



BLOCKBUSTER

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.



Blockbuster's Challenges

<p>Market Shifts:</p> <ul style="list-style-type: none">• 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.	<p>Consumer Behavior Changes:</p> <ul style="list-style-type: none">• 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.	<p>Innovation Failure:</p> <ul style="list-style-type: none">• 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.	<p>Late Fee Impact:</p>
			 The logo for Blockbuster, featuring the word "BLOCKBUSTER" in a bold, yellow, sans-serif font, enclosed within a blue rectangular border with a slight shadow.

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





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

BLOCKBUSTER

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

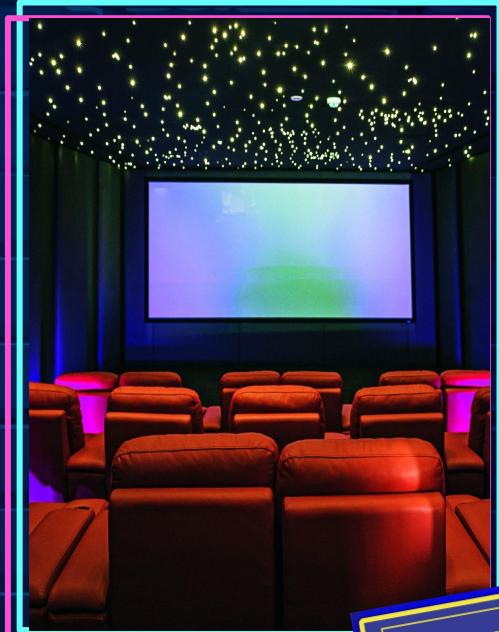
4. Performance Measurement

- 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?



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