

# BLOCKBUSTER

## Brand Storytelling

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# Brand Heritage and Emotional Triggers



- Founded in 1985 by David Cook
- Revolutionized the home entertainment industry through video rentals in the 1990's and early 2000's
- Filed for bankruptcy in 2010
- Brand evokes a sense of nostalgia and community within its audience

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# Current Trends and Narrative



- **Nostalgia Marketing**
  - Tapping into the 80s and 90s cultural aspect
- **Hybrid entertainment models**
  - Merging physical rentals with digital streaming to offer more choices.
- **Community engagement**
  - Transforming stores into community spaces for events and gatherings.
- **Sustainability**
  - Emphasizing eco-friendly practices in media consumption.

## Proposed Narrative

- To position the company as the ultimate destination for modern entertainment, where gaming, dining, and movies converge to create unparalleled experiences. We highlight the seamless integration of these elements to cater to the evolving consumer demand for immersive, social, and diverse entertainment options.

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# Differentiation & Impact

- **Unique selling proposition:**

- Integration of a movie theater, arcade center, and '90s-themed dining area under one roof, sets itself apart by its iconic brand heritage
- Offers a unique proposition in today's market, catering to a wide audience range – from families and groups of friends to individuals looking for a nostalgic escape

- **Potential customer impact:**

- Nostalgia, enhanced experience, broader accessibility

- **Potential societal impact:**

- Cultural relevance, Inspiration, and Economics in the film and food industry

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# THANK YOU!

## Any Questions?



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