



AMC EXPERIENTIAL PITCH PROJECT

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Company Overview

AMC Theaters, also known as AMC Cinemas, or just AMC, is an American chain of movie theaters, the owner and operator of which is AMC Entertainment Inc., which is further owned and governed by AMC Entertainment Holdings Inc. Founded in 1920, AMC is the second biggest share holder of American market after Regal Entertainment Group, leaving behind Cinemark Theaters. AMC Theaters operates 346 locations, most of which are located in North America alone. The brand has 86 locations in China as well, and is headquartered in Leawood, Kansas.

Products & Services



TOP OF THE LINE CINEMA AND FILM

All kinds of films for all kinds of people. The experience of being in front of the screen is in itself the main attraction and service.



CONCESSIONS AND FOOD

The food offered at AMC Theaters vary from hot dogs, nachos, tacos and pizza, over to the classic cinema popcorn, ICEE drinks, soda and candy. Recently, select AMC Theaters now offer a selection of wine and beer.



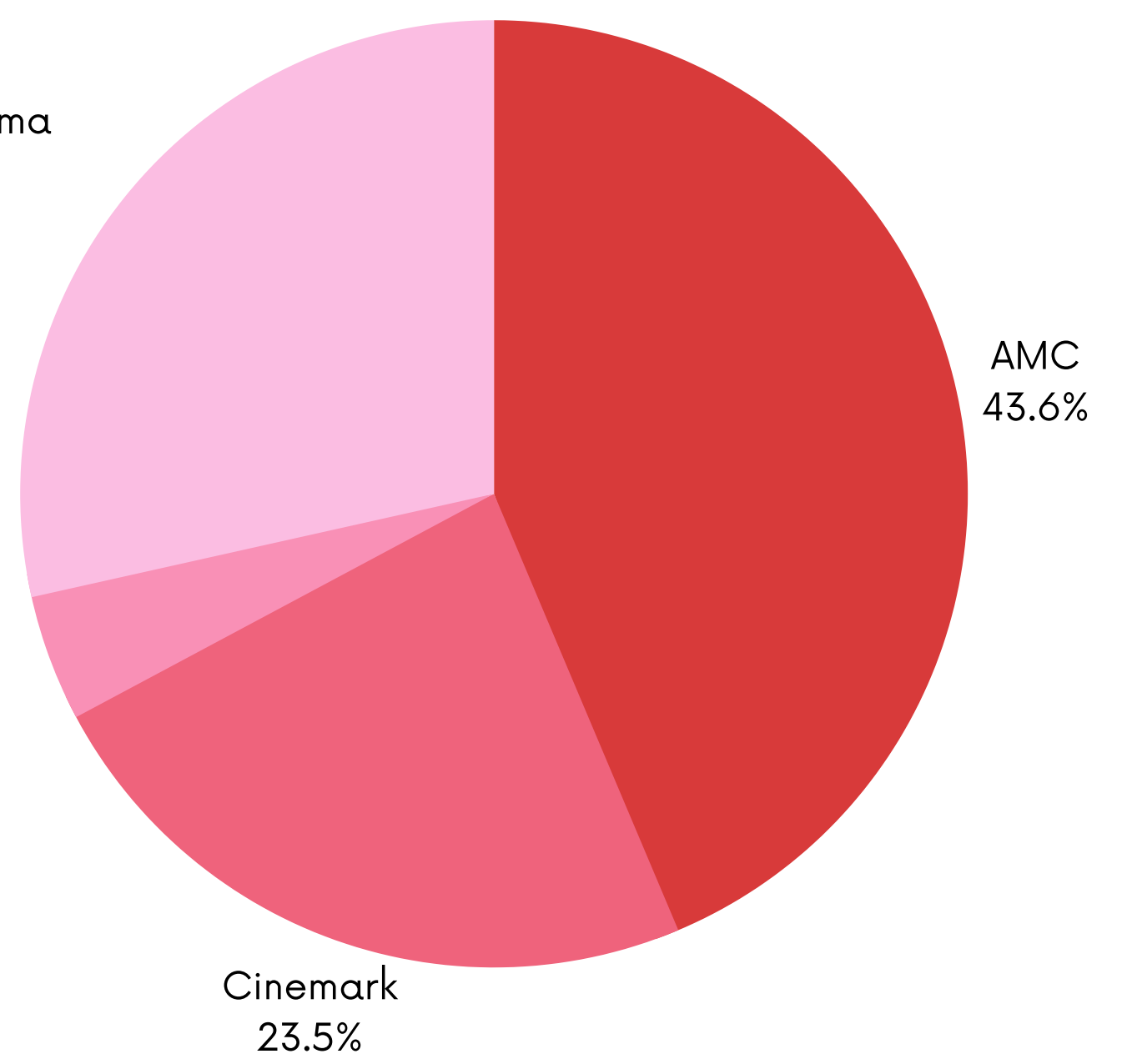
AMC REWARDS PROGRAMS

There are three different levels of an AMC Stubs program membership. AMC Stubs allows for discounts on Tuesday's, free upgrades on drinks, wifi and exclusive deals. The highest level Stubs members even get three free movies per week.



RECLINING CHAIRS AND FOOD TO ORDER

AMC Dine-In Theaters now offer the viewer the luxury of watching a movie in a reclining leather chair while having dinner brought to them. The new feature makes the experience of the movies more of a luxury restaurant experience, dinner and a show.



Competitors



MARCUS CORP

Marcus Corp has 1091 locations across the nation and it makes less than 5% of the market.



CINEMARK

Cinemark has 5957 theaters nationwide.



REGAL CINEMAS

Standing next to AMC, Regal Cinemas has over 7000 locations across the U.S.

SWOT Analysis

STRENGTHS

- Scale of physical operations
- Strong Relationships with content creators
- Prime Locations
- Stronger average content experience compared to digital alternatives
- Digital Exposure
- Quality experience

WEAKNESSES

- Elevated operating costs and capital expenditures, compared to competitors
- Higher average cost of content
- Not much in house content
- Gradual decline of differentiation, as competitors continue to innovate
- Reliance on Hollywood

OPPORTUNITIES

- Briefly elaborate on what you want Content creation
- Improve the offering's perception through experiential journeys
- Becoming more efficient in operations
- Democratization of content
- Innovation

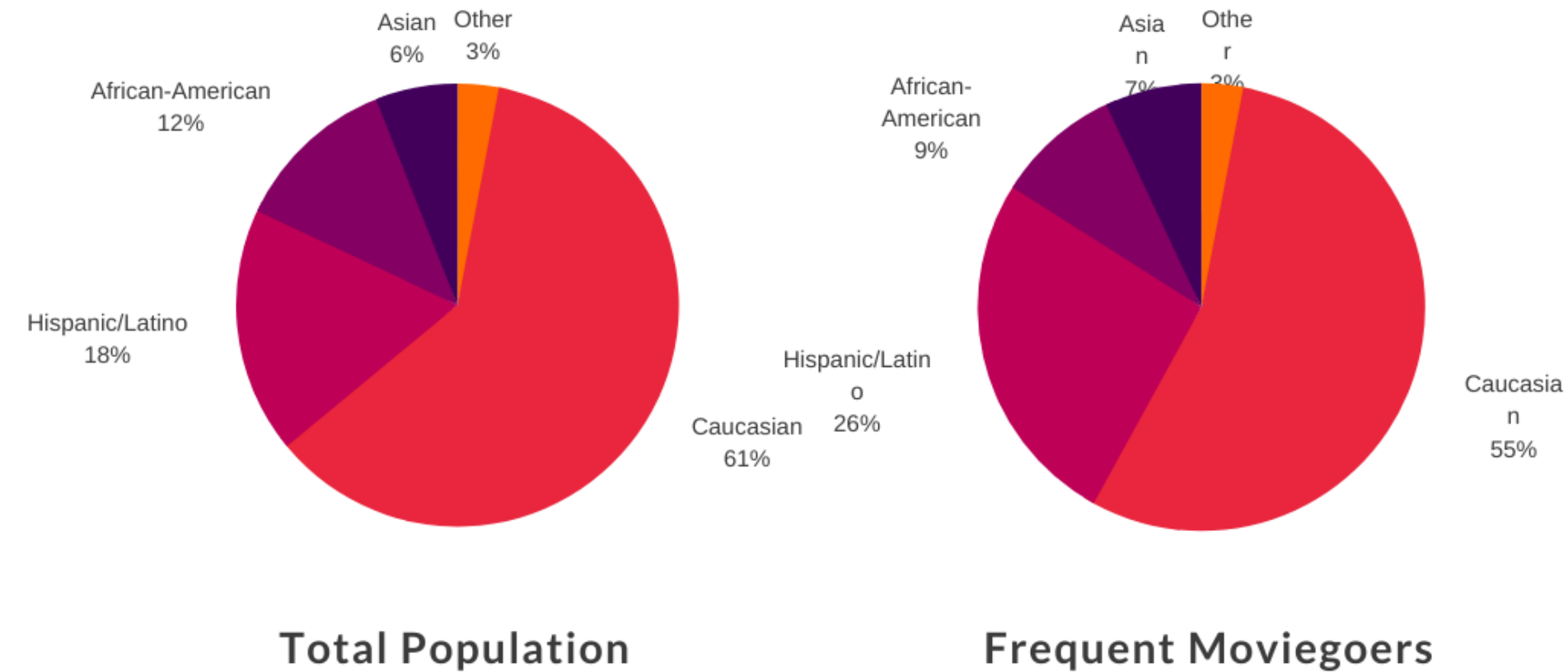
THREATS

- Risks associated with in-person attendance
- Lockdown potential
- Abundance of quality content available at home
- Secular trend toward greater at-home content consumption

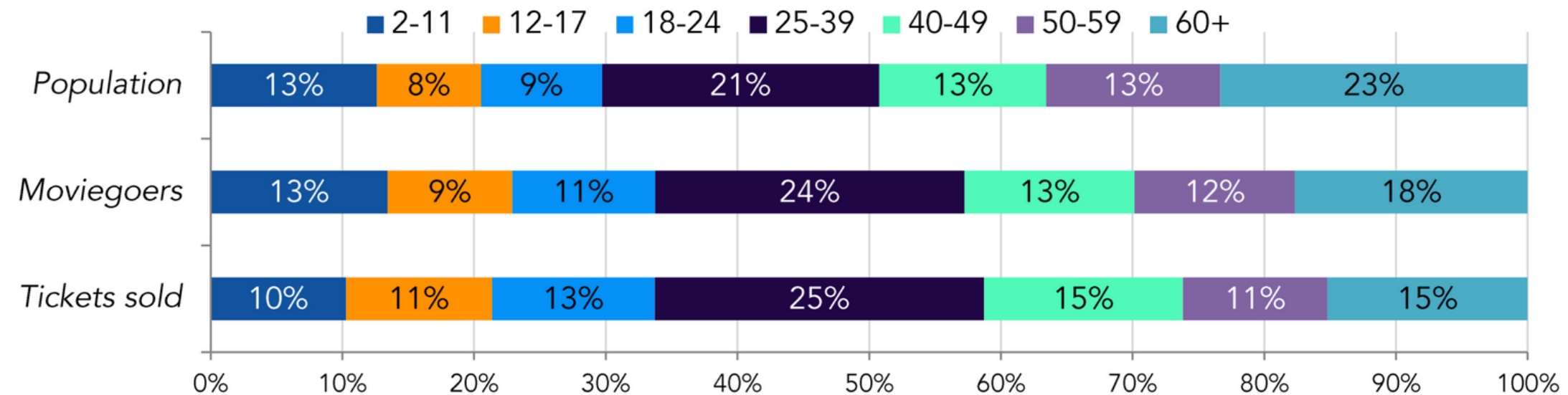
Demographics

- 25-39 year olds make up the majority of frequent moviegoers
- AMC attendance was 250 million from the U.S. and 106 million internationally in 2019
- The gender share in 2019 was moviegoers were split 50% - 50% between men and women, though tickets sold was 46% women and 54% men

FREQUENT MOVIEGOERS BY ETHNICITY



2019 Age Group Share of Total Population, Moviegoers, and Tickets Sold



*Research from the Motion Picture Association's 2019 Theme Report, a comprehensive analysis and survey of the theatrical and home/mobile entertainment market environment for 2019

Psychographics

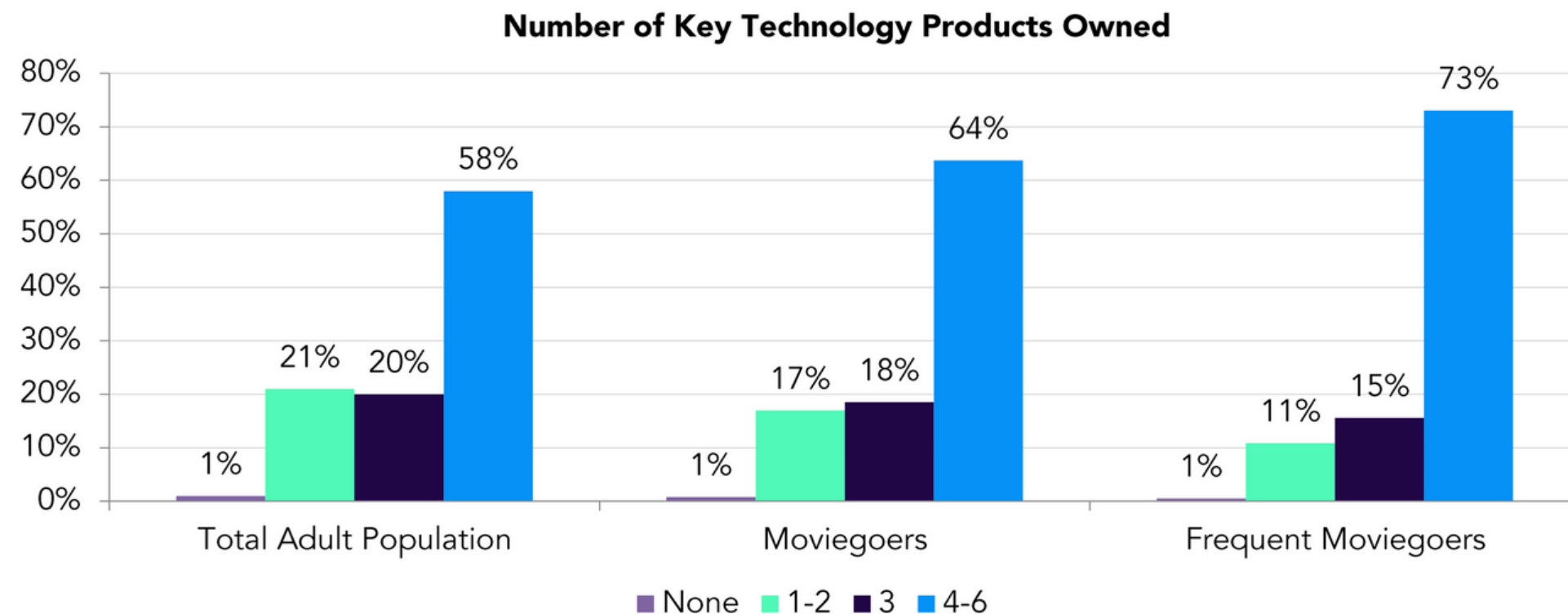
According to Mintel, Millennials are redefining adulthood. "A growing sense that one never really stops working, thanks to our always-connected lifestyles, is creating a stressed-out, burnt-out public with ever less time and money to re-energise. **People are jumping at the chance to take a break from routine, leave the real world behind and embrace their inner child.**"

A key takeaway from this report was that Millennials and Gen Z's prioritize experiences over things, so companies need to focus on campaigns and opportunities that focus on making life memorable.

*Report from Mintel titled Redefining Adulthood: The concept of what it means to be an adult has changed beyond recognition, and people are adapting to lives that don't fit the mold.



Frequent moviegoers tend to own more key technology products (computers, smartphones, disc players, tablets, video-streaming devices, and video game systems) than the general population of adults (18 years or older). Nearly three-quarters of all frequent moviegoers (73%) own at least four different types of key technology products, compared to 58 percent of the total adult population.



The Idea

Based on our research, October and the Halloween season, despite having a high association with the horror genre and Halloween centric movies, is becoming less of a peak release time. In a 2013 Complex article titled "Why Did Hollywood Give Up on Halloween This Year?" the author wrote that "at your local multiplex, the spirit of Halloween is, sadly, dead, [...] Horror's now too big of a business for major studios to care much about October."

We reject that.

Our plan is to not only celebrate the spirit of Halloween, but to give people the chance to embrace their inner child, have a night out to remember, and a unique cinema experience, all while bringing people back out to the movie theatres.

We will do this by creating the AMC Halloween Haunted Theatre. This free event will begin with a walk through of a haunted house designed into the theatre space, simulating a spooky movie-going experience. This will lead to local vendors set up with drinks and snacks to take and enjoy while you are watching one of the Halloween themed movies we have showing in our screening rooms. There will even be celebrity appearances from some recognizable faces from Halloween classics.

Here are the details...



Goal & Objectives



OBJECTIVES

- Increase in person attendance by 15%. Along with 15% more stub members in the following year



GOALS

- AMC will gain more consistent casual attendants.



GOALS

- New members for the AMC Awards program



GOALS

- To increase sales in movie tickets and overall theater attendance.

3 Cities



Chicago



New York



Los Angeles

3 Theatres



AMC DINE-IN Block 37

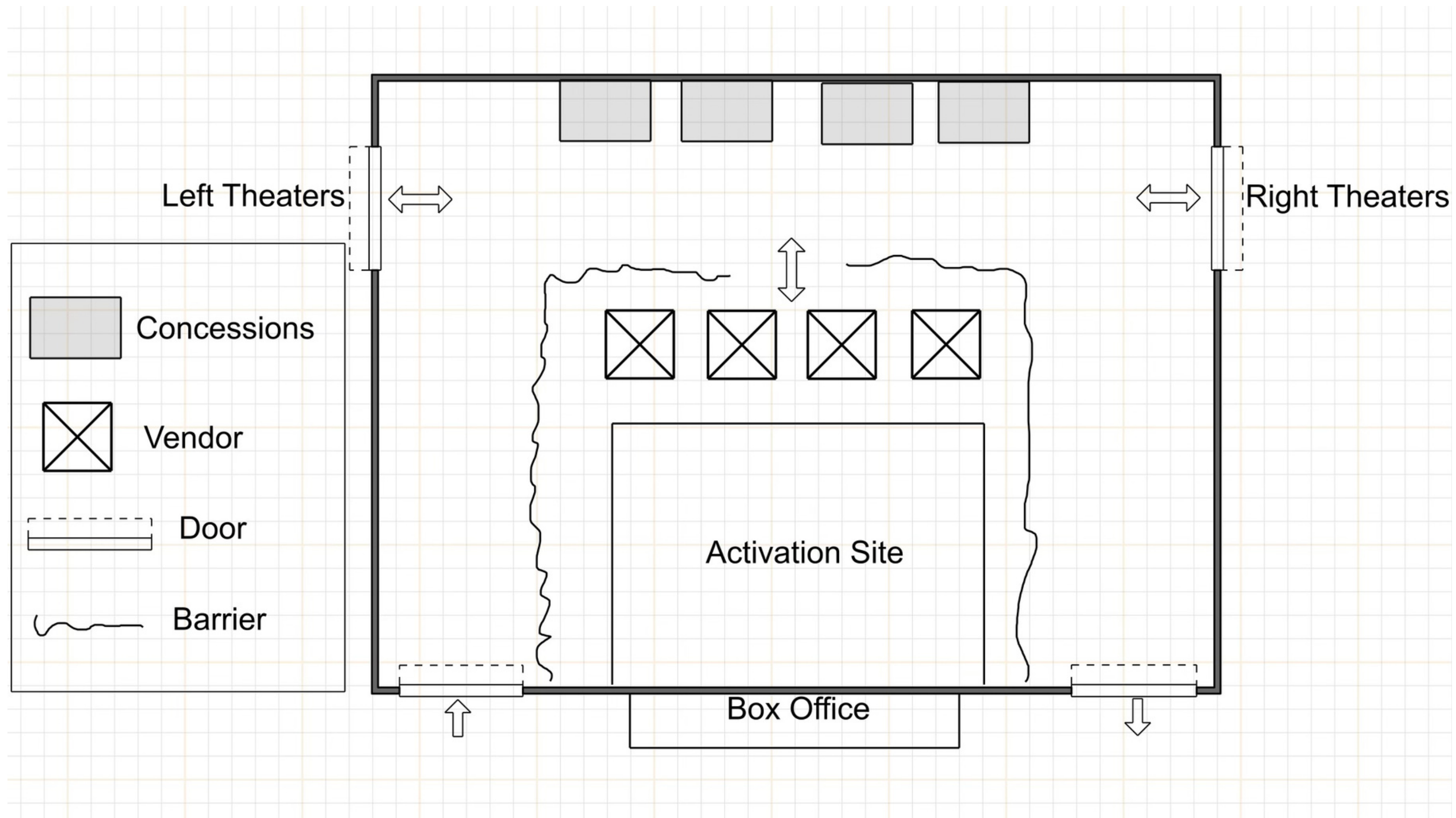


AMC Empire 25
42nd Street Entertainment
Center



Universal Cinema AMC
at CityWalk Hollywood

Floor Plan



Vendors

LOS ANGELES



Bartending done by Cocktail
Catering Los Angeles

CHICAGO



Bartending done by
The Chicago
Bartending Group

NEW YORK



Bartending done by Cocktail Caterers of NYC

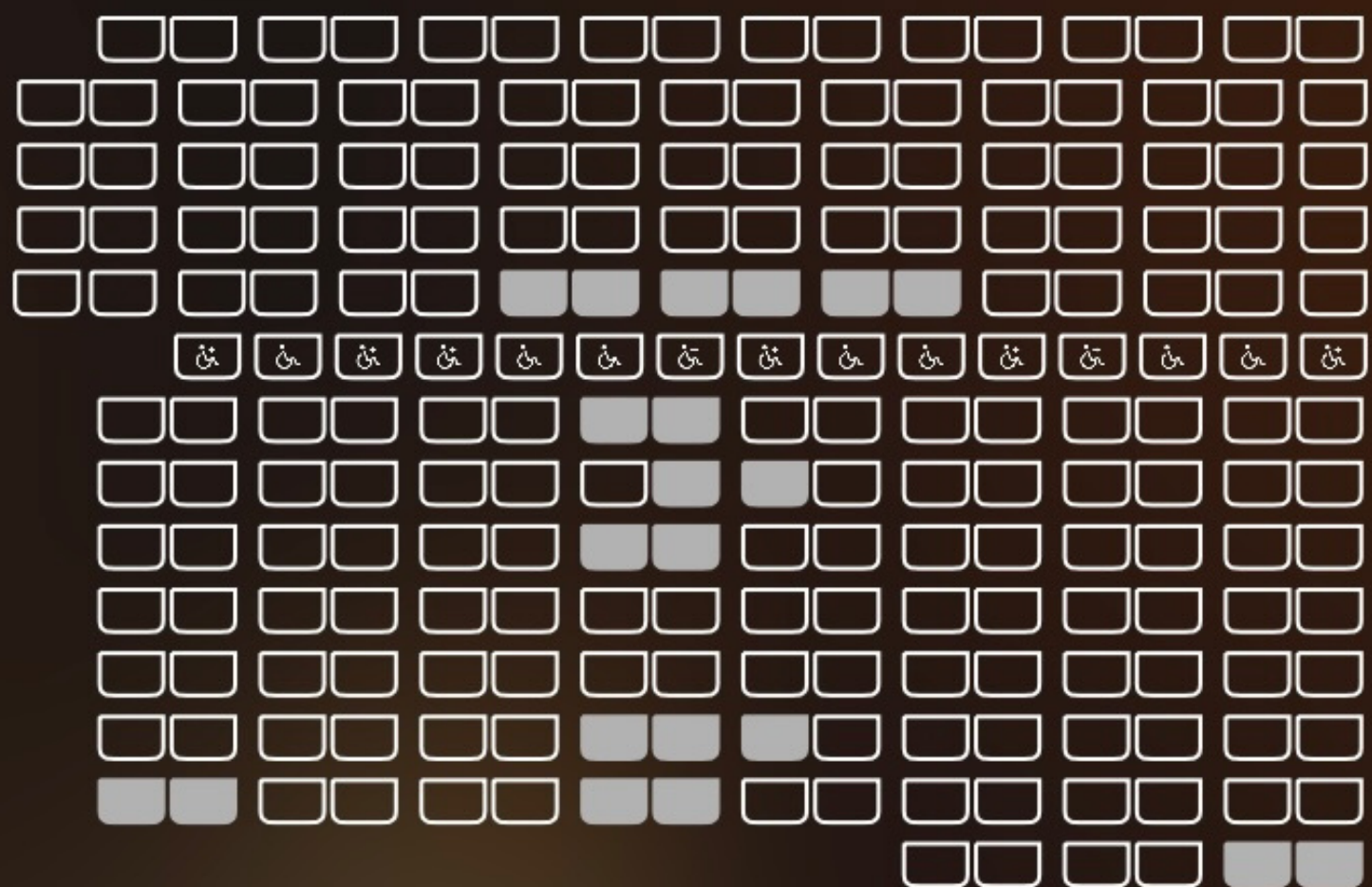
- Events will have the standard selection of wine and beer offered by AMC with a full bar that includes Halloween themed cocktails

How To Sign Up

- Attenders can RSVP by buying tickets through the AMC Application. AMC Stub Members will get early access to purchase the AMC Halloween Experience (two days before it opens to the general).
- You can to choose where you sit, what movie and what time.
- Attenders will get QR code tickets that can be saved on their phones.
- You can buy tickets through the Box Office a week after they go on sale. But only certain able seating will be left (front seats).



SCREEN



- Available
- Selected
- Occupied
- Blocked
- Wheelchair
- Companion

Discount Matinee ticket prices are 30% OFF the evening price every day. Discounted price shown below!



Adult
\$9.49



Child
Age 2-12
\$7.39



Senior
Age 60+
\$8.39

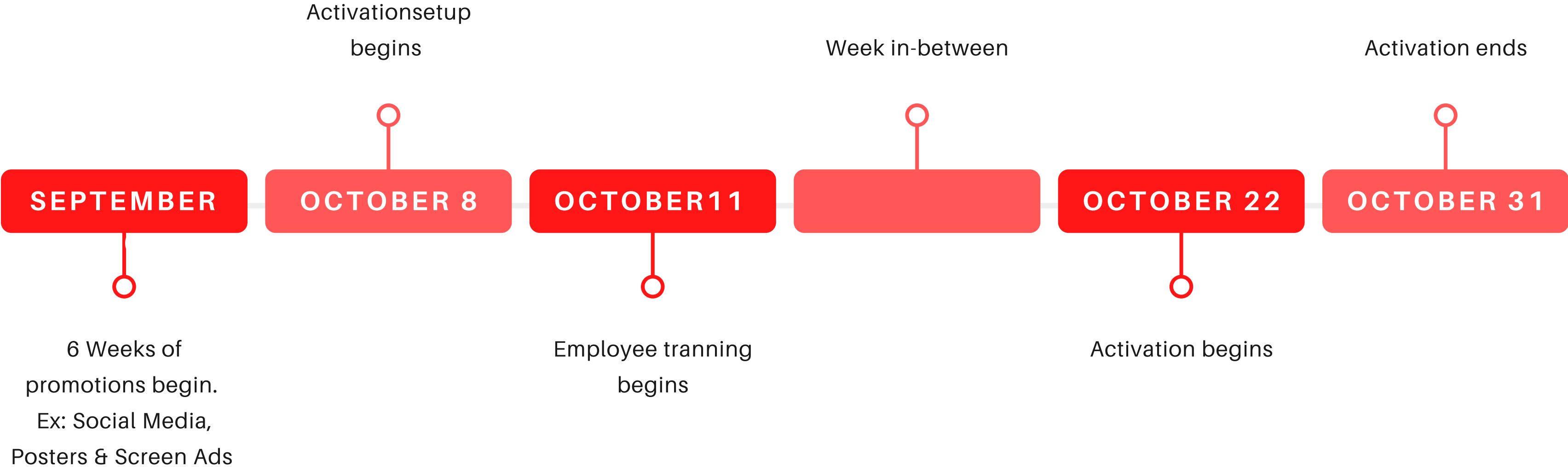


Goodie Bags

- Our goodie bag will be accessible to all the guests, especially those with VIP status. It will include free snacks/popcorn/trick or treat candy and a drink voucher for one of the vendors.
- Also the children will receive goodie bags, also.



ACTIVATION TIMELINE



Event Day Schedule - Friday & Saturday (2 Weekends)

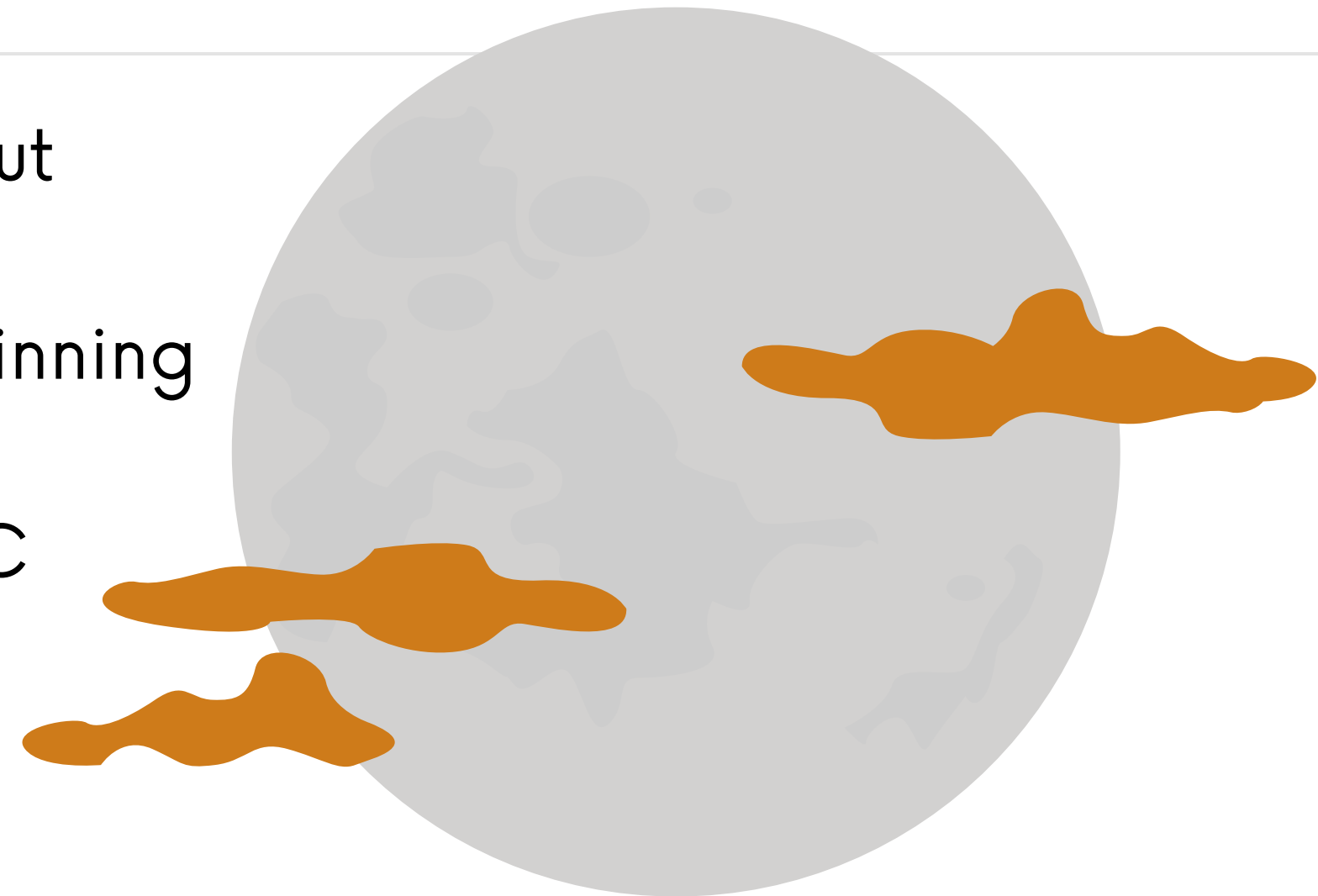
9:00 AM	Event Crew Arrives to Check Venue										
9:30 AM	Conduct Checks of Theaters										
10:00 AM	Conduct Checks of Haunted House Area										
10:30 AM	Miscellaneous Tasks (Leftover Cleaning from Night Before, Fixing Effects or Decorations in Haunted House, etc.)										
11:00 AM											
11:30 AM											
12:00 PM	Lunch Break										
12:30 PM	Conduct Checks of Movie Showings (sound, lighting, etc.)										
1:00 PM	Put Together Gift Bags										
1:30 PM											
2:00 PM	Conduct Checks of Scanning/Ticket Tracking System										
2:30 PM	Miscellaneous Theater Employees Arrive		Gift Bag Set Up By Exit								
3:00 PM	Haunted House Actors Arrive										
3:30 PM	Vendors Arrive and Set Up of Booths Begin										
4:00 PM	Crew Dinner Break					6:00 PM	First Guests Arrive Event Begins				
4:30 PM	All Staff Meeting to Confirm Placements and Roles					6:30 PM	Movie Showings Begin - People Continue to Arrive Depending on Showing Start Time				
5:00 PM	Haunted House Walk Through Check with Actors in Place					7:00 PM					
5:30 PM	Final Touches					7:30 PM	Gift Bags Handed Out After Movie Ends		Cleaning Crew Arrives		
						8:00 PM	Clean Theaters as Showings Conclude				
						8:30 PM					
						9:00 PM	Last Guests Arrive				
						9:30 PM	Last Movie Showing Begins				
						10:00 PM	Entry Doors Close				
						10:30 PM	Haunted House Actors Leave				
						11:00 PM	Vendors Begin Packing Up				
						11:30 PM	Haunted House Special Effects Turned Off				
						12:00 AM	All Showings Concluded & All Remaining Guests Leave Event Over				
						12:30 AM	Clean Remaing Theaters				
						1:00 AM	Clean Floors of Haunted House Area				
						1:30 AM	Take Out Trash				
						2:00 AM	Cleaning Crew Leaves				

Event Day Schedule - Sunday

7:00 AM	Event Crew Arrives to Check Venue							
7:30 AM	Conduct Checks of Theaters							
8:00 AM	Conduct Checks of Haunted House Area							
8:30 AM	Miscellaneous Tasks (Leftover Cleaning from Night Before, Fixing Effects or Decorations in Haunted House, etc.)							
9:00 AM								
9:30 AM								
10:00 AM	Conduct Checks of Movie Showings (sound, lighting, etc.)							
10:30 AM	Put Together Gift Bags							
11:00 AM								
11:30 AM	Lunch Break							
12:00 PM	Conduct Checks of Scanning/Ticket Tracking System							
12:30 PM	Miscellaneous Theater Employees Arrive	Gift Bag Set Up By Exit						
1:00 PM	Haunted House Actors Arrive							
1:30 PM	Vendors Arrive and Set Up of Booths Begin							
2:00 PM	All Staff Meeting to Confirm Placements and Roles							
2:30 PM	Haunted House Walk Through Check with Actors in Place							
3:00 PM	Dinner/Snack/Refreshment Break							
3:30 PM	Final Touches							
4:00 PM	First Guests Arrive Event Begins				5:30 PM	Gift Bags Handed Out After Movie Ends	Cleaning Crew Arrives	
4:30 PM	Movie Showings Begin - People Continue to Arrive Depending on Showing Start Time				6:00 PM		Clean Theaters as Showings Conclude	
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					10:00 PM	All Showings Concluded & All Remaining Guests Leave Event Over		
					10:30 PM	Clean Remaining Theaters		
					11:00 PM	Clean Floors of Haunted House Area		
					11:30 PM	Take Out Trash		
					12:00 AM	Cleaning Crew Leaves		

Promotional Plan

- After the trailers, before the movie starts, there will be a short video ad for the event (when the normal AMC Stubs ad airs)
- Press releases and invitations will be sent to local media (ex. Chicago Tribune, LA Times, ect.)
- Inviting actors from Halloween genre movies to spread info about AMC plans for the Halloween event, participate in photo ops, short Q&As about their movies, etc.
- AMC Stubs app advertisement starts at the beginning of September.
- Emails invitations are sent out to registered AMC Stubs users at the beginning of September.
- Roll out AMC Stubs integration for QR codes.



Celebrity Appearances

LOS ANGELES



Kathy Najimy from the
Hocus Pocus



Christina Ricci from
Addams Family and
Casper



Matthew Lillard from
Scream and Scooby
Doo

CHICAGO



Tony Todd from
Candyman



Bill Murray from
Ghostbusters and Little
Shop of Horrors



Joan Cusack from
Addams Family Values

NEW YORK



Kimberly J Brown &
Daniel Kountz from the
Halloweentown
franchise



Skeet Ulrich from
Scream and the Craft



Alex Wolff from
Hereditary

Budget

AMC PROJECT BUDGET				
		<i>(quantity)</i>	<i>(cost per unit)</i>	<i>(total cost)</i>
1 STAFF		UNITS	CPU	COST
Extra Employees		10	\$400	\$4,000
Actors		5	\$500	\$2,500
Vendors		10	\$1,000	\$10,000
TOTAL				\$16,500
2 MARKETING MATERIALS		UNITS	CPU	COST
Social Media Ads		10	\$500	\$5,000
Posters		200	\$2	\$202
TOTAL				\$5,202
3 VENUE			CPU	COST
Setup and Takedown		1	\$10,000	\$10,000
Decorations (spider webs, pumkins, etc)		1	\$15,000	\$15,000
TOTAL				\$25,000
TOTAL COST				\$46,702

Social Media

#AMCHalloween

TWITTER



Use of Twitter and sponsored ads to promote the event in each city.

INSTAGRAM



Use of sponsored ad and the encouragement to post the event to Instagram stories with the hashtag

FACEBOOK



Regional advertisements that showcase the event and allows for an RSVP link directly from the post.

Measurements and Analytics

Pre-Event

- Look at social media posts (likes, comments, new followers, shares)
- Who RSVP on the AMC App, start a hashtag #AMCHalloween (track it),
- Promote local foods, the actors who are going in each city



Measurements and Analytics

During The Event

- Location Tag
- People who post and tag us during the event win an AMC gift card that guarantees them a free movie and deal (AMC Diner)
- Use #AMCHalloween
- Take pictures and videos for Social Media
- Update accounts during the events
- QR code scanning to download AMC App



Measurements and Analytics

After The Event

- Ticket Sales either Online purchases or at the Box Office
- Inventory of food/items/goodie bags
- How many likes/comments/tags/location tags were used during the event
- Growth on the platform (how many followers did we gain, how many likes did we get during these weekends from other weekends)



Sources

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THANK YOU!