Movie Theater Marketing Plan

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Creating the Survey
Sampling Method

- Non-probability
- Convenience
- Targeted sample size = 384
Question Forms

- Nominal
- Ordinal
- Interval
- Ratio
Survey Results
Initial Observations

- 213 surveys were started
- 188 surveys were completed
- 95% of survey takers are affiliated to GVSU
Quick Demographics

- 26% male and 74% female
- 94% 18 years old to 25 years old
- 64% live within 5 miles of Allendale
More Initial Observations

- Cheap movies are the most popular movies
- Location is only semi-important
- Facebook is still the most popular social media outlet
Most Popular in Allendale?

(Respondents were able to select multiple answers)

- GVSU Rec Center – 113/202
- Sit-Down Dining – 107/202
- Fast Food – 76/202
- GVSU Sporting Events – 70/202
Do You Attend the Movies?

- Yes – 82%
- No – 18%

Shows that there is a large majority of people that attend movie theaters.
Why don’t you attend?

- Too expensive – 50%
- Too far – 17%
- Don’t like the movies – 11%
- Other – 22%

-Too much time was the most popular “other” response
How often do you attend?

- Less than once a month – 61%
- Once a month – 30%

Shows that there is a large majority of people that do NOT make regular trips to the movie theater.
New movie or second showing?

- New move – 53%
- Second-Viewing – 47%
Price Points

- **New Movie**
  - $6-$7 – 20%
  - $8-$9 – 52%
  - $10-$11 – 24%

- **Second Viewing**
  - Less than $5 – 57%
  - $6-$7 – 35%

Respondents are willing to pay more for new movies
Most Important Factors

1. Price of ticket
2. Location of theater
3. Comfort of theater seats

Even though respondents expect and are willing to pay more for new movies, ticket prices are the most important factor when attending a movie.
Social Media

1. Facebook
2. Twitter
3. Instagram
4. Snapchat

This information can be used for marketing contests/giveaways/news
Food Locations

1. Jimmy Johns
2. Campus Dining
3. McDonald’s
4. Peppinos

This data can be used for marketing information
Would you attend a movie theater in Allendale?

- Yes – 78%
- No – 22%

Why Not?
“Too Far”, “Movie theatres are expensive”, “Travel time”, “It is a little far”
Marketing Recommendations
Concepts

1. Create a social media campaign
   - Contests, updates, giveaways, deals
2. Collaborate with local businesses
   - GVSU
   - Food locations
3. Incentivize GVSU/Allendale Public School Students
   - Deep discounts
   - Concession deals
   - Premiere deals
See “Promos” section for marketing pieces
Conclusions

_movie Theater can be successful in Allendale_

_theater should show “second viewing” movies_

_advertising should be heavily focused at GVSU students and through local businesses_

_social media presence will be important_