

BLOCKBUSTER

# BLOCKBUSTER



**Movies Meet Arcade**

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# Introduction

## The Blockbuster Brand

- The company that our group chose to revive is Blockbuster. With this iconic brand revival, we have made some major changes to what Blockbuster once was. Our company will be an 80s-themed movie theatre/ arcade. Our goal is to bring back the nostalgic feel of going to a Blockbuster while also giving our customers modern technology to help make the experience easier.

## New Concept

- Our onsite location will include multiple theatres that will be open to make reservations, this aspect also includes the option of our customers being able to browse on the app and select one of our wide variety of movies to view in the theatre they reserve. In addition, we will be adding a retro arcade zone as well as a dining experience. Our arcade zone will include all your old-time favorite arcade games such as Galaga, Pac-Man, etc., to help bring back that nostalgic feeling to our customers.

# Advertising Fundamentals & Brand Revival

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- Leveraging emotional branding through storytelling can be highly effective in reviving a defunct brand like Blockbuster. By creating narratives that evoke nostalgia while highlighting new experiences, Blockbuster can connect with both former customers and new audiences on an emotional level. This approach taps into the fond memories of past experiences with Blockbuster while inviting customers to be part of a new chapter.
- Utilizing an IMC (Integrated Marketing Communications) approach ensures that all forms of communication and messages are carefully linked together. An integrated strategy ensures a unified brand experience for consumers, reinforcing brand revival efforts and enhancing brand awareness and engagement.

# Understanding Consumer Behavior

## The Power of Nostalgia:

- Nostalgia has a unique pull, drawing people towards experiences that remind them of the past.

## Evolving Consumer Demands:

- Today's consumers seek convenience, speed, and personalization. By offering an app for movie and theatre reservations, we're not just reviving Blockbuster; we're adapting it to fit modern needs.

## Creating a Unique Experience:

- The combination of an 80s-themed movie theatre, retro arcade zone, and dining experience caters to both nostalgia and the desire for innovative entertainment solutions.

## Insight:

- Understanding that our target audience values both the emotional connection of nostalgia and the ease of modern technology guides our strategy. We aim to create an environment where every visit feels both comforting and excitingly new.

# Market Segmentation & Targeting

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## SEGMENTS:

1

Nostalgia Seekers (30's-40's): This group holds fond memories of Blockbuster nights. They're drawn to the revival for the nostalgia but will appreciate the modern twist.

2

Modern Families: Looking for new and engaging ways to spend time together, these families are attracted to the combination of movies, games, and dining.

3

Gamers and Arcade Enthusiasts: Those with a love for retro gaming will be drawn to our authentic arcade zone, offering classics like Galaga and Pac-Man.

4

Event Planners: A unique venue for birthdays, corporate events, and other gatherings, appealing for its novelty and variety of entertainment options.

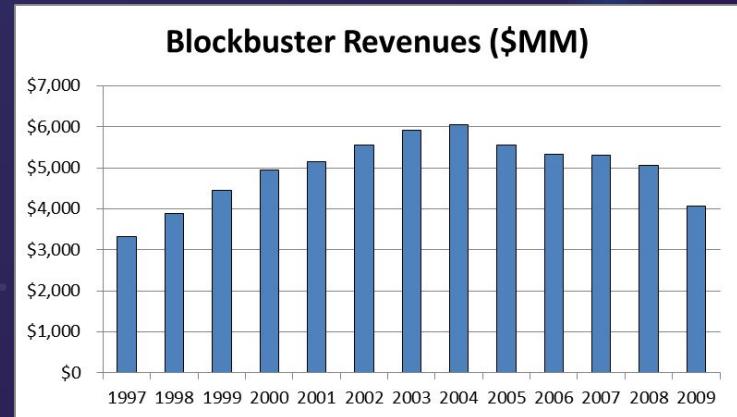
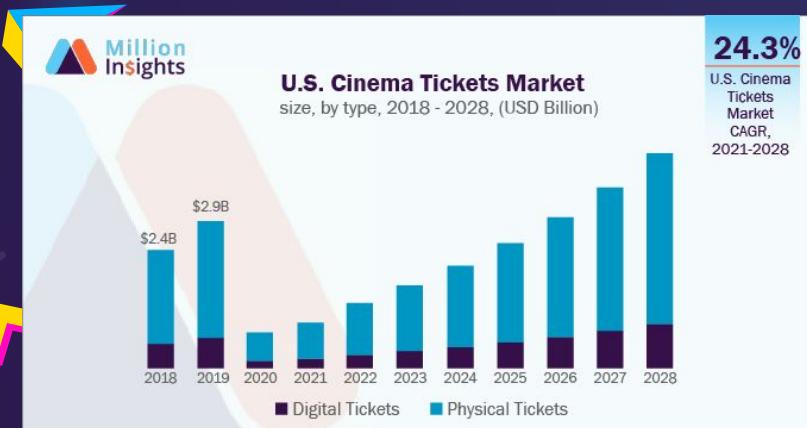
## STRATEGY:

By targeting these segments, we leverage the broad appeal of Blockbuster's nostalgia while ensuring our offerings meet diverse, modern expectations. Tailored marketing approaches for each segment will maximize engagement and loyalty.

# Account Planning and Initial Research

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- Quality over Quantity
- Growth within the Arcade and Movie Theatre Industry
- Capitalize on the early 2000's peak
- Personalized Experience through the Blockbuster App



# SWOT Analysis

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## Strengths

- Nostalgic Appeal:** millennials & Gen Xers have fond memories of brand
- Unique Experience:** immersive cinema, arcade, & themed dining gives competitive edge
- Social & Event-Driven Potential:** ideal for social interaction, parties, & special events, capitalizing on human desire for shared experiences
- Cross-Selling Opportunities:** increase revenue by offering bundle pricing (movie rentals, meal deals, & game tokens)

## Weaknesses

- High Operational Costs:** maintaining a physical store creates significant operational expenses (rent, maintenance, & staffing)
- Market Saturation:** competitive entertainment & dining market offers alternatives (cinemas, streaming services, gaming)
- Dependence on Physical Attendance:** success relies on people's willingness to engage in in-person activities among digital trends

## Opportunities

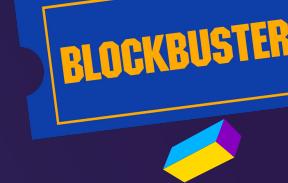
- Growing "Experience Economy":** consumers want unique experiences vs material goods
- Partnerships & Collaborations:** partner with studios & game developers for new releases
- Themed Events & Merchandising:** create buzz & loyal fanbase with special events (movie marathons, cosplay nights, exclusive merch)
- Expansion Potential:** franchising opportunities post grand opening to increase recognition

## Threats

- Changing Consumer Preferences:** at-home entertainment convenience limits appeal of in-person concept
- Economic Downturns:** reducing entertainment/leisure spending can hurt profitability
- Health & Safety Concerns:** post-pandemic world & health concerns may deter people from public spaces
- Technological Disruptions:** growth in VR/ gaming technology competes with need for physical venues



# Integrated Marketing Communications Considerations



**Product:** Blockbuster Entertainment Hubs

**Price:** Value Perception and Pricing Strategies

**Place:** Accessibility and Online Presence

**Promotion:** Traditional / Digital platforms

ADPLAN strategy focuses on delivering a unique blend of nostalgia and modern entertainment, setting Blockbuster apart from traditional movie theaters and arcades. This consistency reinforces Blockbuster's identity as a destination for memorable entertainment experiences.

## Past Marketing Failure:

- Blockbuster's failure to innovate
- Flawed Pricing Model

# Creative Strategy

A

## "Rewind to the Future"

- **Concept:** Blend retro aesthetic with futuristic technology for unique, immersive experience
- **Messaging:** Old-school charm meets modern convenience (neon lights, vintage posters, & classic games with latest theater sound & projection tech)

B

## "The Ultimate Entertainment Playground"

- **Concept:** Position as a complete entertainment destination for all ages going beyond movies with gaming, dining, & special events
- **Messaging:** Use joyful, energetic visuals & script to convey the fun, exciting Blockbuster experience



C

## "Beyond the Screen"

- **Concept:** Emphasize interactive experience & highlight bringing people together in a shared space
- **Messaging:** Promote human element of making memories & connections that last beyond the film time

D

## "Back to Blockbuster Night"

- **Concept:** Revive iconic "Make it a Blockbuster Night" slogan with a modern twist
- **Messaging:** Showcase bridging generations with vibrant, dynamic scenes of families & friends enjoying concept

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# Challenges in Reviving a Defunct Brand

## Key Challenges:

- Overcoming negative perceptions associated with its decline
- Competing with established streaming giants and modern movie theaters
- Adapting to the rapidly changing digital entertainment landscape
- Re-Establishing trust and a customer base that has moved way beyond physical movie rentals
- Differentiating the brand in a market that already has strong loyalties to established brands

## Overcoming challenges:

- Leveraging nostalgia while innovating the brand to meet current market demands
- Developing a unique and modern service/experience that will capitalize on BlockBusters brand recognition could attract attention
- Utilizing partnerships with influencers and the utilization of technology to enhance the customer experience
- Having a strong targeted market campaign can help re-establish the brand in the digital and physical entertainment landscape

# Next Steps and Research Needs

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1. Define your campaign objectives
2. Understand your target audience
3. Develop key messages
4. Choose the right channels
5. Create compelling content
6. Plan and execute promotions and events
7. Leverage partnerships and influencers
8. Implement and monitor the campaign
9. Measure and analyze results
10. Adjust and optimize

# Conclusion

**Nostalgic Appeal**

**Growing Experience Economy**

**Customer Loyalty**

**Reinforces Blockbuster's identity as a destination for memorable entertainment experiences.**

**Overcoming negative perceptions associated with its decline**

- Leveraging nostalgia while innovating the brand
- utilization of technology to enhance the customer experience



# THANK YOU!

Any QUESTIONS?



# SOURCES

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