

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.

- the executive team

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

- Lacy Woods: Cinema operator

What does your audience care about?

- Generate high profit in ticket sales and food sales
- Be better than the competition
- For more profit, the best customer service.

What action does your audience need to take?

- Through analysis, the films that are most attractive are the ones that should be rented.
- For more cinema visits and ticket sales, select popular movies and genres.

What is at stake?

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

- More Ticket Sales.
- More range (because of the event).
- Better ratings of the cinema due to good movie choices.

What are the risks if they do not?

- People go to the competition (e.g. other cinemas, streaming services)
- Bad movie choices could lead to bad reputation
- Less ticket sales

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"