Introduction

Objective

In relation to BlockBuster, AMC is on of our biggest competitors. After analyzing social media platforms such as Facebook, Instagram, Youtube, TikTok, and Twitter, we studied the most recent 20 posts on each platform. We gathered different metrics of the posting and documented it onto a google sheet to calculate AMCs engagement rate. We are able to utilize this data to our benefit and make sense of what we can implement with our reinvented Blockbuster.

Methodology

In relation to the social media platforms, we collected data on when the content was posted and what information was relayed in the content. Number of likes, comments, shares, and hashtags we also analyzed. We noticed amongst all platforms that 2-4 posts were made each day to reach maximum engagement.

Data Summary & Insights

Movie Trailers & Promotions

01

- Trailers for "Godzilla vs. Kong," "Kung Fu Panda 4," "The Phantom Menace" (Star Wars), "Beetlejuice," & more
- "Ghostbusters" cast promotion, highlighting celebrity involvement and fan engagement

AMC Stubs Membership

02

- Promos to sign-up for AMC Stubs loyalty program with benefits including discounts & exclusive offers

Food & Beverage Offers

03

- Movie food combo ad, showcasing themed dining options
- Ghostbusters-inspired alcoholic drink served at AMC's MacGuffin's Bar
- AMC popcorn sold at Kroger, extending movie experience to home

Key Metrics

	Following	Engagement rate
Facebook	6.1m	0.003%
Instagram	624k	4.37%
Youtube	470k	5.88%
Tiktok	78.4	6.99%
Twitter	553.9k	1.49%

Insightful Observations

- 2-4 posts daily on facebook, Instagram, and Twitter
- 1 post daily or every few weeks on Tiktok and Youtube
- Hashtags frequently used on majority of the posts
- Interactions with post varied across platforms
  - Current popular movies and AMC Stubs Ads had a lot of interaction
- Facebook has highest following but lowest engagement rate
- Facebook, Instagram, and Twitter had a good balance of photos and video Ads
- Twitter used hashtags in majority posts
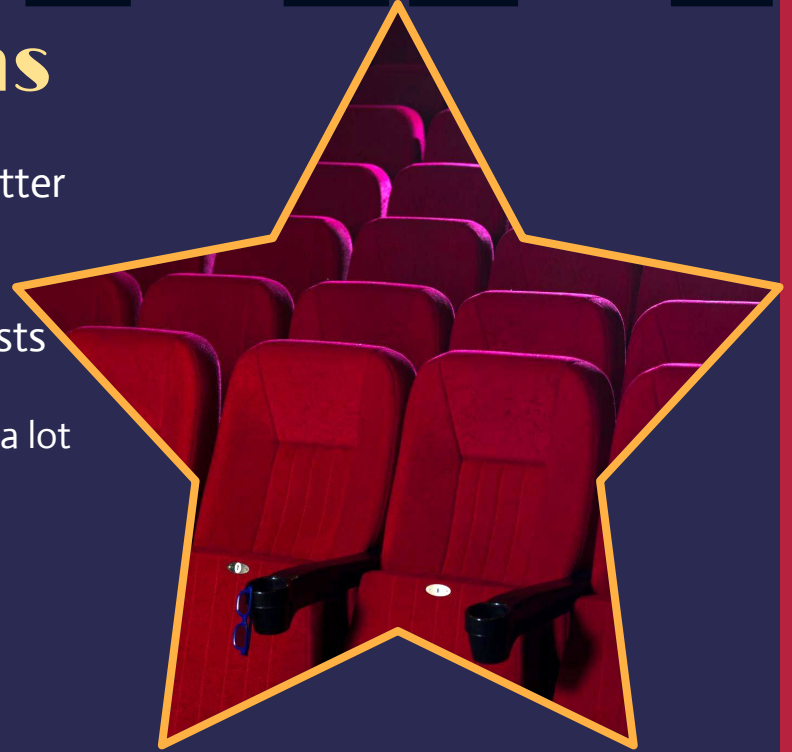
Strategic Analysis

Contribution of AI

AI tools like ChatGPT can analyze vast amounts of social media data to identify trends, patterns in engagement, and content performance, helping to formulate content strategies and competitive analyses. AI's pattern recognition capabilities were instrumental in identifying the effectiveness of video content and the variance in engagement metrics across different posts

Blockbuster Opportunities

Given the shift in entertainment consumption, Blockbuster can leverage nostalgic content in dynamic formats, highlighting the contrast between past and present entertainment experiences. Engaging in storytelling that reminisces about the 'good old days' while embracing modern digital trends could capture audience interest.

Competitive Strategy

AMC Theaters effectively leverages video content to engage audiences, utilizing its industry's visual nature. High engagement peaks suggest successful campaigns or content that resonates well.Weaknesses: The variance in engagement suggests inconsistencies in content performance. There's an opportunity to analyze and understand what drives engagement in high-performing posts to replicate success more consistently.

Recommendations

For Blockbuster, embracing a mixed-media strategy that includes a high proportion of video content along with strategic use of images and interactive posts could revitalize the brand. Focusing on nostalgia, coupled with modern digital trends, can create a unique niche.

AI Role & Proposed Content

Blockbuster Nostalgia

- A video series featuring celebrities reminiscing about their favorite Blockbuster memories, encouraging followers to share their own

VR Store Tours

- Leveraging VR to offer virtual tours of a classic Blockbuster store, incorporating trivia and hidden movie easter eggs

Throwback Movie Nights

- Announcing themed movie nights, possibly in collaboration with streaming services, to watch and discuss classic films online

Digital Transformation Series

- A content series showcasing how Blockbuster is evolving in the digital age, including behind-the-scenes looks at new tech and services

Interactive Movie Recommendations

- Utilizing AI to offer personalized movie recommendations, mimicking the experience of discussing favorite films with Blockbuster staff

Conclusion

- Focusing on engaging content that leverages nostalgia while embracing modern digital trends, could significantly impact revitalizing the Blockbuster brand. The unique blend of nostalgia and innovation could capture former patrons and new audiences, offering a distinctive experience in the current entertainment landscape.

THANK YOU!

Any Questions?