

In the market

New Marketing

Jay Wang – BUAD 302

**“The activity of creating,
communicating, delivering,
and exchanging value
for customers”**

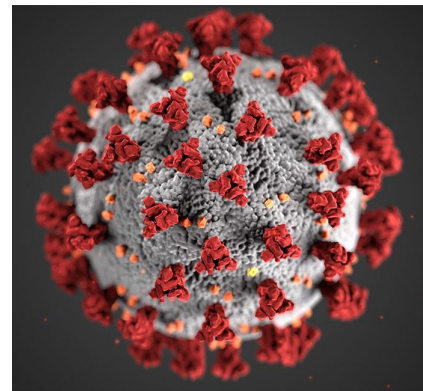


Why Entertainment Marketing?



Because of the Global Pandemic...

2021	\$4,486,908,820	+113.4%	Box Office Mojo
2020	\$2,103,088,090	-81.4%	456
2019	\$11,320,878,436	-4.8%	911
2018	\$11,889,347,896	+7.4%	994




THE WRAP

TV | MOVIES | SUNDANCE | MEDIA | AWARDS | EVENTS | WRAPPRO | MORE

LOG IN |  | 

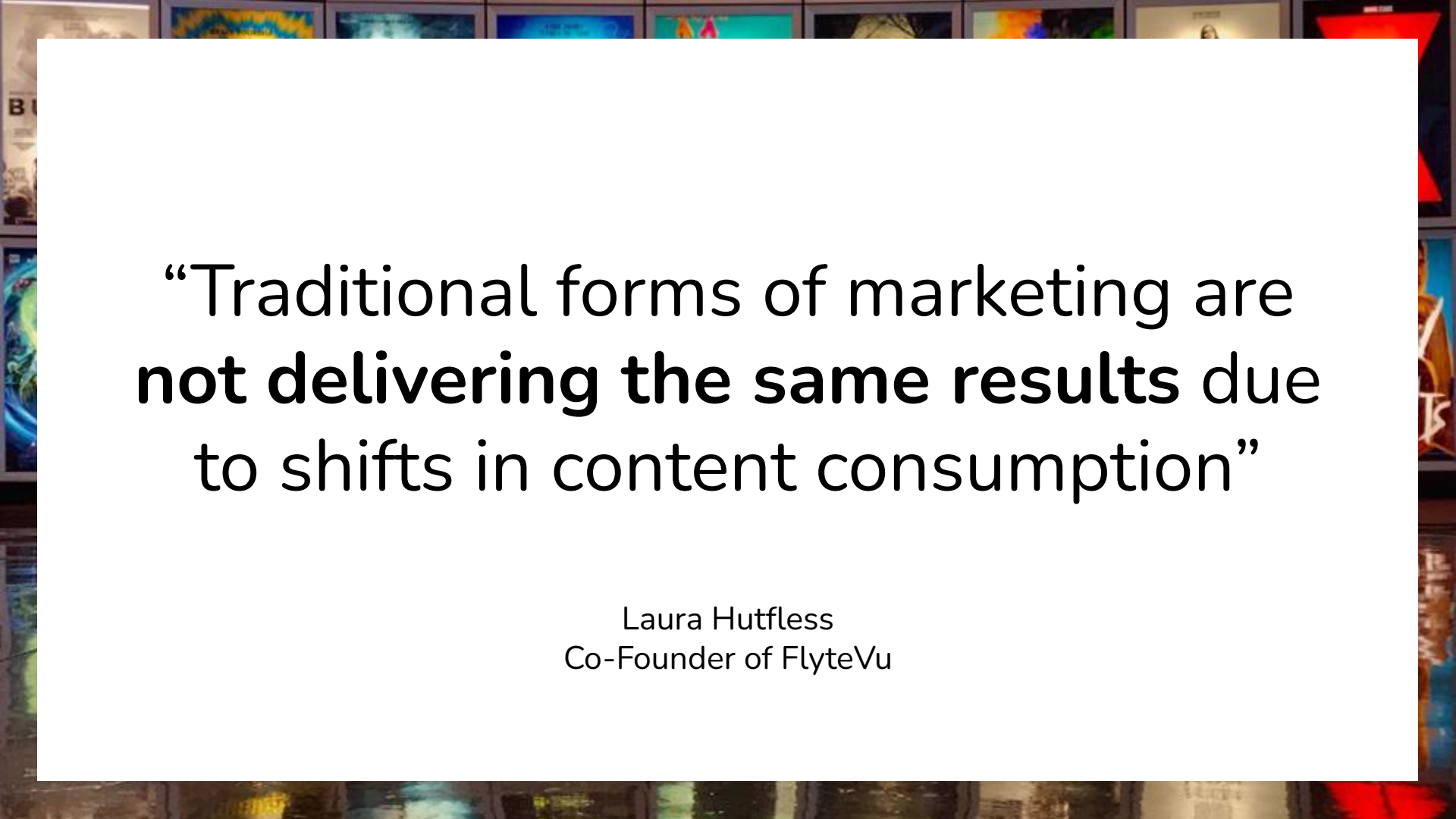
Arclight and Pacific Theaters Close Permanently

"Despite a huge effort that exhausted all potential options, the company does not have a viable way forward," theater chain says in statement

The background of the slide is a wall covered in numerous posters and pieces of artwork. The posters are of various sizes and colors, including blues, reds, and yellows. Some posters are partially visible, showing titles like 'B I' and 'THE'. The overall aesthetic is that of a creative or artistic workspace.

The pandemic “transported
the industry to a **digital-first**
economy”

Laura Hutfless
Co-Founder of FlyteVu

The background of the slide is a wall covered with numerous small, colorful framed pictures or photographs, creating a collage-like effect. The frames are of various sizes and colors, including red, blue, and yellow.

“Traditional forms of marketing are
not delivering the same results due
to shifts in content consumption”

Laura Hutfless
Co-Founder of FlyteVu

Works Cited:

- Definitions of marketing. American Marketing Association. (2022, January 24). Retrieved February 9, 2022, from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Domestic yearly box office. Box Office Mojo. (n.d.). Retrieved February 9, 2022, from <https://www.boxofficemojo.com/year/>
- Talbot, P. (2020, November 23). What's next for entertainment marketing. Forbes. Retrieved February 9, 2022, from <https://www.forbes.com/sites/paultalbot/2020/11/21/whats-next-for-entertainment-marketing/?sh=5adf3e962586>
- TV viewers warm to watching new movies at home. Marketing Charts. (2021, August 20). Retrieved February 9, 2022, from <https://www.marketingcharts.com/industries/media-and-entertainment-118057>