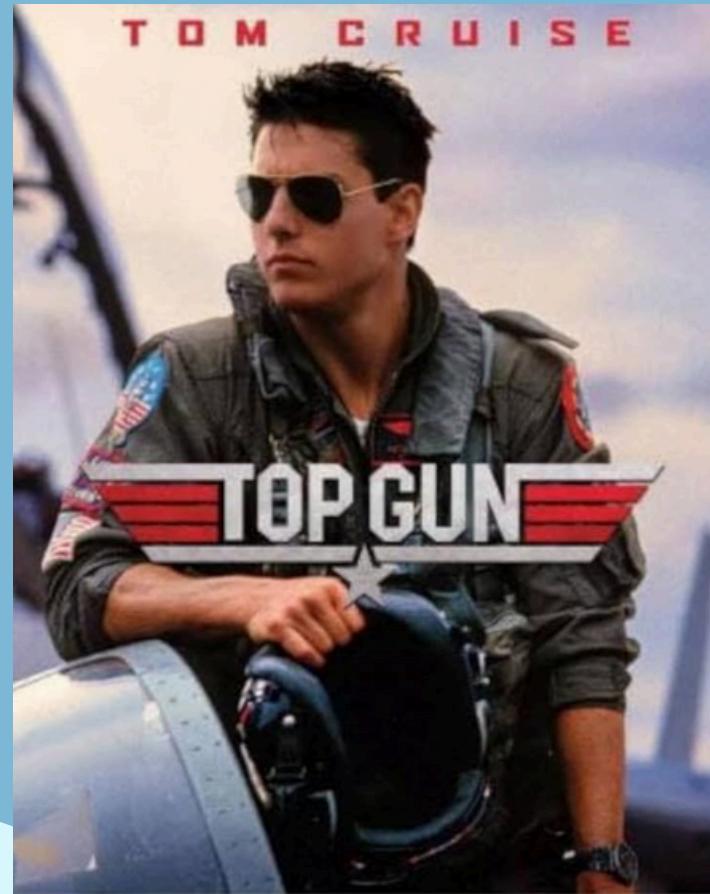
The survey also highlights a **strong association between classic films and historic villas**. An example is the screening of “La Dolce Vita” in an elegant and evocative location such as Casina Valadier, whose architectural style perfectly complements the atmosphere and iconic settings of the film.



Casina Valadier, Villa Borghese, Rome.

The survey reveals a clear **association between action films and rooftops**: urban, elevated, and panoramic locations are perceived as ideal settings to enhance films characterized by adventure, danger, and intense excitement.

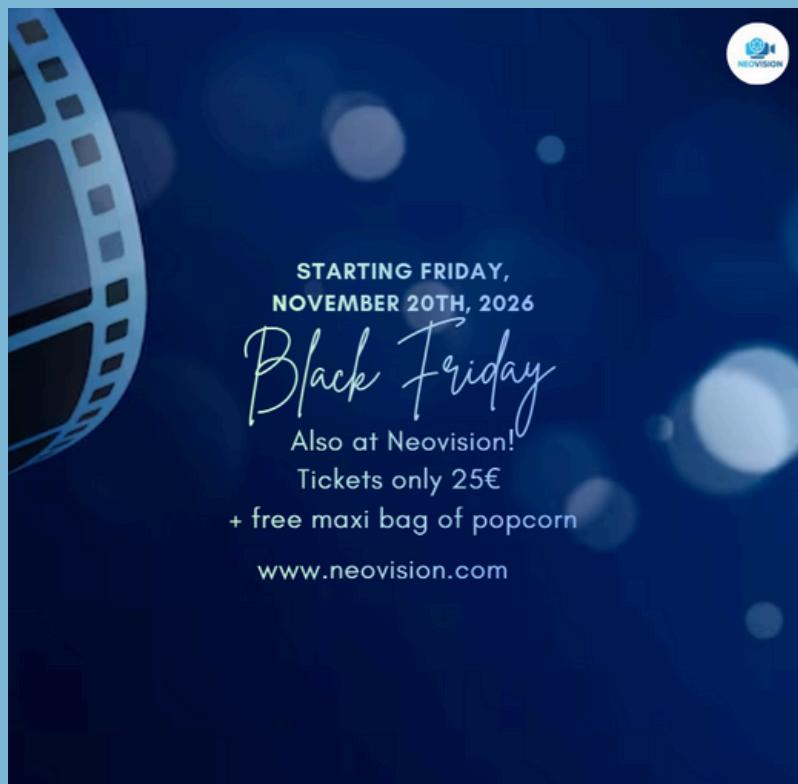
**Example 3:** for the 40th anniversary of “**Top Gun**”, a rooftop screening is proposed, allowing the audience to experience the film’s action in a panoramic setting, imagining the aerial acrobatics taking place above their heads and making the experience even more immersive.



Modius on the Roof, Rome

### 3. Analysis of Appropriate Price vs. Additional Services

The analysis shows that **customers who prefer a €20–30 price range** are mainly young people aged between 15 and 24, and are **primarily interested in film screenings with smart glasses** only, without additional events. For this target, Neovision plans to introduce **periodic offers** (such as monthly promotions or a “Black Friday”), lowering the ticket price and including only essential add-on services, such as gadgets or popcorn, to better meet their budget constraints.



**Special discounts** will be offered during holidays such as Christmas, Ferragosto, and Halloween for selected screenings, targeting more price-sensitive customers.

In addition, the **same film** may be combined with **different service packages**:

- a standard ticket (€40) including additional events and services, such as aperitifs, talks by professionals, or parties;
- a discounted ticket (€25–30) offering a more limited range of additional products and services.

**Example:** for the screening of “**The Holiday**”, Neovision offers a Christmas promotion aimed at young people under 24. The event, scheduled for December 23, includes a discounted ticket along with punch (both alcoholic and non-alcoholic) and sweets to enjoy during the screening, leveraging the appeal of Christmas and romance to engage different age groups.



A second screening is scheduled for December 24, reserved for customers aged 25 and over, with a full-price ticket (€40) and a small additional contribution for the band. After the screening, a Christmas Eve dinner will be organized, accompanied by live Christmas music and karaoke moments, creating a festive and convivial experience.



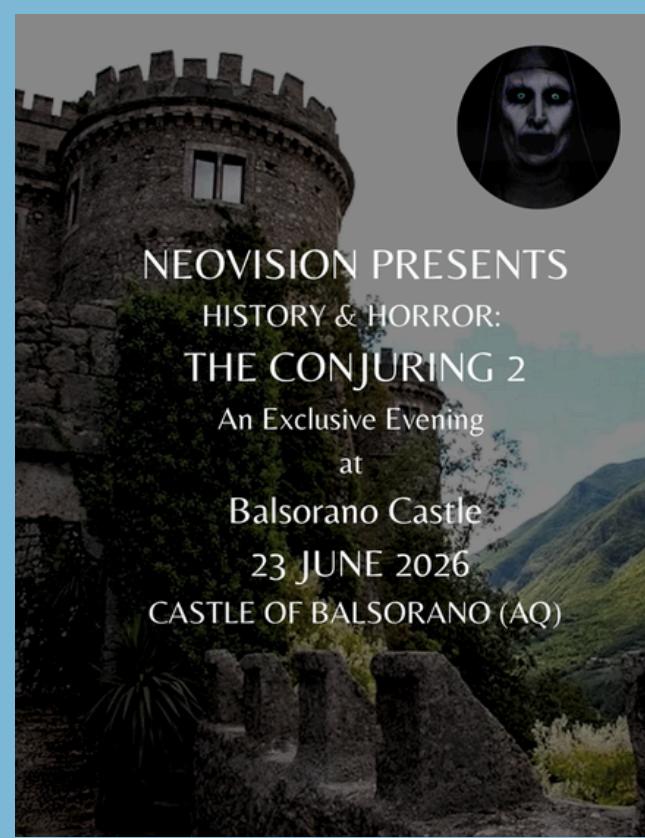
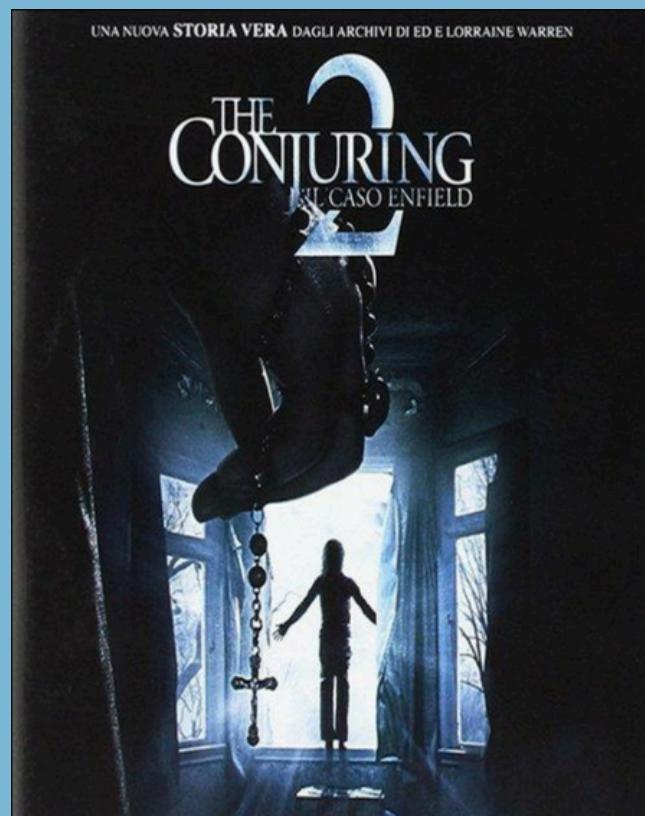
It is not necessary to specify that the event is intended for a more mature audience, as customers will self-select based on their willingness and ability to afford the total cost of €45.



In conclusion, customers who are willing to pay for the full experience also show a strong interest in additional activities, such as visiting the location selected to host the smart-glasses screening.

**Example:** on the occasion of the 10th anniversary of “**The Conjuring**” – The Enfield Case, an immersive screening is planned at the Castello di Balsorano, preceded by a guided tour of the location. The experience is enhanced by augmented reality elements, with the appearance of the demon Valak during the tour, and concludes with the smart-glasses screening of the film in an atmosphere consistent with the horror genre.

The choice of the **Castello di Balsorano**, a historic and evocative residence, is consistent with the horror–castle pairing. The high level of exclusivity of the experience justifies a price range between €40 and €60.



## 4. Analysis of Age Range vs. Preferred Companionship

The analysis shows that young **people aged between 15 and 24** prefer to experience Neovision together with **friends**. For this reason, **group offers** are planned, such as the “4+1 free” promotion, along with post-screening events designed to enhance the social dimension, including cultural discussions or themed parties.

EXAMPLE: Starting from January 17, 2026, the entire Harry Potter saga will be screened, with one film per month. Group offers will be available (one free ticket per group), along with themed parties after each screening featuring film-inspired sets. The event will take place at Palazzo Graneri della Roccia in Turin, with the option to use outdoor spaces during the summer months.



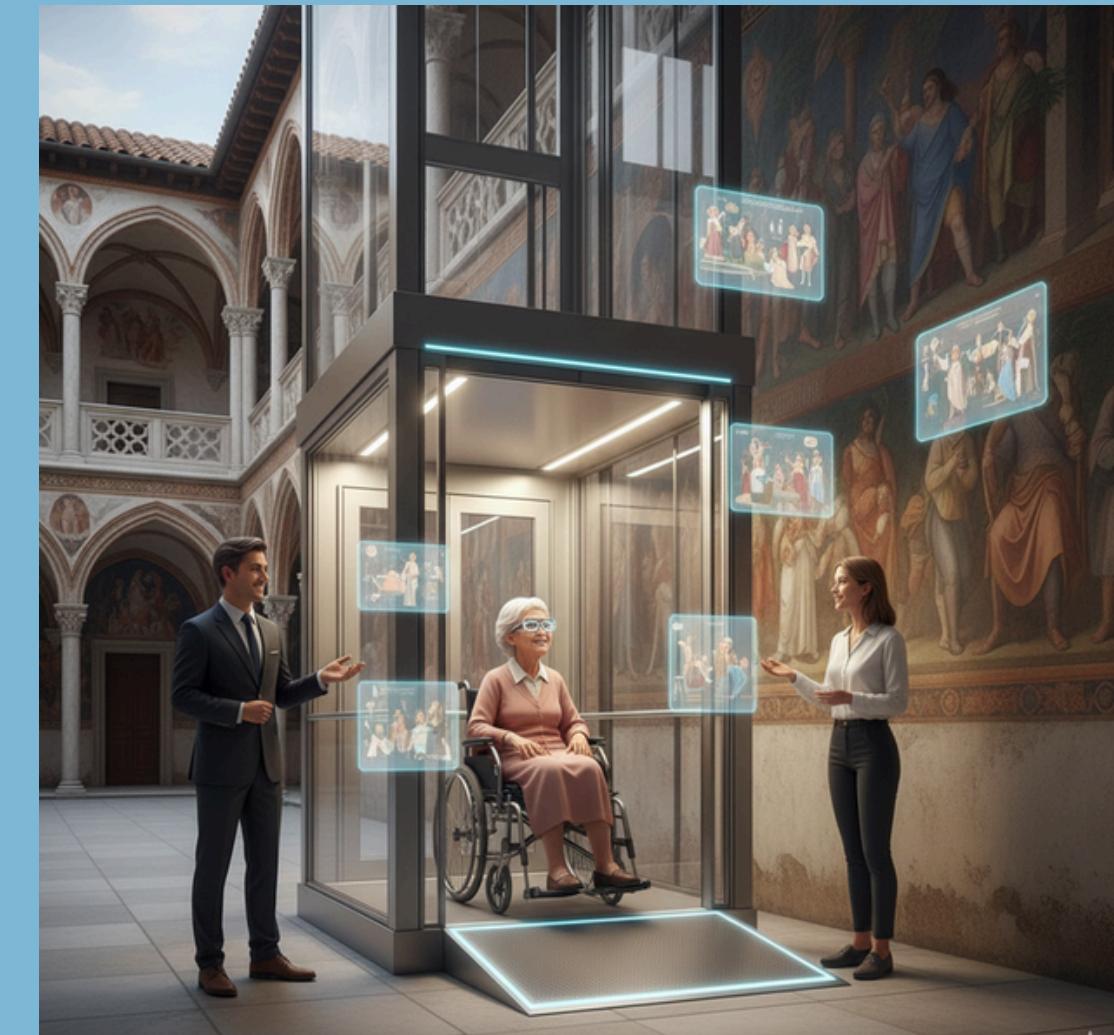
# Strategic insights based on Topic and Sentiment Analysis

Consistent with the results of the Topic and Sentiment Analysis, all the events organized by Neovision, as previously presented, aim to attract and increase curiosity in participating in an innovative and immersive experience.

In addition to defining marketing strategies for the main customer segments identified through analyses of purchasing behavior and expressed preferences emerging from the survey responses, **Neovision also pays attention to the critical issues** related to service delivery, emerged from the **TALL Topic Analysis with Topic 1- Service Structure and User Concerns**. Alongside price discrimination, with the introduction of packages aimed at families and schools to meet customers' economic constraints and perceived risk, concerns have emerged regarding smart-glasses technology and the physical accessibility of the locations.



Improving the physical accessibility of the selected venues helps reassure Senior and Family Target groups, by offering not only an event but also demonstrating a comprehensive, 360-degree attention to customer care.

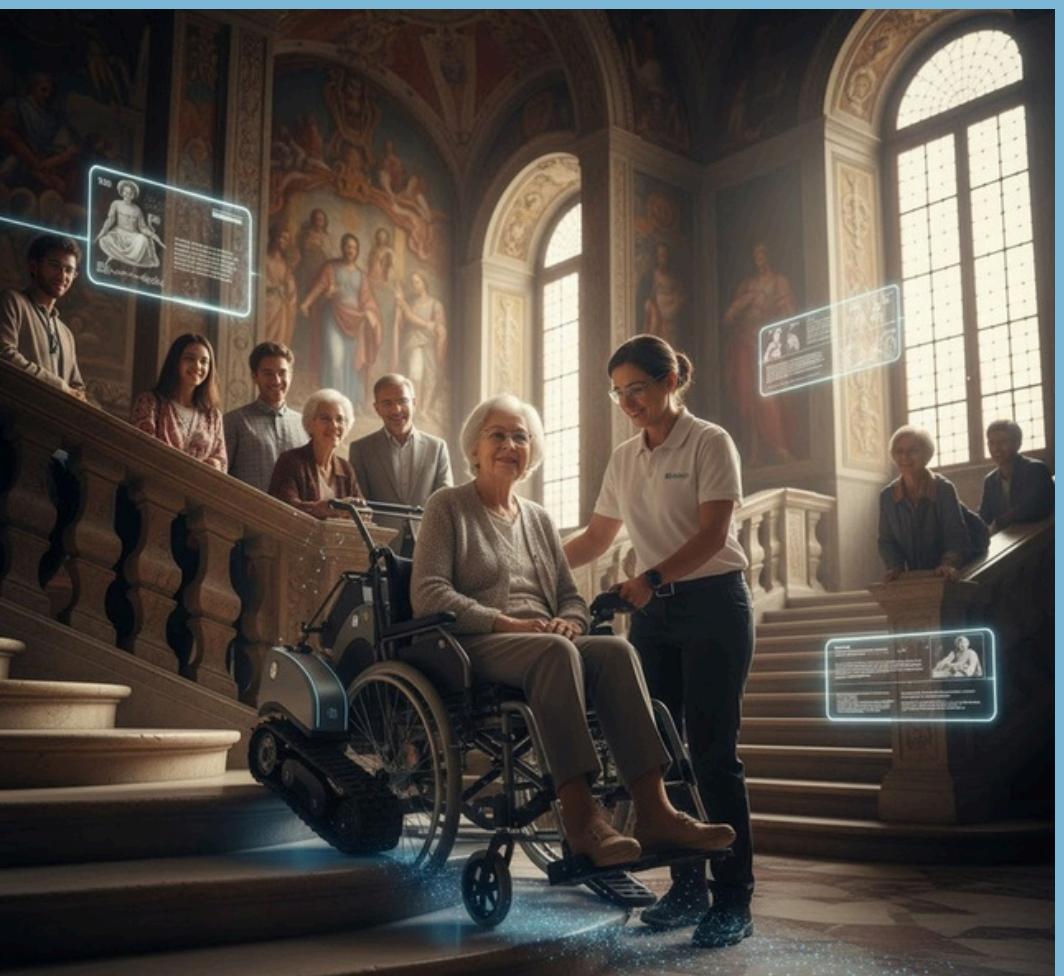


In this regard, an example of the **communication message launched** is:  
*“At Neovision, beauty has no barriers. Thanks to our soft-touch walkways and the support of dedicated staff, every corner of our venues is within reach—effortlessly and with the utmost elegance.”*



Historic venues are often characterized by stairs, cobblestones, and changes in level. In order to **remove architectural barriers**, we provide, when necessary and on an exceptional basis, **aluminum ramps** or other lightweight, removable, and non-slip materials.

If the venue is arranged on multiple levels accessible only via internal staircases and lacks elevators, Neovision support staff will operate **mobile stair lifts** to safely transport customers with reduced mobility. In addition, we install **roll-out walkways** to create a stable path over cobblestone surfaces or grass, facilitating the movement of strollers and wheelchairs.





Accessibility issues may also concern the reachability of the venue. In this regard, for locations that are difficult to access, Neovision provides a **shuttle service** to cover the last mile to the event site.



Accessibility is understood not only as “being able to arrive,” but also as “being comfortable.” In particular, to facilitate sitting down and standing up for elderly customers, we provide **higher seats with sturdier armrests**.

## ***“Invisible Technology, Infinite Emotion”***

Given the high level of concern expressed by customers regarding the use of smart-glasses technology, identified through the analysis conducted in step 3, our objective is to **transform technological skepticism into a perception of well-being, immersiveness, and magic.**

The practical communication strategy unfolds mainly at two key moments: one before the customer purchases the ticket, and one during and at the beginning of the immersive viewing experience.

The most effective communication channel for addressing doubts prior to purchase is the Instagram profile neovision.2025, through which we share content focused on:

- smart-glasses sanitation protocols;
- certified quality of smart-glasses technology;
- ergonomics with TÜV-certified lenses featuring low blue-light emission and diopter adjustment, increasing comfort for users with visual impairments and eliminating the need to wear prescription glasses;
- lightweight design enabled by ultra-light hardware (<80 g);
- ease of use;
- “Tech-Human” assistance, available to intervene in case of malfunctions or adjustment needs.

# Examples of effective communication

*“Worried about comfort?*

*Our smart glasses feature zero latency and TÜV-certified anti-fatigue lenses.*

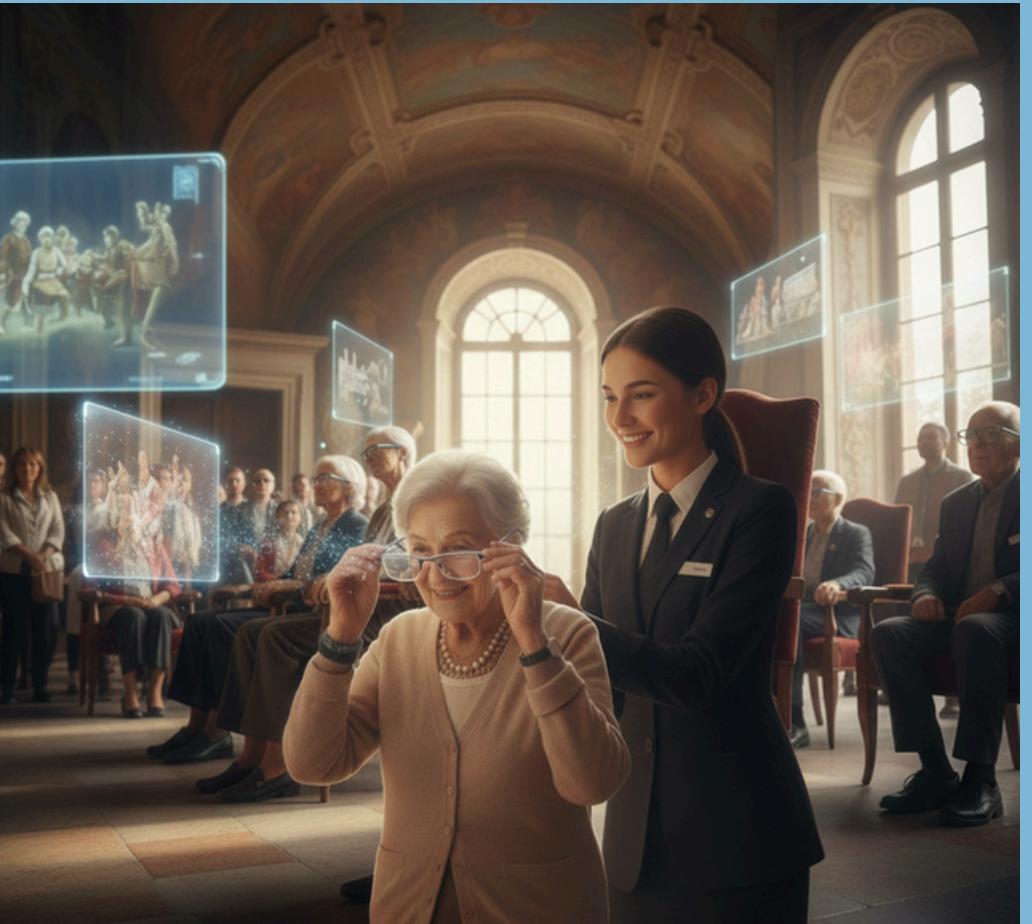
*Experience the magic—book your experience with peace of mind.”*



*“Every experience begins with maximum safety. Devices are sanitized using UV-C light and hypoallergenic products, individually treated for your well-being.”*



*“Smart glasses as light as a breath,  
carefully designed and selected by us to  
ensure your maximum comfort. No fear,  
only wonder.”*



*“No buttons, just magic. Put  
them on and let the story guide  
you.”*

***“Neovision’s technical staff is always by your side to ensure a flawless experience.”***



Upon arrival, customers are provided with an **elegant box** containing ready-to-use smart glasses, a scented cleaning wipe, and a mini leaflet explaining the sanitation process and device operation. Technical staff are expected to be welcoming and readily available to assist customers with any needs related to the correct use and functioning of the technology.

For full details on the operational marketing strategies adopted, we strongly encourage viewing the content published on our Instagram profile [neovision.2025](#).

## COMMUNICATION CHANNEL FOR SENIORS

Neovision is an experience for everyone. We want no one to feel excluded from the innovation, ensuring that the invitation to discover the service reaches both the smartphone of a young person and the hands of a senior.

Despite the brand's strong digital presence, we identified the need for an **offline communication** channel. This **flyer** is designed to reach the "Senior" target audience, who don't regularly use social media, as evidenced by the buyer personas, but who represent a significant portion of customers passionate about history and culture.

The flyer will be distributed in strategic locations such as senior clubs, cultural centers, libraries, and tourist information points. The flyer layout was designed with the specific needs of the segment being reached in mind:

- **High Readability:** use of large fonts and sharp contrasts to facilitate those with mild visual impairments.
- **Accessibility Reassurance:** a section that eliminates concerns about reduced mobility and the comfort of smartglasses, to increase curiosity.
- **Analog Call to Action:** to allow service reservations, we have included a landline number and extended hours to create a direct and human contact channel, preferred by the "Senior" Target audience.

# **NEOVISION: THE CINEMA OF THE FUTURE AT THE HEART OF HISTORY**

We invite you to discover a new way to experience culture. Put on our special lightweight glasses and be transported on a breathtaking cinematic journey, all from the comfort of your seat.



  
**LIGHTER THAN  
GLASSES:**  
they don't weigh  
you down and  
don't tire you  
out.

  
**MAXIMUM  
COMFORT:**  
accessible location  
and ergonomic  
seating.

  
**UNIQUE  
EMOTION:**  
the great cinema  
of yesterday, like  
you've never seen  
it before.

  
**CONTINUOUS  
SUPPORT:**  
we're always  
here for you.

**BOOK YOUR NEOVISION EXPERIENCE**

 Telephone: +02 800 123 45  
 Opening Hours: Monday -Sunday: 9:00 – 19:30  
Site: Via della Storia, 12 - Rome

