

Solved example – Community engagement responses

Brand: CineTime – Retro movie theatre & community space

Scenario ID	Comment or message received	Your response
1	Do you guys seriously not have an online seat selection? It's 2025.	"We hear you—it's on our roadmap! For now, the best seats go fast, so arriving early is your ticket to the perfect view 🍿."
2	Last night's projector was blurry—it kind of ruined the vibe tbh.	"We're really sorry about that — not the experience we aim for. DM us your showtime so we can make it right 🙏."
3	I brought my 9-year-old thinking it was PG, but the movie had f-bombs 😬	"Totally understand your concern. We'll make our rating info more visible moving forward. Thanks for bringing this to our attention!"
4	Y'all need to screen <i>10 Things I Hate About You</i> . That movie is a classic.	"YES. Absolute classic! We'll pass this on to our programming team—might be time for a Heath Ledger throwback night 🥰."
5	Who needs Netflix when CineTime exists?! 😊🍷	"Now <i>that's</i> the kind of review we want on a poster 😊. Thanks for the love—see you at the next screening!"