THE SIMILARITIES BETWEEN SNEAKERS AND ARTHOUSE CINEMA

Keeping up with evolving audience expectations

Julien Staartjes - FilmHallen, FilmKoepel & The Movies

PROGRAM

- Introduction
- Challenges
- Use cases

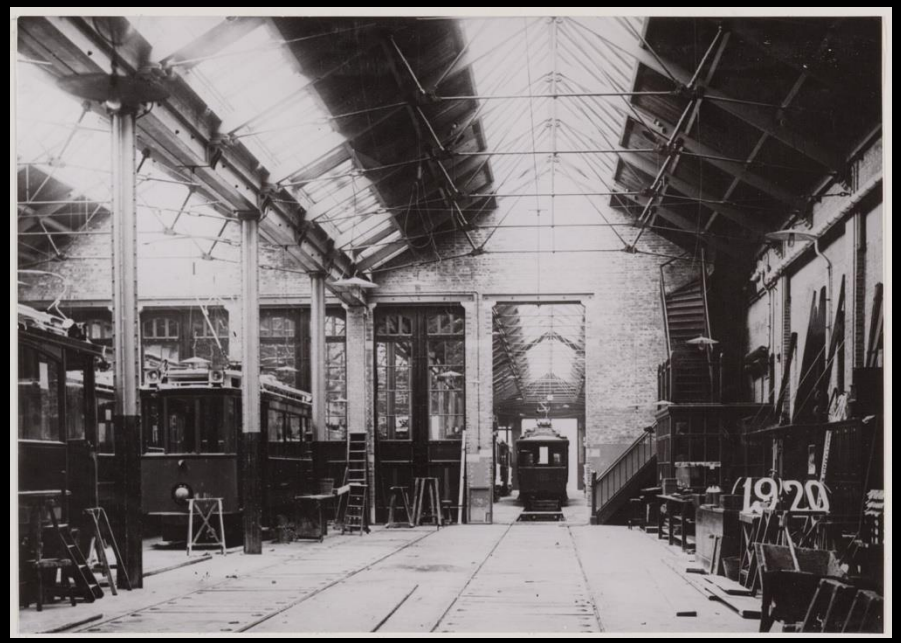
JULIEN STAARTJES

- FilmHallen, The Movies & FilmKoepel
- Senior Marketing Specialist
- Studied English Literature & Cultural Analysis at the UvA
- Degree in Marketing from NIMA

FILMHALLEN, FILMKOEPEL & THE MOVIES

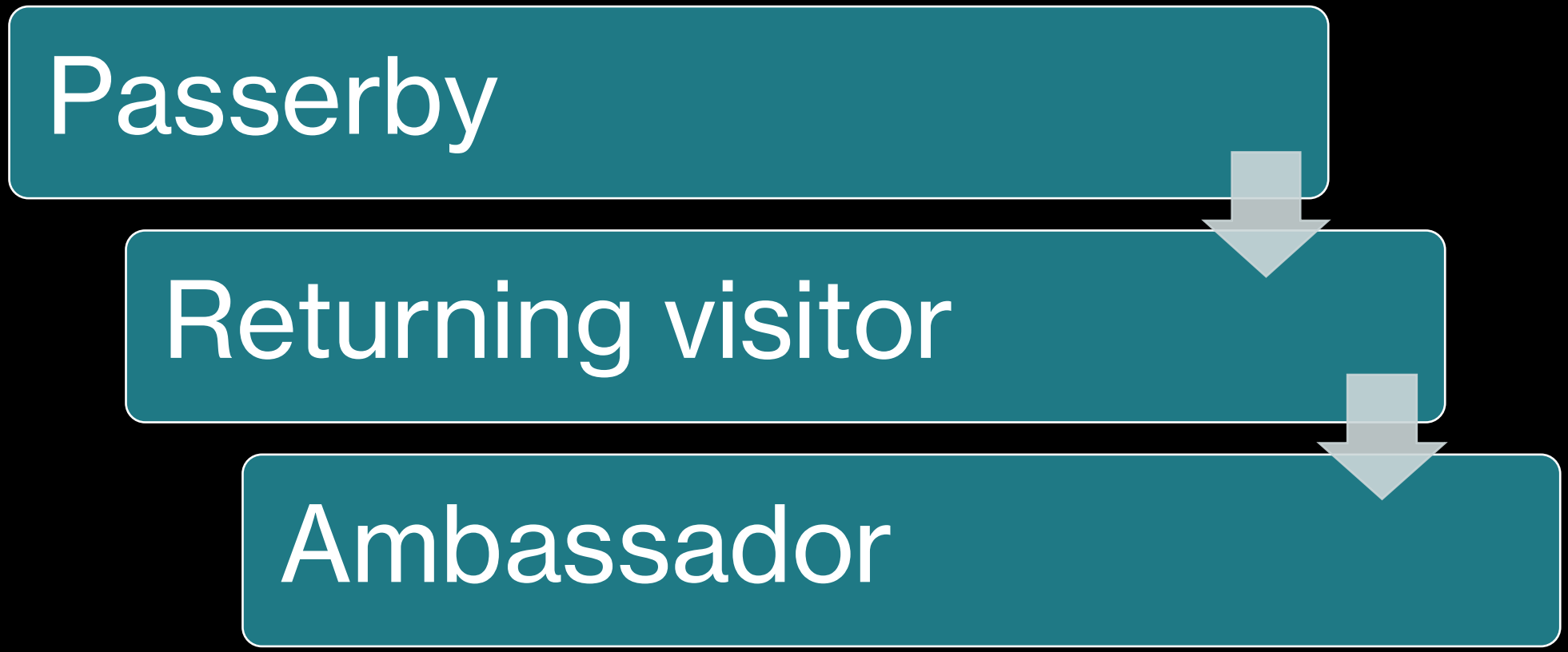
- Three cinemas, one company
- 19 screening rooms, 1650 seats total
- 750.000 visitors
- Arthouse & Hollywood
- Located in historical buildings

FILMHALLEN



FILMKOEPEL & THE MOVIES

MARKETING STRATEGY: RETENTION



CINEVILLE CARD

- Unlimited cinema visits for a fixed price per month
- 110.000 members
- 81% goes at least twice a month.
- 50% goes at least three times
- 60% of our visitors

COMPETITORS

- Multiplexes
- Streaming platforms
- Theaters, music venues, restaurants
- And of course:

EVOLVING AUDIENCE EXPECTATIONS: THE CHALLENGES

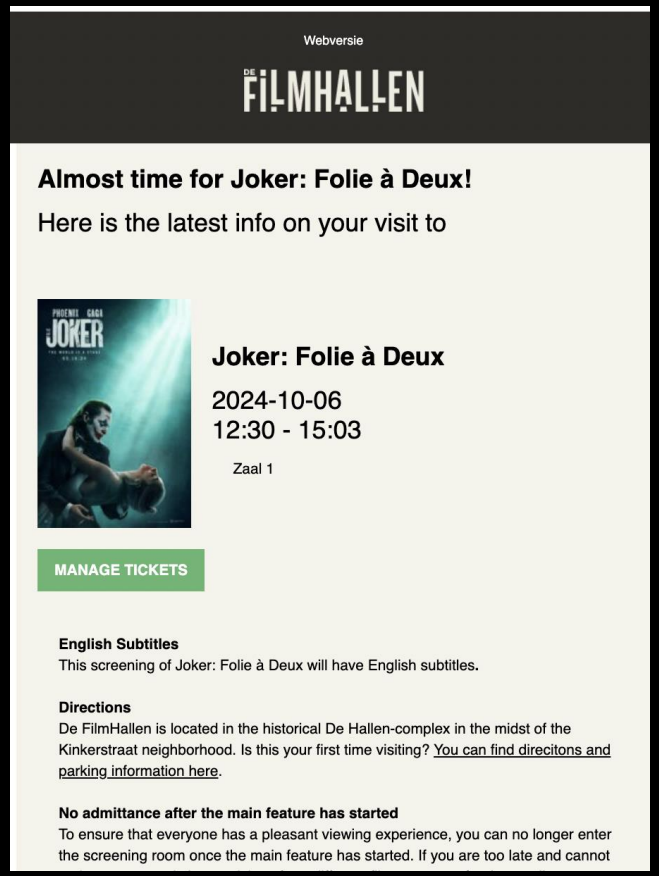
- Your audience is accustomed to the high level of service of big companies
- You have less means and a smaller team than big companies
- Your audience expects the same high service at their local cinema
- Your audience likes your identity of a local company

INSPIRATION FROM OTHER INDUSTRIES

- Travel & Leisure
- E-Commerce
- Publishing & content driven media

SERVICEMAILS: PREMAIL CAMPAIGN

- 80 % of ticket sales happen online
- Mail arrives 4 hours before visit
- Practical info & movie recommendations
- 72% OR, 30% CTO



Webversie

DE FILMHALLEN

Almost time for Joker: Folie à Deux!

Here is the latest info on your visit to

Joker: Folie à Deux

2024-10-06
12:30 - 15:03

Zaal 1

MANAGE TICKETS

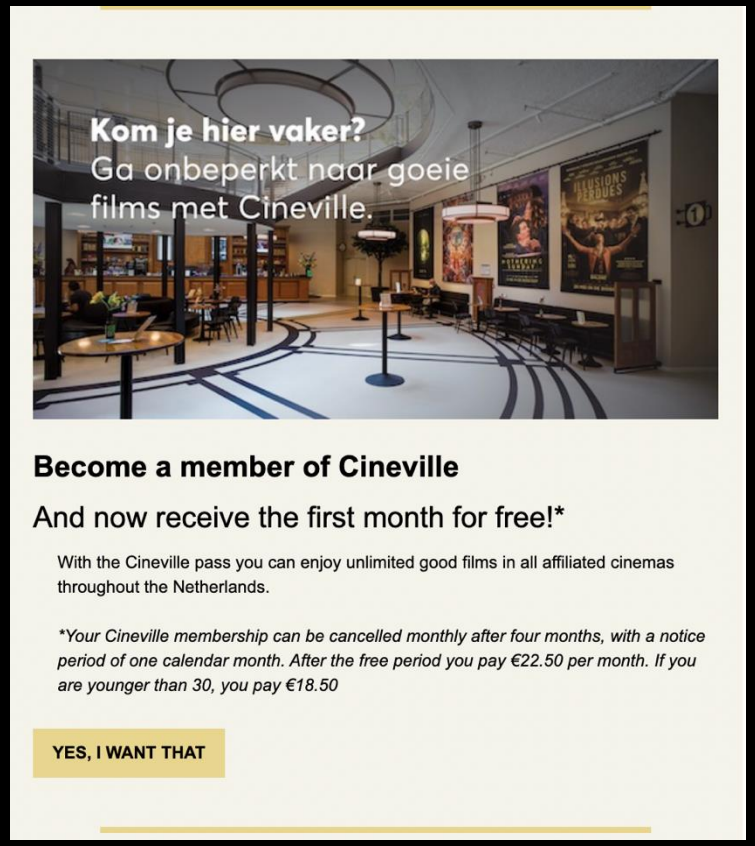
English Subtitles
This screening of Joker: Folie à Deux will have English subtitles.

Directions
De FilmHallen is located in the historical De Hallen-complex in the midst of the Kinkerstraat neighborhood. Is this your first time visiting? You can find direcitons and parking information here.

No admittance after the main feature has started
To ensure that everyone has a pleasant viewing experience, you can no longer enter the screening room once the main feature has started. If you are too late and cannot

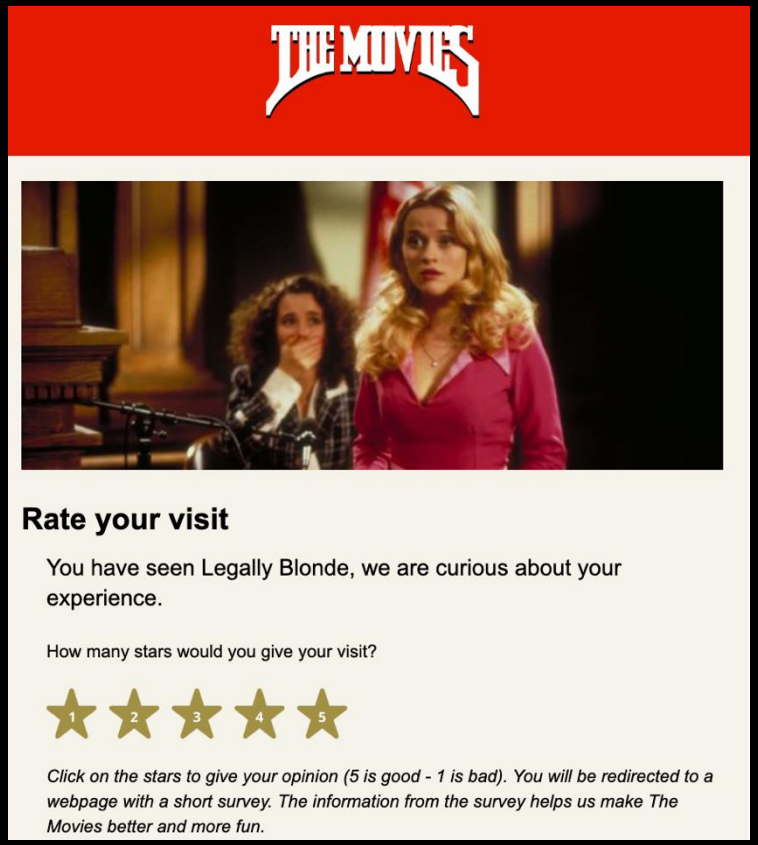
UPSELLING THE CINEVILLE CARD

- Cineville promotion in mail



SERVICEMAILS: AFTERMAIL CAMPAIGN

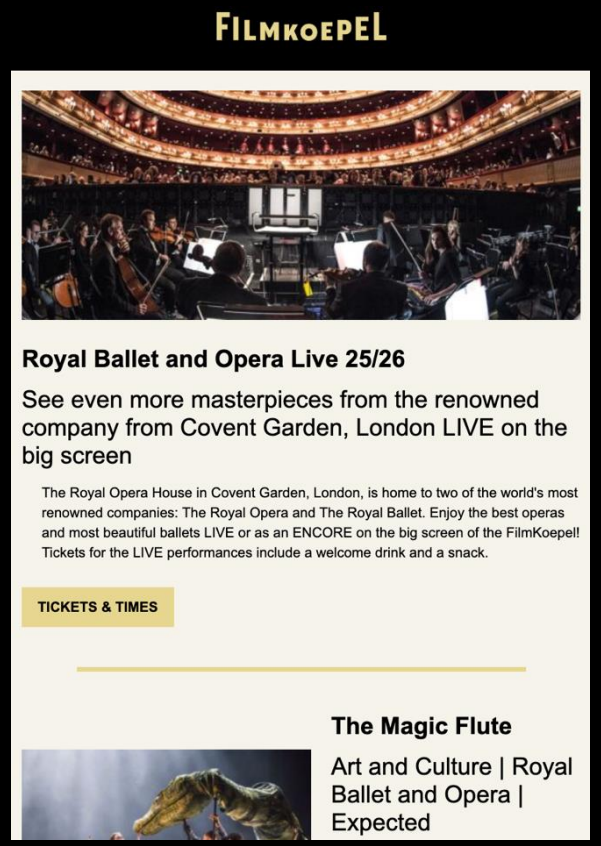
- First time visit -> Visitor survey
- Cineville promotion
- 57% OR, 11.9% CTR



SERVICEMAILS: AFTERMAIL CAMPAIGN

- Returning Cineville cardholder

  -> movie recommendations



FILMKOEPEL

Royal Ballet and Opera Live 25/26

See even more masterpieces from the renowned company from Covent Garden, London LIVE on the big screen

The Royal Opera House in Covent Garden, London, is home to two of the world's most renowned companies: The Royal Opera and The Royal Ballet. Enjoy the best operas and most beautiful ballets LIVE or as an ENCORE on the big screen of the FilmKoepel! Tickets for the LIVE performances include a welcome drink and a snack.

TICKETS & TIMES

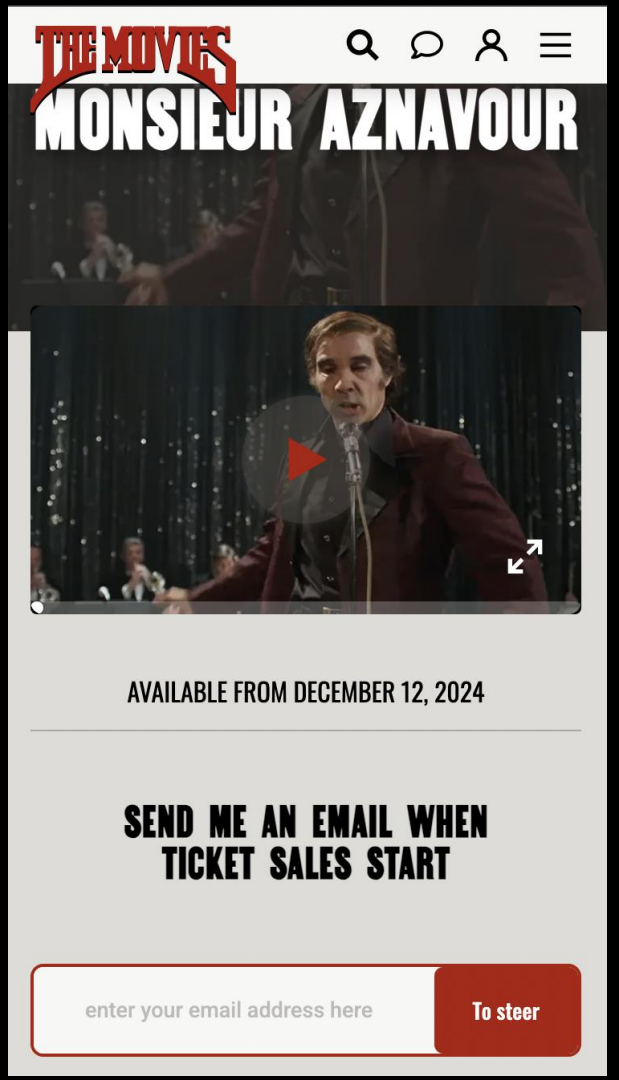
The Magic Flute

Art and Culture | Royal Ballet and Opera | Expected

E-COMMERCE

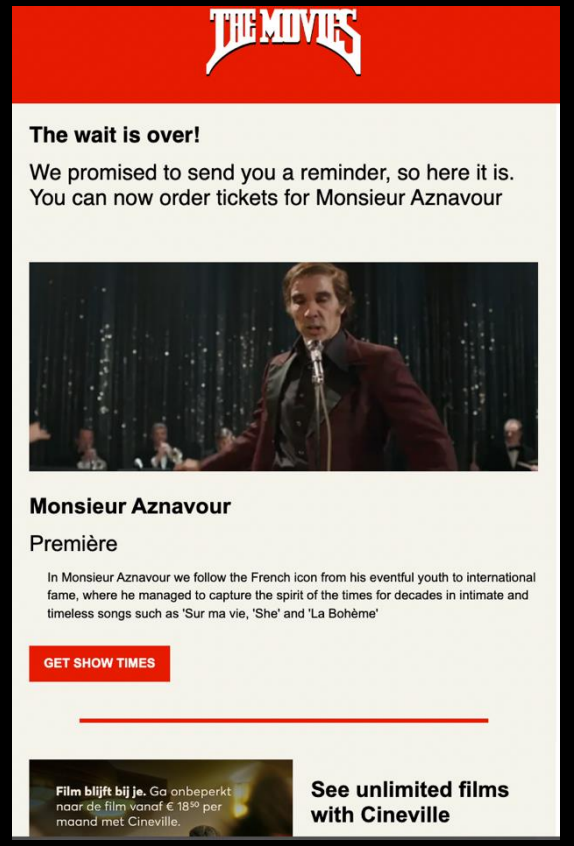
ON SALE NOW-REMINDER

- Increase marketing momentum
- Website as a magazine
- Indicator of film popularity



ON SALE NOW-REMINDER

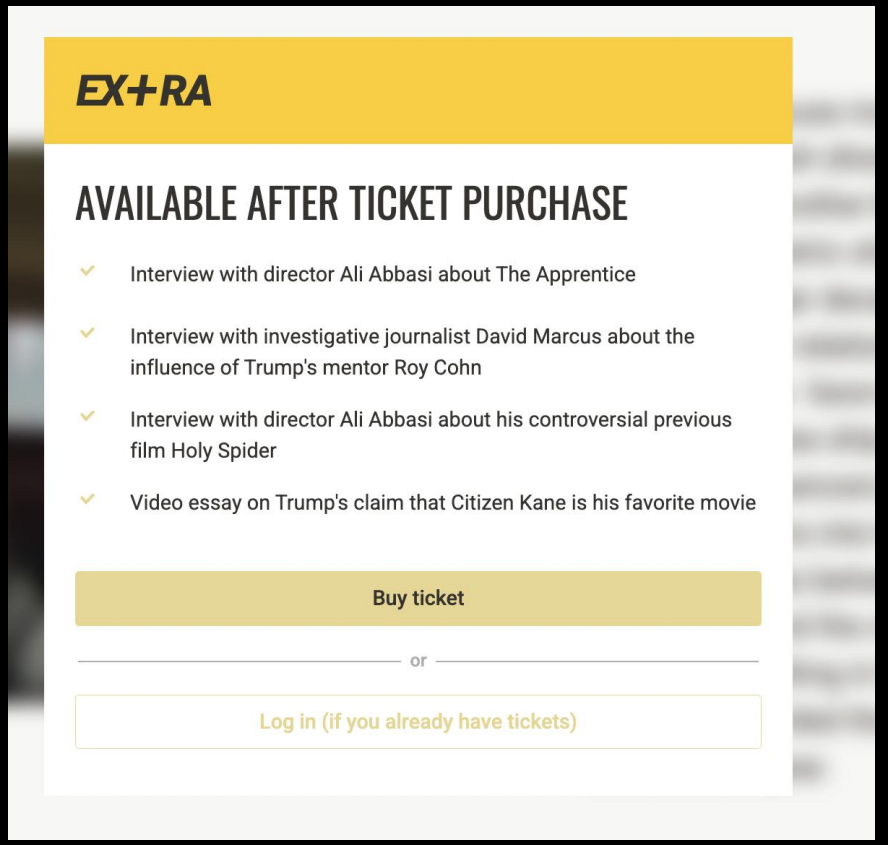
- Reminder arrives in e-mail
- Includes Cineville promotion
- CVR: 10,4%



PUBLISHING & CONTENT DRIVEN MEDIA

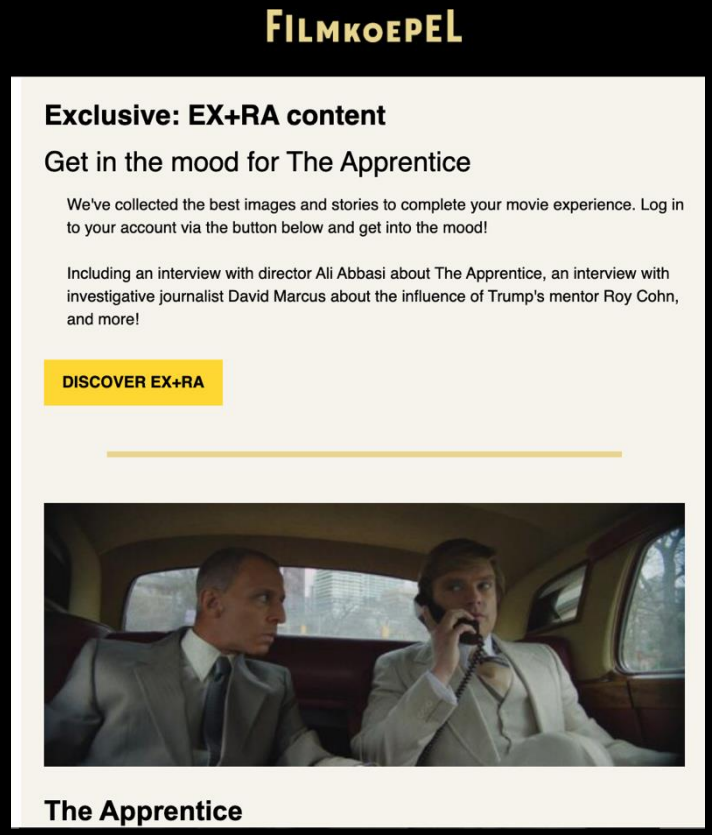
EX+RA CONTENT

- Remember DVD bonus material?
- Interviews, behind the scenes, video essays etc.



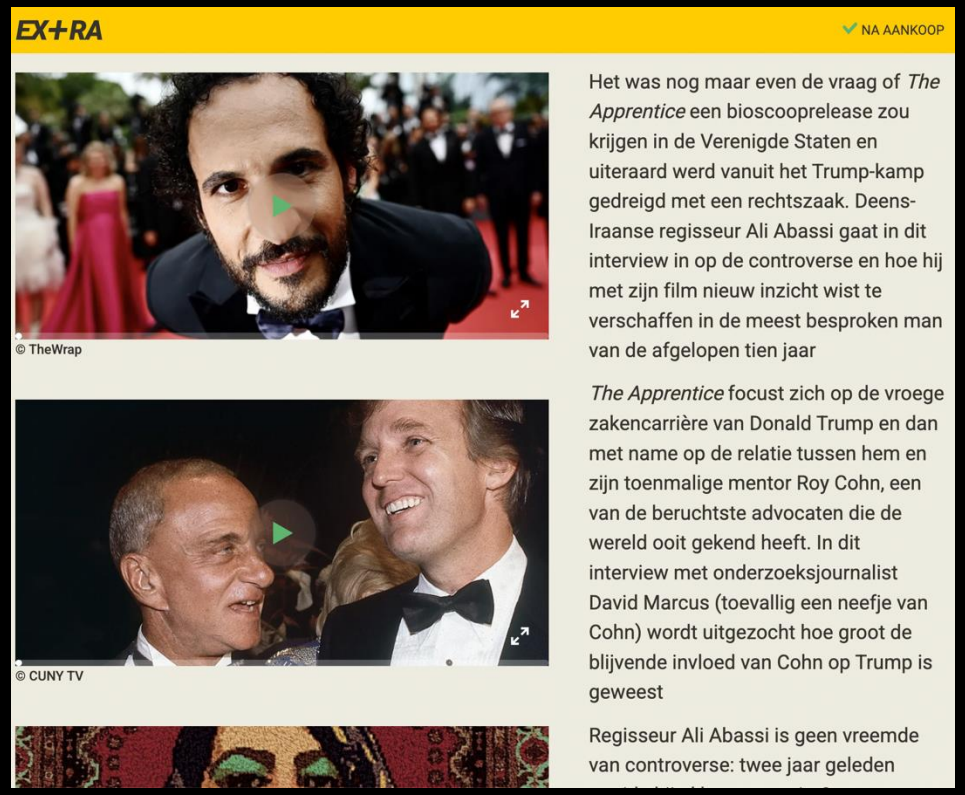
INCREASING ENGAGEMENT: EX+RA CONTENT

- E-mail arrives after ticket purchase
- Unlocks bonus content
- OR: 67%
- CTO: 10%



INCREASING ENGAGEMENT: EX+RA CONTENT

- Content unlocked!



LEARNINGS FOR FILMHALLEN

- Be part of the conversation
- Dare to look beyond your own field for inspiration
- Keep communication relevant and authentic

WHAT DO SNEAKERS AND MY OWN PRODUCT HAVE IN COMMON?

- Julien Staartjes, julien@filmhallen.nl