



Presented by: Team Awesome



2019 & Growing

2020 & \$105 million in debt

ALAMO  
DRAFTHOUSE CINEMA



## BUSINESS OVERVIEW



THE BEST FILM, FOOD, AND DRINK  
ALL IN ONE SEAT



# EXECUTIVE SUMMARY



- **2019** - Launched Aggressive Growth Strategy
- **2020** - COVID-19
- **2021** - Drafthouse Files for Bankruptcy
- **2022** - ???
- **2023** - PROFIT



# MARKET ANALYSIS



**\$12.1bn**

Movie Theaters in US Market Size in 2022

**28.1%**

Movie Theaters in US Market Size Growth in 2022

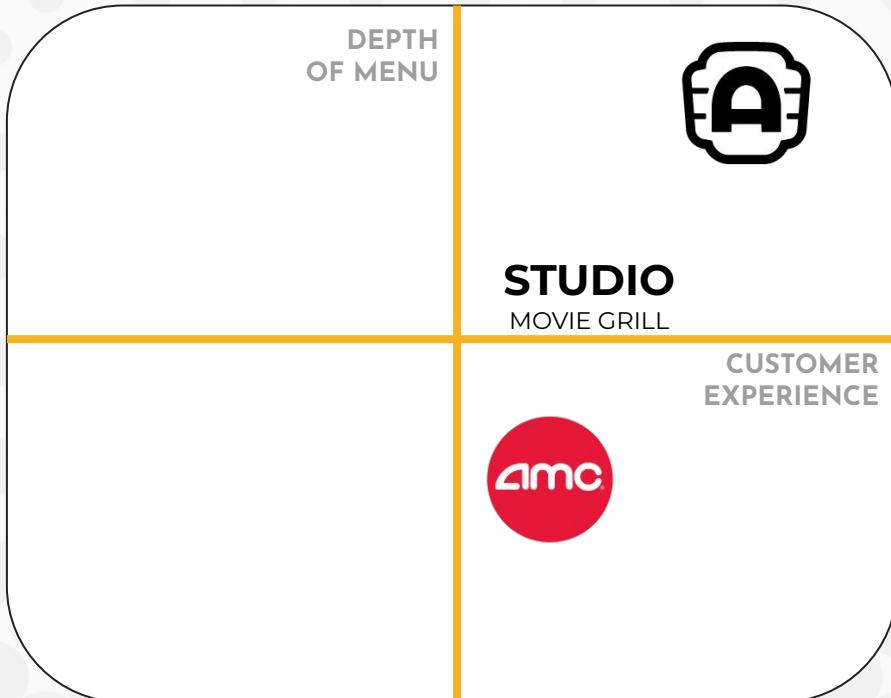
**-6.7%**

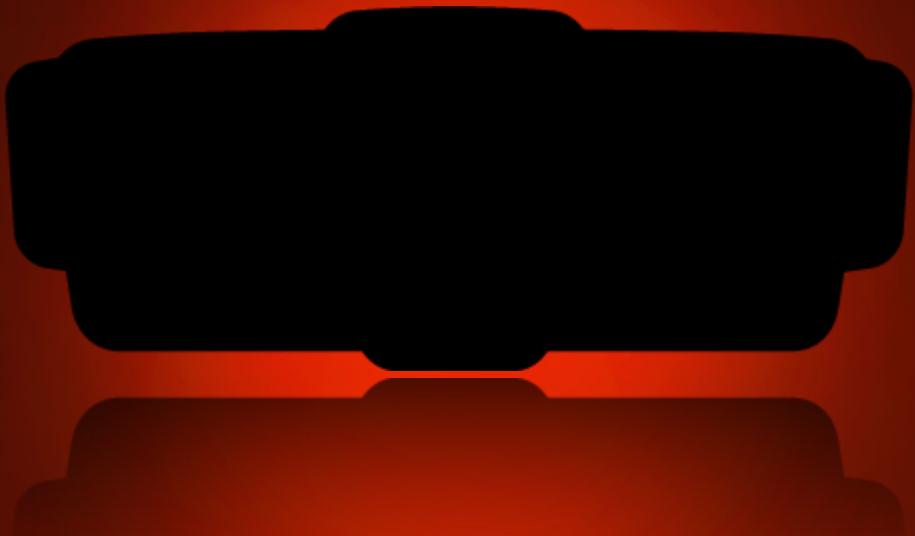
Movie Theaters in the US Annualized Market Size Growth 2017-2022

CURRENT AVERAGE ORDER VALUE - \$50



# BRAND POSITIONING







See MORE  
Eat MORE  
Save MORE

A loyalty program by movie nerds,  
for movie nerds



# TIERS



## TIER 1 - THE EXTRA

**250 POINTS**

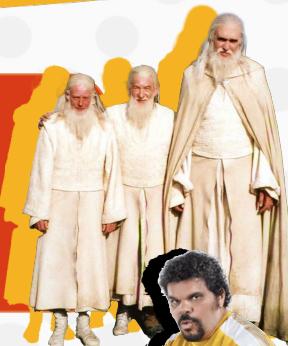
- ALAMO Hat
- or Drafthouse Socks



## TIER 2 - THE BODY DOUBLE

**500 POINTS**

- Collector's Pint Glass
- CineMORE T-Shirt
- or Cult Classic Film Stickers



## TIER 3 - THE CHARACTER ACTOR

**750 POINTS**

- Early Access to Premiere Shows
- Chef's Choice Menu Voucher (4 courses)
- CineMORE Hoodie



10% OFF  
CINEMORE



Redeem 250  
points for a \$10  
gift card  
anytime!

# TIERS



## TIER 4 - THE A-LISTER - 1,000 POINTS

\$40 Gift Card

OR

- Access to Exclusive Drafthouse Events
- Signed Movie Poster
- Discounted Fantastic Fest Ticket



## TIER 5 - THE EGOT - 10,000 POINTS

1 Free Fantastic  
Fest Badge



Free Popcorn  
for Life!

VIP Backstage  
Access to  
Director Q&A



# CAMPAIN GOALS

## PRIMARY GOAL

Increase Average Order Value  
10% by end of year

## SECONDARY GOAL

Grow our customer base 10%  
by end of year





# THE CineMORE SQUAD



# PERSONAS

## JOE MOVIE McBUFF

**AGE:** 34

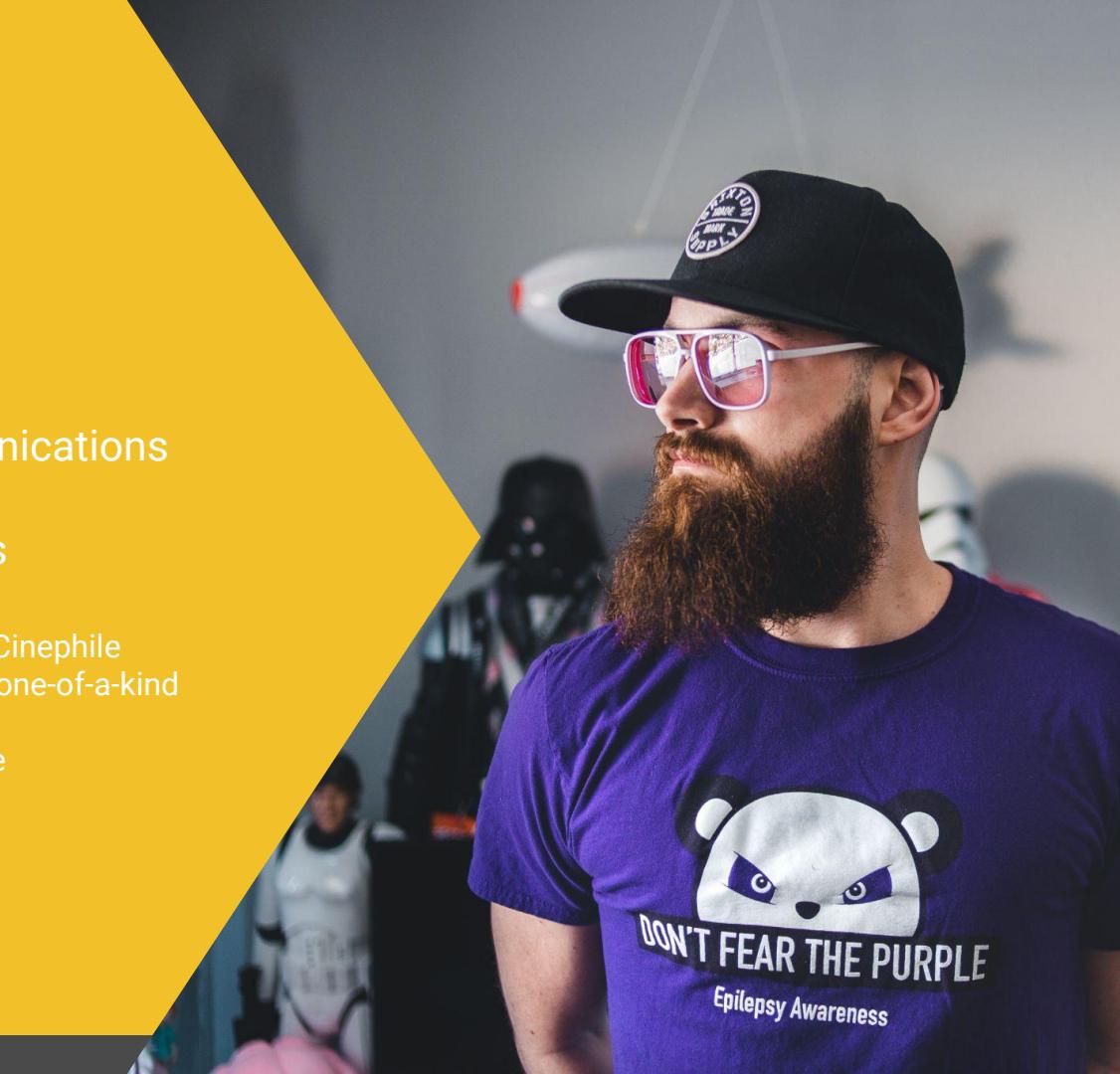
**LOCATION:** Urban

**EDUCATION LEVEL:** BA in Communications

**INCOME:** \$65k/year

**MARITAL STATUS:** Single, no kids

- MOTIVATIONS:**
- Self proclaimed Cinephile
  - Pursues unique, one-of-a-kind experiences
  - Sci-Fi pop culture
  - Homebrewer
  - Brand loyalist



# PERSONAS

## REGINA REWARDS

**AGE:** 42

**LOCATION:** Suburban

**EDUCATION LEVEL:** MBA

**INCOME:** \$260k, joint income

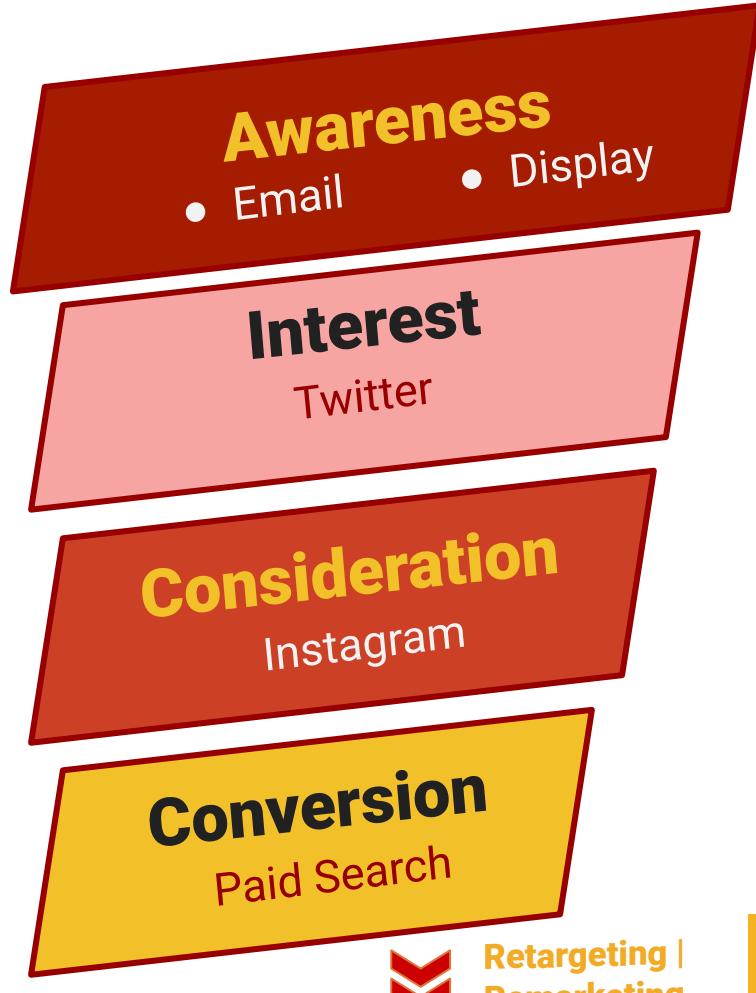
**MARITAL STATUS:** Married, two children

- MOTIVATIONS:**
- Unwinds by going out with family on weekends
  - Family enjoys watching the latest blockbusters
  - Has disposable income, but still enjoys a 'good deal'



# CAMPAIGN STRATEGY





## Awareness

Display

## EMAIL AUTOMATION

### OBJECTIVES

1. Maintain avg 10% open rate over life of campaign
2. Maintain 1.5% CTR over life of campaign

### KPIs

1. Open Rate
2. Click-through-rate

## DISPLAY CAMPAIGN

### OBJECTIVES

1. Avg 5,000 landing page visitors per month over next 12 months

### KPIs

1. Impressions
2. CTR



# DISPLAY CAMPAIGN

## Awareness

- Email
- Display

The image shows a web browser window with a yellow header bar. The main content area displays a promotional banner for the Cinemore Loyalty Program. The banner features a red border, a blue and yellow dragon-like creature on the left, and a yellow brushstroke shape containing the text "CINEMORE Loyalty Program". To the right of the brushstroke, it says "Save on all of your Alamo Drafthouse faves!" and has a "Join NOW" button. Below the banner, there are several horizontal grey bars, likely representing scrollable content. To the right of the main content area, a vertical smartphone screen shows a movie poster for "Alamo Drafthouse Cinema" with the tagline "Save with CINEMORE" and a "Join NOW" button.



# DISPLAY CAMPAIGN



CINEMORE  
Loyalty Program

Save on all of your  
Alamo Drafthouse faves!

Join NOW

Alamo Drafthouse → VOL. 500,000  
Movies Coming Out → VOL. 50,000  
Alamo Theater → VOL. 50,000  
Alamo Movie Theater → VOL. 5,000  
Alamo Drafthouse Menu → VOL. 5,000

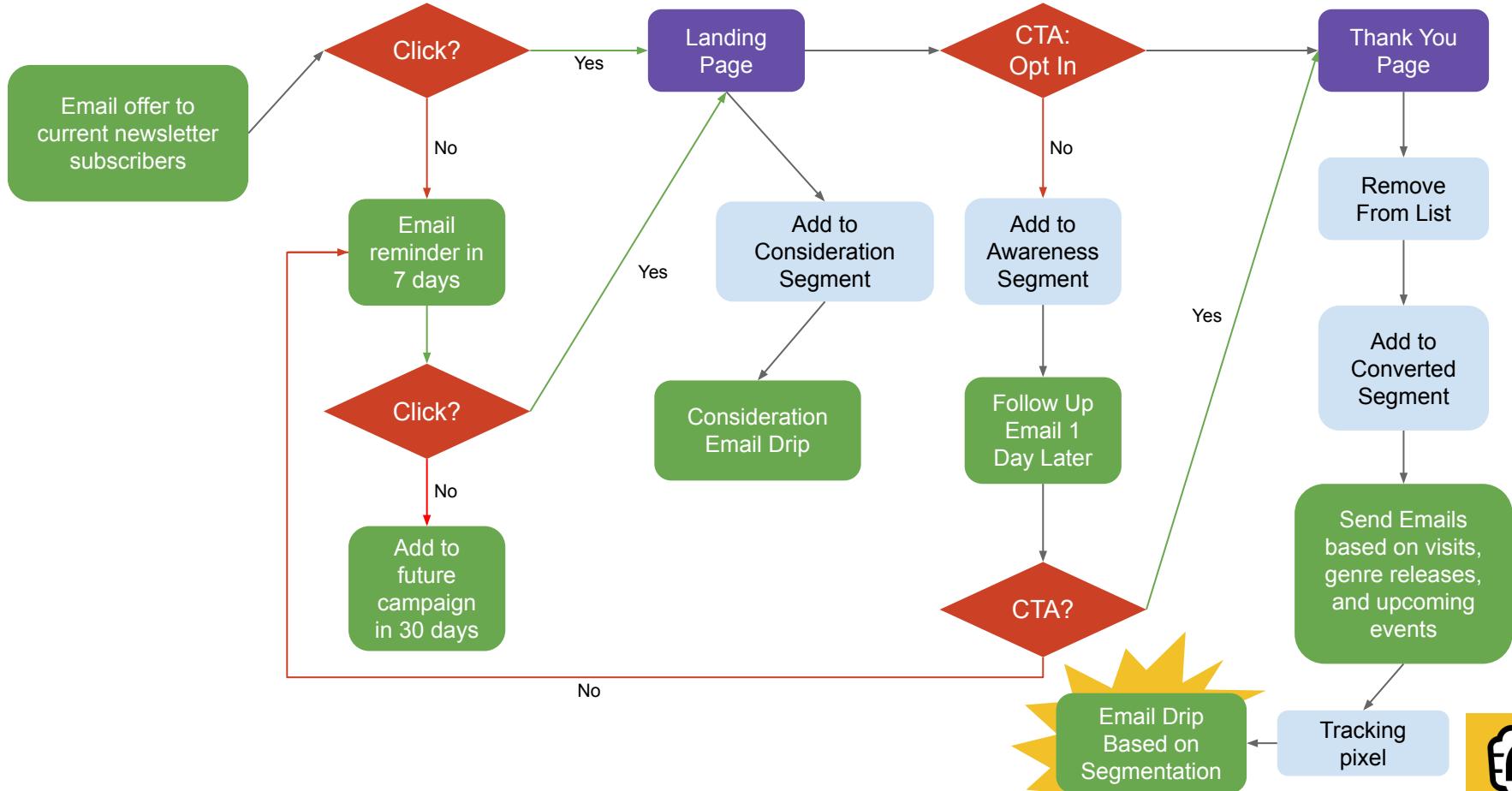


SEE more  
EAT more  
SAVE more

Join CINEMORE now, save today!



# EMAIL AUTOMATION



# TWITTER CAMPAIGN

Interest  
Twitter



Alamo  
Drafthouse

@alamodrafthouse · 6h

Get MORE MORE MORE for your dollar by signing up for #AlamoDrafthouseCinema new loyalty program! Sign Up for #CineMORE today!



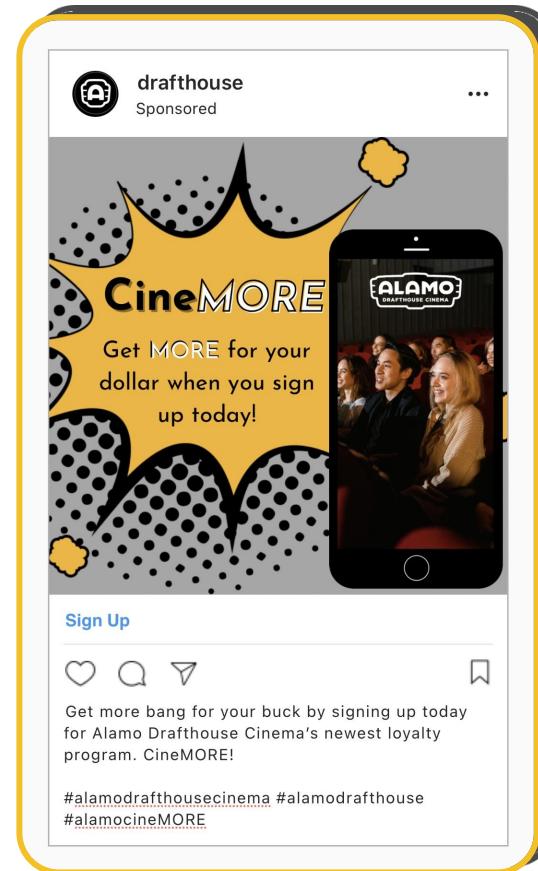
SIGN UP TODAY!

Alamo Drafthouse Cinema wants you to get MORE for your dollar!  
[drafthouse.com](http://drafthouse.com)



# INSTAGRAM CAMPAIGN

**Consideration**  
Instagram



# PAID SEARCH CAMPAIGN - KEYWORDS

★ Alamo Drafthouse

★ new movies out now

★ movie theater near me

★ Alamo showtimes

★ movies coming out

★ movie discounts

★ discount movie tickets

★ summer savings

★ best new release movies

★ cheap movie tickets



# PAID SEARCH CAMPAIGN

## OBJECTIVES

Obtain CTR of 2% on paid search ads in Q4

## KPIs

Click-through-rate (CTR)

### New Movies Out Now | Summer Savings | Alamo Drafthouse

[Ad] [drafthouse.com/loyalty-program](http://drafthouse.com/loyalty-program)

Trying to avoid the summer heat? Check out the newest movie releases and catch a showing near you. Learn more about how to save with Alamo Drafthouse today!

#### New Movie Releases

Locations Near Me  
Upcoming Release Dates

#### Alamo CineMORE

Earn Points for Perks  
Join Now To Start Saving!

**Conversion**  
Paid Search





## RETARGETING

### OBJECTIVES

1. Increase return landing page visitors 10% by Q4
2. Increase CVR 10% by Q4

### KPIs

1. Return site traffic
2. Conversion rate (CVR)

### SEGMENTATION

1. Movie Genre
2. Points Allocation
3. Location

## REMARKETING

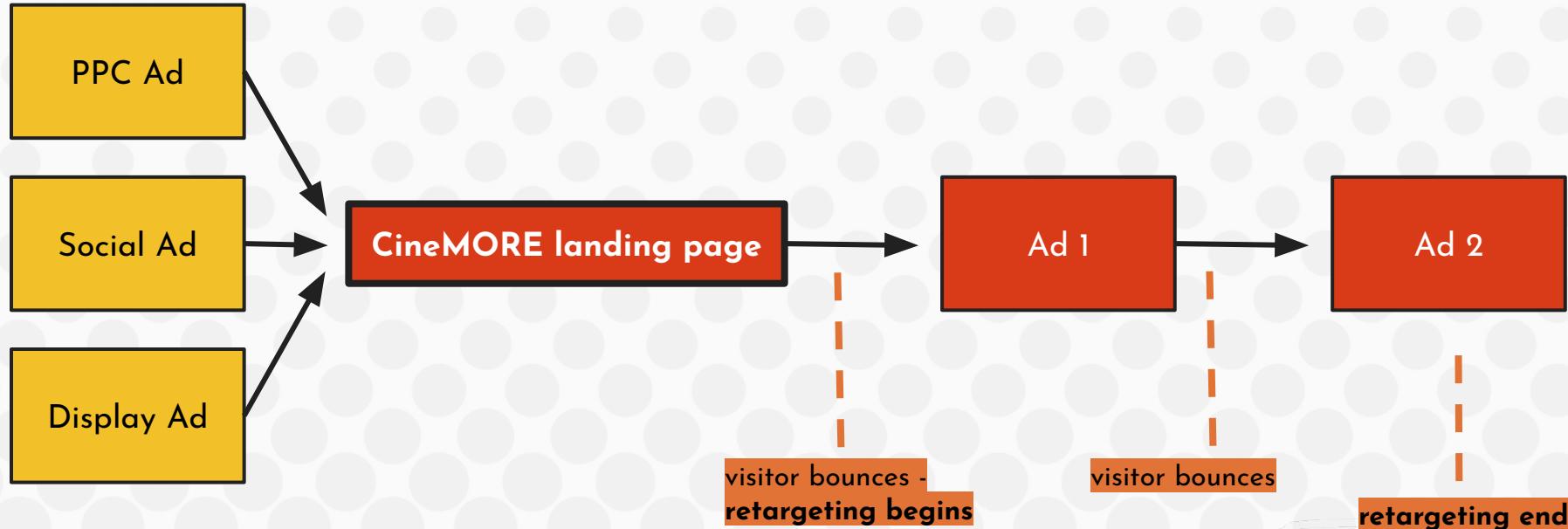
### OBJECTIVES

Avg 5,000 landing page visitors per month over next 12 months

### KPIs

Impressions

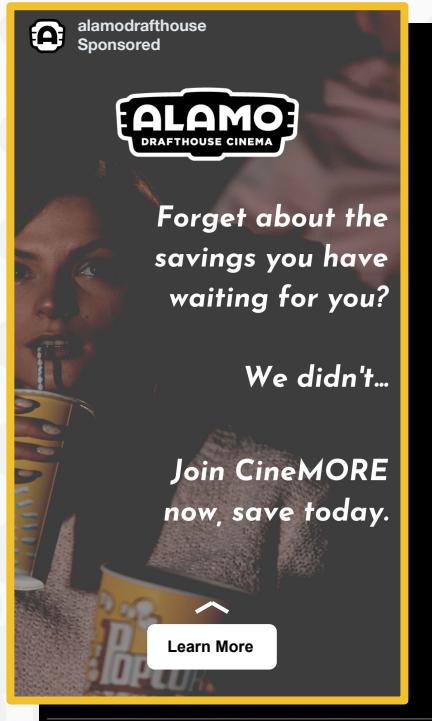






alamodrafthouse  
Sponsored

**ALAMO**  
DRAFTHOUSE CINEMA



*Forget about the  
savings you have  
waiting for you?*

We didn't...

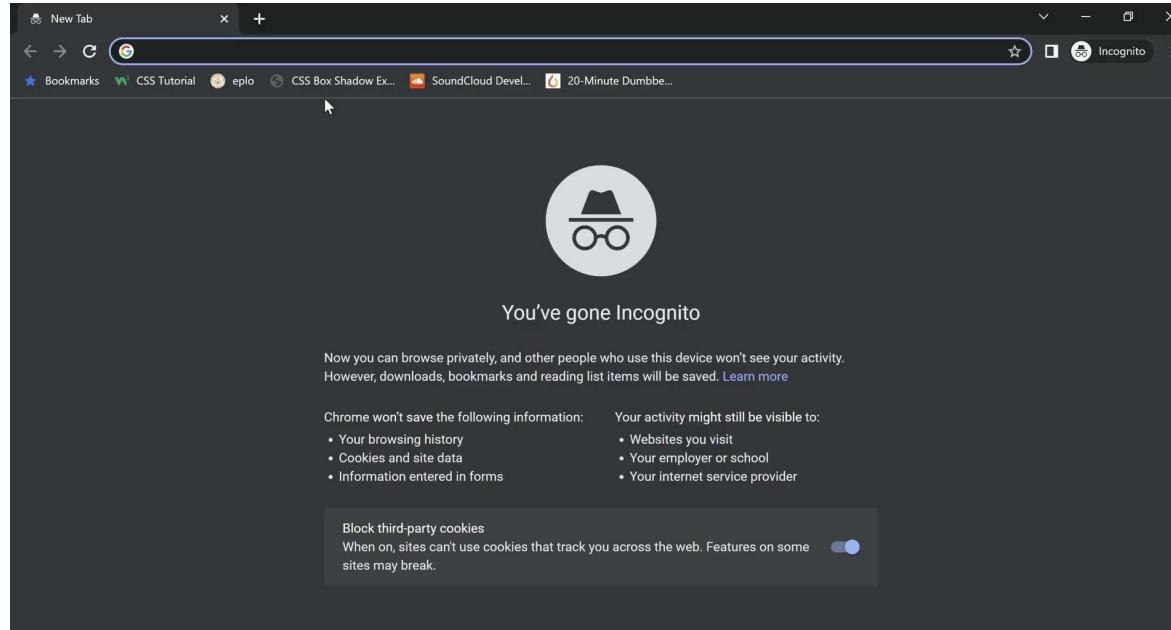
Join CineMORE  
now, save today.

[Learn More](#)

# RETARGETING - INSTAGRAM STORY AD



# LANDING PAGE



[click here to view landing page](#)



WE'LL SEE YOU AT THE MOVIES



TO BE CONTINUED... (in the appendix)

TO BE CONTINUED... (in the appendix)

# LANDING PAGE

< slider will act as hero image (background) >

CineMORE logo

What cineMORE offers

CTA (save now)

Tier 1 info      Tier 2 info      Tier 3 info      Tier 4 info

Tier 5 info

What you can  
save on by  
joining  
CineMORE

What you can  
save on by  
joining  
CineMORE

Email input

CTA (submit)

\*\*CTA above fold will  
route user to form at  
the bottom of the  
landing page\*\*