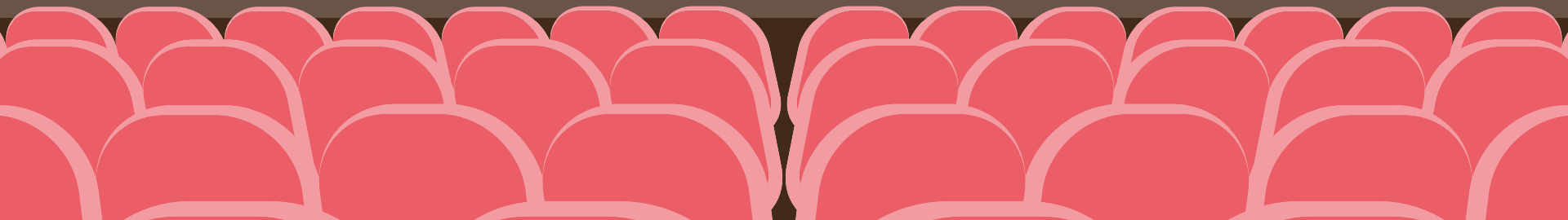




Mitali Shukla  
SCC305  
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## Environmental Scanning

- 50 out of 306 drive-in movie theaters in the US are currently open
- Drive-in theaters are making a comeback due to COVID-19 (New York)
- Recent partnership between AT&T, Tribeca, and IMAX for drive-in theaters



- AMC: biggest movie theater chain globally
- Movie theaters market share: \$19.2 billion
- 8,218 theaters in US (Ranked #1)
- Market forecast ↑

# Environmental Analysis

- **Competitive forces**
  - Traditional movie theatres
  - Netflix, Hulu, Prime Video, Apple TV
- **Economic forces**
  - COVID-19 recession
  - Low willingness to spend
- **Political forces**
  - State-at-home orders
  - Reopening in phases
- **Technological forces**
  - Social media discussion of entertainment
  - Weather-proof equipment
- **Sociocultural forces**
  - Interest in entertainment
  - Customers more likely to frequent during the summer, weekends, etc.



# Target Market

## Market Segmentation

### PSYCHOGRAPHIC

- **Personality Attributes:** people who enjoy movies & entertainment
- **Motives:** entertainment, spending time with others
- **Lifestyles:** laid-back, family-oriented

### DEMOGRAPHIC

- **Age:** Any
- **Gender:** Any
- **Race/Ethnicity:** Any
- **Income:** Working class, middle class

### BEHAVIORALISTIC

- **Volume usage:** specific volume desired can be accommodated in one's own car
- **Brand loyalty:** loyal to companies that serve them and their community
- **Price sensitivity:** price conscious with lower willingness to spend

### GEOGRAPHIC

- **Region:** Pacific Northwest, Southwest, Midwest, New England, Southeast
- Focus on suburban & rural areas
- Mid-sized cities, suburbs of large cities
- Market density greater in suburbs (middle class)
- **Climate & terrain:** desert-like, dry

# SWOT Analysis

## STRENGTHS

- “Covid-proof” business model
- Vintage appeal
- Accessible for anyone w/ car
- Personalized movie-watching experience
- Accessible for families, special needs, etc.

## OPPORTUNITIES

- Partnering with food/drink vendors
- Sponsorships from car dealerships
- Partnership with Postmates, Uber Eats, Doordash, Grubhub, etc.
- Hosting graduations, concerts, etc.

## WEAKNESSES

- Not accessible for customers w/o cars, radios, etc.
- Not the same experience as going to the movies
- Easier to get distracted
- Might depend on weather

## THREATS

- Movies may be limited
- May be costly
- Requires quite a bit of space
- People may opt for traditional movie theaters instead
- Less revenue for concessions

# Message Design

## Message

“AMC Drive-Ins are your comfortable getaway to the movies, right in your vehicle.”

## Medium

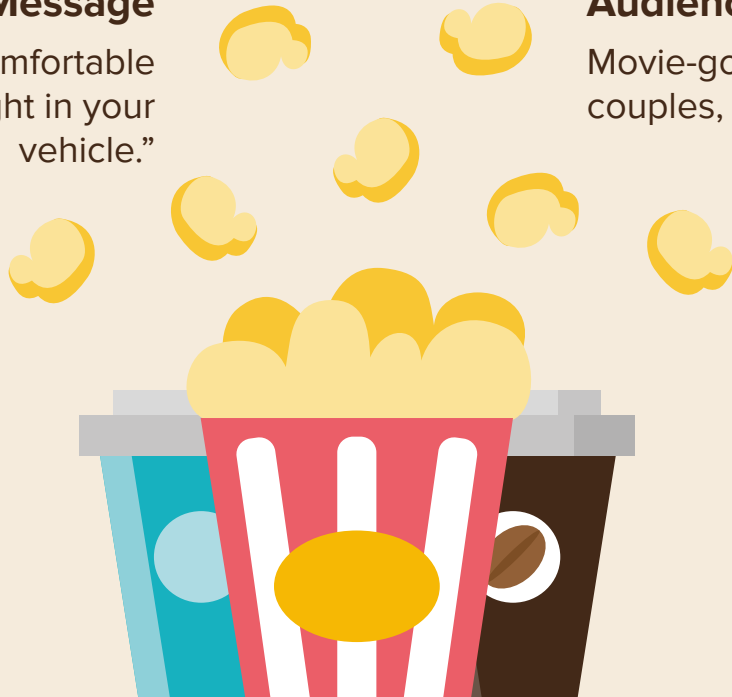
Web advertisements, social media, print advertisements.

## Audience

Movie-goers: families, couples, friends.

## Business Goal

To provide customers with a safe, distanced experience at the movies with a blast from the past.



# Marketing Objectives



1. ↑ Market share for drive-in movie theaters
2. Reach/Exceed revenue of traditional AMC Theaters
3. Emphasize conversion through partnership with Fandango
4. Robust profit margin with concessions



# Marketing Mix



## PRODUCT

- Drive-in movies
- Concessions

## PRICE

- **Penetration pricing:** lower than traditional movie theatres

## PLACE

- Suburbs of major US cities
- Near shopping malls

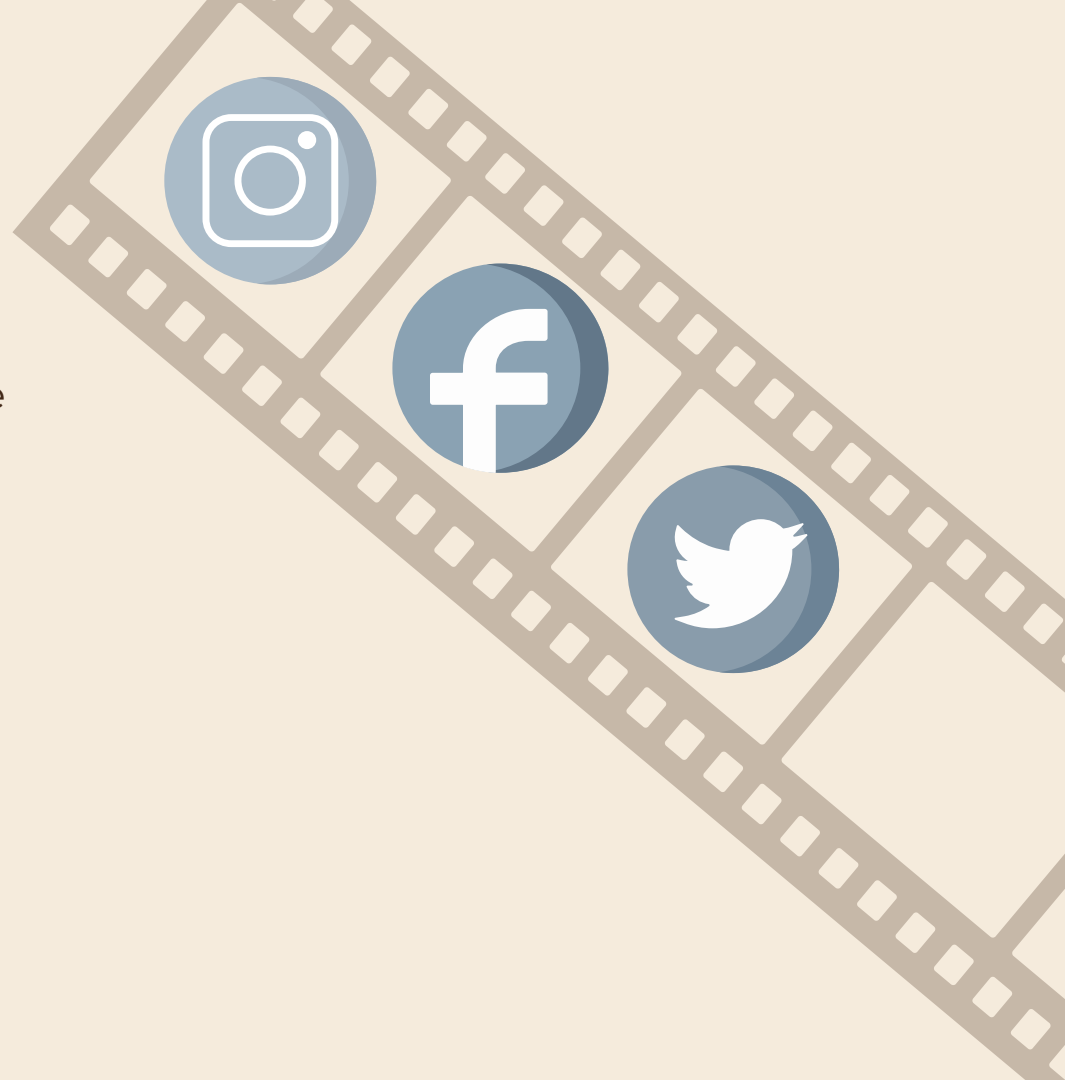
## PROMOTION

- Web advertisements
- Posters
- News Release
- Social Media



# Promotion

- **Web advertisements**
  - Ticket sales websites like Fandango
  - Entertainment publications like The Hollywood Reporter, Variety, Vulture, etc.
- **Poster**
  - Distributed in town halls, community centers, Starbucks, etc.
- **Newspaper Release**
  - Local publications featuring opening
- **Social Media**
  - Sponsored posts on Instagram, Twitter, and Facebook



# Web Advertisement



For old time's sake.

**amc**  
drive-ins

Visit [amc.com/driveins](https://www.amc.com/driveins) for your next movie.

# Poster

AMC DRIVE-INS  
PRESENTS



**GRAND OPENING**

ORANGE'S AMC DRIVE-IN MOVIE  
THEATER GRAND OPENING EVENT  
7PM ON SEPTEMBER 20, 2020

PURCHASE YOUR TICKET ONLINE AT  
[WWW.AMC.COM/DRIVEINS](http://WWW.AMC.COM/DRIVEINS)



# News Release

## LA WEEKLY

NEWS

### AMC'S COVID-19 RESPONSE: DRIVE-IN MOVIES



Photo by Jane Doe

September 21, 2020  
Mitali Shukla

AMC Drive-ins are opening up across the country as state governors allow them to open. This “COVID-proof” business model has proved most successful in uncertain times for public entertainment. Folks who miss going to the traditional movie theaters can get safe access to films here.

Local Orange residents got the chance to attend the grand opening of the theater on Sept. 20. With over 1,000 people in attendance, the opening event was a success. Car after car full of families and students from the nearby university - Chapman - filled the field designated for movie-watching.

“The sound quality was surprisingly good,” said John Snow, a father of four who attended the event. “My kids were super excited to watch Into the Spiderverse up on the big screen from the comfort of our car.”



# Conclusion

- Vaccine needed to achieve herd immunity
- COVID-19 is still a threat to our most vulnerable populations
- 92,333 deaths, 1.56 million cases
- Effects on sociocultural forces and target market behaviors
- Aftermath: a post-COVID world