



BRAND REVIVAL

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Introduction



Theme:

- 80s-themed movie theatre/arcade
- Nostalgic atmosphere reminiscent of Blockbuster
- Incorporation of modern technology for convenience



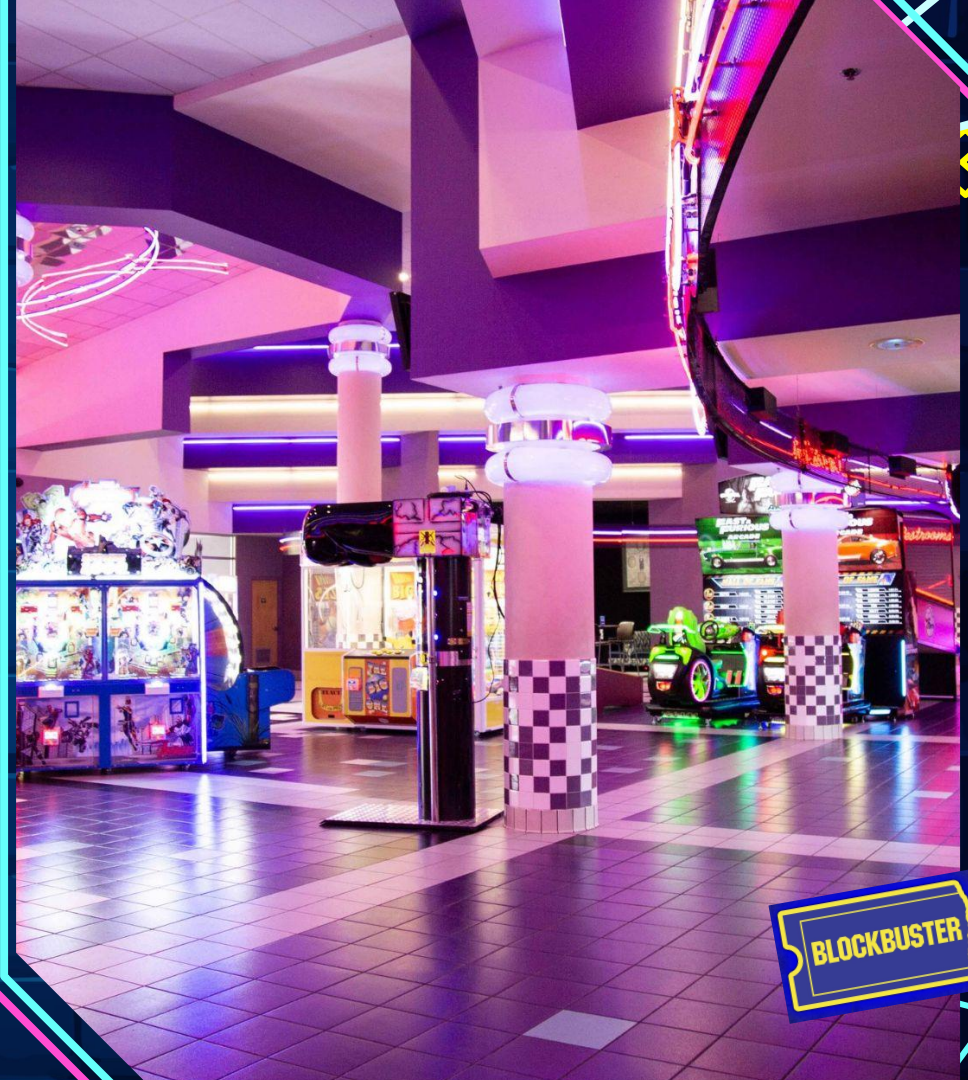
Objectives:

- Revive the iconic Blockbuster brand
- Bring back the nostalgic feel of visiting Blockbuster
- Provide a modern and convenient movie-watching experience
- Create a fun and immersive arcade experience



Current Brand & Need for Revival:

- Blockbuster, once a household name in the movie rental industry, faced decline due to the rise of digital streaming services.
- Lack of innovation and failure to adapt to changing consumer preferences led to the closure of most Blockbuster stores.
- Despite the closure of physical stores, Blockbuster remains a cherished brand with strong nostalgic value among many consumers.
- The need for revival arises from the desire to tap into this nostalgia and reinvent Blockbuster's concept for the modern era, offering a unique entertainment experience that combines elements of the past with modern convenience.



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Blockbuster's Challenges

Market Shifts:

- Decline of Physical Media: Consumer preferences shifted towards digital downloads and streaming, reducing the demand for physical DVDs and Blu-rays.
- Increased Competition: Traditional brick-and-mortar rental stores faced intense competition from online streaming platforms, leading to decreased foot traffic and revenue.

Consumer Behavior Changes:

- Preference for digital and on-demand content consumption over physical media rentals.
- Convenience of streaming platforms offering vast libraries accessible from home.
- Increasing trend of binge-watching entire seasons or series in one sitting, incompatible with traditional rental models.
- Adoption of subscription-based models providing unlimited access to content for a flat fee, rendering pay-per-rental models less appealing.

Innovation Failure:

- Blockbuster's slow adaptation to changing consumer preferences and reluctance to invest in digital platforms contributed to its decline.
- Lack of differentiation and added value compared to streaming services eroded Blockbuster's competitive edge.

Late Fee Impact:

- Customer Dissatisfaction: Blockbuster's punitive late fee structure led to frustration among customers who felt penalized for minor delays in returning rentals, resulting in negative perceptions of the brand.
- Loss of Customer Loyalty: Competitors offering subscription models without late fees attracted customers seeking a more flexible and customer-friendly approach, leading to a decline in customer loyalty towards Blockbuster.



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Setting SMART Revival Objectives

- Specific
 - Launch objective
 - Customer experience objective
- Measurable
 - Financial objective
 - Growth objective
 - Engagement objective
- Achievable
 - Partnership objective
 - Service expansion objective
- Relevant
 - Brand awareness objective
 - Community building objective
- Time-bound
 - Operational efficiency objective
 - Expansion objective

SMART - Specific, Measurable, Achievable, Relevant, Time-bound

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Target Audience & Market Evolution

- **Demographics**
 - Ages 16-35
 - Income level
 - Location
- **Psychographics**
 - Nostalgia seekers
 - Entertainment enthusiasts
 - Community-oriented individuals
- **Evolving needs and expectations**
 - Digital integration
 - Quality and variety
 - Experience over products
 - Sustainability and ethical considerations
- **Considerations for revival**
 - Brand positioning
 - Community and events



Developing a Competitive Edge



Nostalgia as a Unique Value Proposition:

- Capitalize on the emotional connection many have with the Blockbuster brand to create a unique market position.



Exclusive Content and Partnerships:

- Develop exclusive series and movies, plus partnerships for special releases, tapping into nostalgia while also offering new and diverse content

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Product & Brand Strategy Refresh



Launch a streaming service with an interface that evokes the classic Blockbuster store experience, combined with modern UX principles.

Digital Platform Innovation



Modernize the Blockbuster logo and branding to reflect a commitment to both nostalgia and the future of entertainment.

Rebranding Efforts



Digital/ Social Media Channels

1. Overview

- Gain excitement, customers, & community from shared experience
- Instagram, X, & TikTok

2. Content Approach

- Nostalgic & Modern (“Throwback Thursdays, Blockbuster Behind-the-Scenes”)
- Interactive polls, quizzes, and user-generated content

3. Engagement Tactics

- Influencer Collaborations: 80s/90s culture & gaming influencers
- User Participation: Share personal experiences using branded hashtags
- Live Streaming: Broadcast special events & live promos to create buzz

4. Expected Outcomes

- Brand Loyalty: Foster a loyal customer base through engagement
- Increased Visibility: Grow online presence & awareness across social

5. Monitoring and Optimization

- Google Analytics for website traffic & platform analytics (engagement rates, follower growth)





Complementary Channels

1. Overview

- Enhance the digital campaign's reach with traditional media
- TV, Radio, & OOH

2. Strategies

- TV: Show 30-second ads blending 90s nostalgia with modern fun (QR code for social)
- Radio: Place ads in popular 80s/90s themed stations
- OOH: Billboards in urban centers and near entertainment venues

3. Expected Outcomes

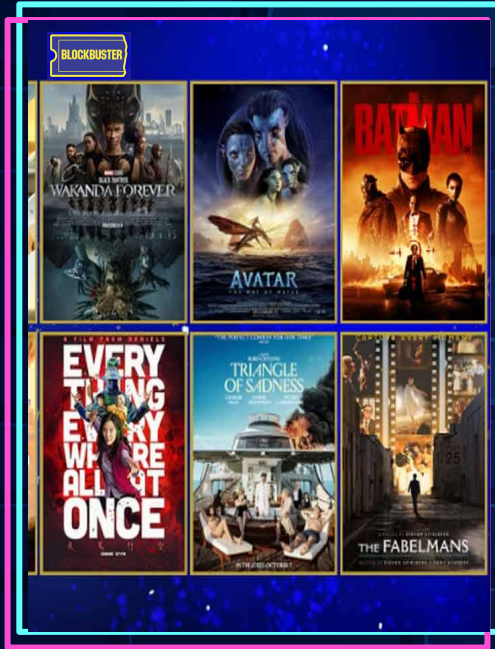
- Cohesively boost brand visibility across all channels
- Drive engagement through online activity & in-person interaction

4. Performance Measurement

- Use promo & QR codes to track engagement & campaign effectiveness
- Optimize strategies based on insights



Omnichannel Integration & Synergy



- Unified Visual Identity (colors, logos, typography)
- Cross-Channel Promotions (QR Codes, website links, social media)
- Centralized Data Integration between channels
- Feedback loop across platforms to identify successes and downfalls
- Use of Fiverr for creation of app/website



KPI's & Success Timeline

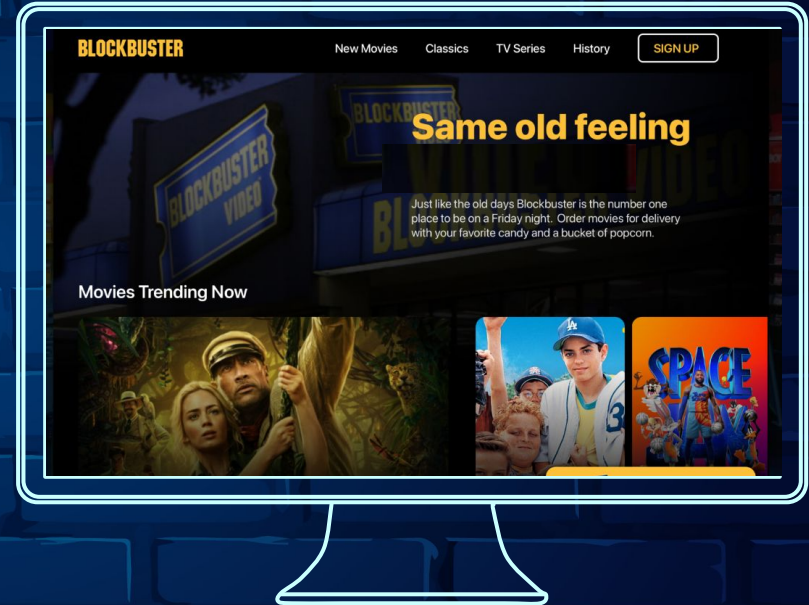
Prep 3-6 months: Social Media outreach in the 100,000's, customer reviews

Launch and Initial Operations 6-12 months: Website Traffic, grand reveal

Growth and Expansion 12-18 months:

Loyalty Programs, employee satisfaction

- Customer footfall
- Sales of tickets, concessions, arcade comparatively
- Satisfaction through quantitative reviews
- Membership Sales
- Marketing Promotion Cashed In



Finance Overview & ROI



ROI Expectations:

Budget: \$15,000,000

Financial Benefits:

- **Increased Revenue:** Anticipate a steady increase in revenue as the business gains traction and attracts more customers over time.
- **Cost Savings:** Implementing efficient operational processes and optimizing resource allocation can lead to cost savings.
- **Return on Investment:** Aim to achieve a positive return on the initial investment within a reasonable timeframe, considering both short-term and long-term financial gains.

Intangible Benefits:

- **Brand Reputation:** Building a positive brand reputation through exceptional customer service, unique experiences, and memorable interactions.
- **Customer Loyalty:** Cultivating loyal customers who return frequently and advocate for the brand through word-of-mouth marketing and positive reviews.
- **Community Engagement:** Contributing to the local community by providing a gathering place for entertainment and social interaction.

Financial Projections:

Short-Term (First Year):

- **Initial Investment Recovery:** Focus on recovering the initial investment through increased revenue and cost optimization.
- **Market Penetration:** Establish a strong presence in the local market and attract new customers through targeted marketing campaigns and promotional offers.

Medium-Term (1-3 Years):

- **Growth and Expansion:** Expand the customer base and explore opportunities for growth, such as opening additional locations or introducing new services and offerings.
- **Brand Building:** Invest in building brand equity and loyalty through sustained marketing efforts and delivering exceptional customer experiences.

Long-Term (3+ Years):


- **Sustainable Growth:** Maintain steady growth trajectory while ensuring long-term sustainability and resilience against market fluctuations.
- **Adaptation to Market Changes:** Stay attuned to evolving consumer preferences and industry trends, adapting business strategies accordingly to remain competitive.



Conclusion & Next Steps

- Revival of Nostalgia: Our strategy hinges on reviving the iconic Blockbuster brand, transforming nostalgia into a robust business model that combines the charm of the past with today's digital efficiency.
- Innovation and Integration: Through innovative digital platforms and refreshing the product and brand strategy, Blockbuster is set to provide a unique customer experience that bridges online and physical realms.
- Comprehensive Channel Strategy: Our omnichannel approach ensures Blockbuster's presence across digital and traditional media, maximizing reach and customer engagement.

- Finalize Partnerships: Engage in discussions with potential content and technology partners.
- Develop Digital Platforms: Begin the design and development of the Blockbuster streaming service and mobile app, targeting a beta launch.
- Pilot Project Launch: Open the first revamped Blockbuster location in a high-traffic area to test our new business model and gather initial customer feedback.
- Marketing Campaign: Roll out the initial marketing campaign focusing on nostalgia and modern convenience.



THANK YOU!

ANY QUESTIONS?

Sources

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