

Big Idea Worksheet

Your name: **Lena Binder, Julian Kulinsky, Sven Ritzmann**

Name of the project: **Recommendations for Cinema's-Best-Event**

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- Executive Team
- Marketing Specialists
- Advertising Specialists
- Finance Department
- Social Media Managers
- Cinema Manager

If you had to narrow that to a single person, who would that be?

- Cinema Manager

What does your audience care about?

- Attract most visitors as possible
- Generate high profit in ticket sales and food sales
- Differentiate from competitors in the market
- Provide excellent customer service to increase profits
- Establish trust and reputation in the environment
- How to attract customers for cinema instead of being home alone and watching streaming services

What action does your audience need to take?

- Identify movies that potentially promise most attraction to potential customers and thus increase revenues.
- Select popular movies and genres for more cinema visits and ticket sales
- Identify customer needs to be able to make the cinema an attractive place-to-go

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- More ticket sales resulting in increasing profitability and revenue streams
- Increasing customers' trust
- Building a strong reputation in the industry and in the locale they are operating
- Provide best customer experience as possible

What are the risks if they do not?

- People may prefer streaming services or other competitors instead of the company
- Significant loss of customer visits in the future
- Bad movie choices could potentially lead to bad reputation
- Less ticket sales resulting in negative impact on company's financials

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

You should choose the right film genre and the best films that have emerged from the analysis to improve the cinema experience and ensure that the upcoming cinema event is the most profitable one yet because with streaming services, there is more competition than ever.

HINT: Some questions are not meaningful to answer completely yet, further data analysis is required.