



Regal Cinemas

BACKGROUND

Company Mission

Regal Cinemas aims to be “*The Best Place to Watch a Movie!*”, doing so through their *425 theaters across 41 states* – the second largest movie theater chain in the country. They provide the same *standard screenings and formats* that other chains do, including *first-run* and large format *IMAX screenings*. Regal also offers screenings in *4DX*, a format exclusive to Regal.

They also offer *Monday Mystery Movies* – advanced screenings of upcoming releases that aren’t revealed to the public until they’re in the theater watching. Lastly, a major staple among the current marketing plan for Regal is its *Regal Unlimited* package, the only monthly plan among its competitors offering access to *unlimited movies* at a fixed subscription price.

Existing Voice

One of the problems facing Regal is that it doesn’t possess its own unique branding or voice. In fact, none of the major competitors of Regal exemplify this in their advertising. All of these companies serve themselves to the public as blank slates, with most consumers deciding which chain to go to simply based on whichever is closer to them. They all show the same movies. They all have the same *standard and IMAX formats*, and while each company has their own variety of *exclusive formats*, none of them are big enough pulls to make consumers specifically hunt out that chain.

Top Competitors

Regal Cinemas have *two major competitors* in the movie theater space. *AMC Entertainment* and *Cinemark Holdings*.

AMC Entertainment is currently the number one cinema chain in the United States, operating *557 theaters across 43 states*. They offer *AMC Stubs A-List* as their monthly subscription plan, allowing moviegoers to see up to *three free movies a week*.

Cinemark Holdings is the third largest chain in the United States, operating *308 screens across 42 states*. They offer *Movie Club* as their monthly subscription plan, allowing moviegoers to see *one free movie a month*.

Target Audience

As the second largest theater chain in the United States, the target audience for Regal is quite wide. Ideally, anybody who's looking to see a newly released movie should want to see it at Regal. Specific demographics beyond that would simply boil down to the individual film being shown. We're also not looking to target any single niche film goer. Indie arthouse, family film, giant blockbusters, animated features, horror movies – Regal presents it all.

The one major audience that Regal is losing, that we're hoping to gain back, is the segment of the population that seems to enjoy watching movies at home more than they do in the theater. Films are going from theater to Video On Demand faster than ever, it's generally cheaper to rent / watch at home, and you can do it all without leaving the comfort of your space. This is the biggest issue facing not only Regal, but cinemas at large, as this segment of the population seems to be growing larger every year, and film studios themselves seem to be embracing it – listing their films on their respective streaming services earlier and earlier.

THE PROJECT

Goals

We need to make going to the movie theater, specifically a *Regal* movie theater, an experience worth leaving the house for again. Audiences should feel like they're missing out on the movie watching experience if they elect to skip the theater and watch the film at home. Regal should offer something that has no replacement. The only way to know you've *truly* seen a film, that you've lived the entire experience, is to see it at a Regal.

We also want to address Regal's lack of voice. While Regal should do its best to leave the personality-bringing to the films that it showcases, giving Regal a distinct voice that separates itself from its competitors will only help in bringing in a larger audience. Even if consumers live closer to one of these competitors, they'd still rather go the extra mile to watch their movie at a Regal. Not only will this be built through establishing a stronger personal voice for Regal, but through pushing the things that already set them above their competitors, namely *Regal Unlimited*.

Campaign

Go beyond watching a movie. Experience it.

Movies have the power to change you. To spark passion. Inspire love. Foster hate. They leave you walking out of the theater with a brand new personality – ready to see everything you've been missing in the world. They ingrain themselves in your mind – never letting you forget the first time you saw a film you loved – or hated. They're the

modern art form – an amalgamation of everything before it. Every line of dialogue a piece of poetry. Every frame of film a delicate painting. Every note of music a carefully crafted composition. When all of these artists dedicate years to creating one cohesive piece of art, you don't cheap out on your end.

You go beyond watching a movie. You experience it.

Regal takes all of the guesswork out of seeing a movie. Experts will tell you, to *really* see the movie the *right* way, you'll need a plethora of equipment and an ideal viewing environment. You'll need a top of the line television, but not that one. You'll need a state of the art surround sound system, but not that one. You'll need a ultra HD, 4K Blu-Ray player, but not that one. You'll need the Blu-Ray disc with the best transfer, but not that one. You'll need a luxury leather sofa. You'll need a perfectly dark room. You'll need an audience of invested viewers – oohs, aahs, screams, laughs. You'll need to clean everything up afterward.

You can try to figure this all out, or you can just go to Regal.

Regal Unlimited also offers by far the greatest deal in the theater business. Everything mentioned above, all those pieces of equipment and room enhancements, they all come with a price tag. Ultimately, to give yourself the truly optimal viewing experience, you're looking at tens-of-thousands of dollars.

Or, you can spend \$22 on Regal Unlimited.

ADVERTISEMENTS

Physical/Digital

Price Comparison

Side-by-side advertising placements showcase the price difference between creating an ideal viewing experience at home against the cost of Regal Unlimited.

Viewing Comparison

Side-by-side advertising placements showcase the viewing difference between watching something on a screen at home and watching something at Regal. The size of the ad within the frame will match that of a television's field-of-view and a theater screen's. The difference between *watching* a movie, and *experiencing* it.

Budget Breakdown

These movies cost \$XXX,XXX,XXX to make. We'll give you all of them for \$22. Using real budgets from upcoming releases, we'll showcase just how much value you're getting with Regal Unlimited.

A Movie Can...

A Movie can terrify you. Make you fall in love. Change your life. But you have to go beyond watching. You have to *experience it* first.

Mona Lisa

Looking at a print of the Mona Lisa on your phone isn't seeing it at the Louvre. Listening to an album on your speakers isn't going to a concert. Looking at a picture of the beach isn't a Hawaii vacation. If you could, you would. At Regal, you always can. Regal and Regal Unlimited offer consumers the opportunity to see works of art in their prime conditions, whenever you want.

Promotions

Dress to Impress

The double-billing success of *Barbie* and *Oppenheimer* showed us just how much traffic can occur when organic excitement surrounds itself around a movie and turns it into an “event”. While the *organic* nature of this excitement was the pivotal aspect, there are still things Regal can do to help foster these opportunities for future “events”. Since Regal doesn't necessarily have the power to choose *when* new films are programmed, what we can do is control *how* they're programmed.

Regal is putting on events where, if you come dressed like you just stepped out of the movie that's being shown, you're automatically entered for a variety of prizes. Not only is Regal doing this with first-run programming, but we're putting together our very own double-feature programming all summer! Just like *Barbenheimer*, the experts at Regal are creating unique, never-before-seen pairings of classic films that are sure to leave you wowed, dazzled, scared, or disgusted. Buy your tickets, pick your side, and dress as whichever film you believe will speak to you the most. *Go beyond watching the movie*, become a part of it.

Designated Phoning Area.

Face it. Phones are the new cigarettes. For a lot of people, the idea of having their phone stripped away from them sounds like a nightmare. But for others, having to see the bright LED screen of the person sitting next to you in a dark theater is an even bigger one. That's why Regal offers a *Designated Phoning Area* at the back of the house. A row of unbookable seats that, when needed, viewers may move to in order to go on their phones. It's behind everybody else, and even has a small, half partition from the floor to block any sort of phone light pollution reaching the rest of the audience. People may sit there for a moment while they shoot back a quick text or two, or for a longer duration if they feel the urge to scroll.

Cinematic Isolation Box

Your local Regal lobby just got hooked up with a brand new Cinematic Isolation Box. Simply step inside and be transported into the world of your favorite film. When all four walls, the ceiling, and even the floor turn into a movie screen, you'll realize this isn't just any old photobooth. *Go beyond watching* your favorite movie, and jump into it.

IMAX on Wheels

Are you stuck at home? Does your office have a window? Are you forced to work outside day-in and day-out? Well Regal is teaming up with IMAX to bring you the *largest moving screen* ever to be put on wheels. Regal Unlimited members will have the ability to add their stops to this rolling movie theater's route, bringing the power of cinema straight to them. And don't worry, nobody has to know who called it... So even when you can't come to us, we'll make sure you're still able to *go beyond watching*.

Letterboxd x Regal

Regal is pairing up with Letterboxd to give you the *Regal Stamp of Approval* when you log any of your theater visits on the app. Simply scan the QR code on your physical or digital ticket stub and Letterboxd will automatically stamp your movie review with the official *Regal Stamp*, letting everyone who reads it know that you went *beyond watching the movie*. *You experienced it*.

Email Promotion/Newsletter

Promotion: *Get Unlimited Movies – now for the cost of ONE TICKET*

Summer only means one thing to movie fans... BLOCKBUSTERS. Now, instead of buying a *single ticket* to your most anticipated film of the season, get a FULL MONTH of Unlimited Movies for the SAME PRICE when you sign up for a three month plan of Regal Unlimited. That means *truly Unlimited Movies, all summer long*.

This deal is only valid THIS WEEKEND (date-date) – so get in to see [Film Title] and set yourself up for a summer of cinema!

Newsletter: *Scares, Thrills, and Laughs at Regal this weekend*

No matter what mood you're looking to settle into this weekend, Regal has something perfectly programmed for your occasion. *A Quiet Place: Day One* brings all the scare, terror, and fright to your spooky night out. *Bad Boys: Ride or Die* is the thrill-packed, star-studded action flick to get your heart racing. *Inside Out 2* will bring the entire family together under one cinematic emotional rollercoaster.

AND REMEMBER... With Regal Unlimited, you can see ALL of these new movies this weekend – and next weekend, and next weekend, and next weekend — for just \$22.
