
INTEGRATED MARKETING CAMPAIGN- EVENT



BIG SCREEN CLASSICS

-PRESENTED BY FLASHBACK CINEMA-

**SOUTH PLANTATION
HIGH SCHOOL**

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I. EXECUTIVE SUMMARY

DESCRIPTION OF THE EVENT: FLASHBACK CINEMA IS A COMPANY THAT PROVIDES TIMELESS FILMS TO THEATRES FOR RE-RELEASE SHOWINGS. OUR MARKETING CAMPAIGN "BIG SCREEN CLASSICS" AIMS TO PROMOTE THE SHOWINGS OF THE 5 FILMS BEING PRESENTED BY FLASHBACK CINEMA IN FALL 2023 AT THE IPIC NORTH MIAMI BEACH THEATRE IN THE INTRACOASTAL MALL.

CAMPAIGN OBJECTIVES:

- INCREASE SALES
- INCREASE SOCIAL MEDIA OUTREACH
- INCREASE EVENT TURNOUT

CAMPAIGN TARGET MARKET:

- PRIMARY- MIDDLE CLASS NORTH MIAMI RESIDENTS
20-40
- SECONDARY- YOUNG ADULT NORTH MIAMI
RESIDENTS 16-25

CAMPAIGN ACTIVITIES AND SCHEDULE:

- PHYSICAL ADVERTISING (FLYERS, BILLBOARD, FOOD SAMPLES, FLASHBACK COSTUME NIGHT, CARDBOARD-CUTOUT FACE PROMOTION, THEMED COCKTAILS)
- ONLINE ADVERTISING (IPIC WEBSITE ADVERTISEMENT AND YOUTUBE ADVERTISEMENT)
- SOCIAL MEDIA ADVERTISING (RAFFLE EVENT, SOCIAL MEDIA POSTS, TIKTOK CHALLENGES)

BUDGET- \$24,634.57

KEY METRICS:

- INCREASE OVERALL SALES BY 10%
- INCREASE AND REPORT SOCIAL MEDIA OUTREACH USING INSTAGRAM AND FACEBOOK INSIGHTS
- INCREASE EVENT ATTENDANCE BY 15%

II. DESCRIPTION OF THE EVENT



Our 35-day marketing campaign, "Big Screen Classics" will promote the 5 re-released films shown by Flashback Cinema every Sunday and Wednesday from October 24th 2023 to November 24th 2023. These films consist of Alfred Hitchcock's Vertigo, Stanley Kubrick's The Shining, Richard Curtis' Love Actually, Steven Spielberg's Saving Private Ryan, and Chris Columbus' Harry Potter and the Sorcerer's Stone. Our campaign will be specifically catered towards the guests at the IPIC North Miami Beach location. IPIC Theatres offers a unique viewing experience to guests, with dine-in shows and comfort options such as blankets, pillows, and reclining seats. The "Big Screen Classics" event aims to immerse the audience in their favorite films in a way they will never forget.

To increase exposure and attendance, we plan to advertise via social media, bulletins and billboards in the North Miami Beach area, and a front page on the IPIC website promoting the Flashback Cinema event. We will also be promoting using methods like a raffle event, food samples, themed drinks, and a costume night to foster enthusiasm for the special showings. The maximum capacity of the IPIC North Miami Beach location is 1990 guests, and we plan on having a turnout of at least 1500, or 75% capacity throughout the 8 theatres as a result of our campaign. The overall goal of the "Big Screen Classics" campaign is to successfully peak the interest of the audience of classic film fans in the area, and increase sales, social media outreach, and overall event turnout.

III. CAMPAIGN OBJECTIVES

INCREASE SALES - OUR CAMPAIGN INTENDS TO INCREASE IPIC NORTH MIAMI BEACH TICKET SALES OVERALL BY 10% FROM OCTOBER 2023 TO NOVEMBER 2023.

INCREASE SOCIAL MEDIA OUTREACH- OUR CAMPAIGN WILL FOCUS ON ADVERTISING ACROSS FACEBOOK, TIKTOK, AND INSTAGRAM TO REACH A WIDER AUDIENCE. OUR ADVERTISEMENTS WILL CONSIST OF SPECIFICALLY CATERED MESSAGES THAT RELATE TO THE MOVIE FLASHBACK CINEMA IS SHOWING THAT WEEK.

INCREASE EVENT TURNOUT - OUR CAMPAIGN INTENDS TO INCREASE THE AMOUNT OF CUSTOMERS PURCHASING TICKETS AND ATTENDING THE EVENT BY 15% AS COMPARED TO PREVIOUS YEARS.

IV. CAMPAIGN TARGET MARKET

Primary Target Market- Our primary target market will be adults between the ages of 20 to 40. These consumers will be in the middle class range and live in the North Miami area. This range of people makes up more than 50% of those who attend movies somewhat frequently, and a majority of these attendees fall under the 50,000-100,000 income level a year. By targeting this wide range of people, we are able to entice many different audiences to go to IPIC to attend a re-released movie they want to see. For example, we estimate that adults in the 25-35 range are more likely to see Shaun of the Dead or The Shining, whereas those in their forties will most likely be interested in the re-showing of Clue or Vertigo. Most, if not all, of these movies also have a large cult following, which will add to the revenue and attendance number we have for any specific movie. These adults will also be able to enjoy the food and alcoholic drinks that IPIC serves during, and after the movie at their own restaurant.

Secondary Target Market- Our secondary target market are teens and young adults between the ages of 16 and 25, who make up 12% of annual movie attendees. Although a half of this proportion will not be able to take advantage of the alcoholic drinks that IPIC offers, it is still key to involve them in our target market because they can add to the amount of people attending. We estimate that this range will most likely attend with their parents or their friends to watch the re-releases of movies that came out during their childhood, such as the showing of Harry Potter: The Sorcerer's Stone, for its 20th anniversary.

V. CAMPAIGN ACTIVITIES AND SCHEDULE

Physical Advertisements

Flyer Advertisement (October 30th - November 21st) - The North Miami Beach IPIC location is in the Intracoastal Mall, consisting of a variety of shops and people. Handing out flyers at the entrance of the mall, where there are many visitors, would increase awareness of the event. These flyers would have a promotion for a free small popcorn if they are brought in during one of the Flashback Cinema showings. By handing these flyers out before the Flashback Cinema events, we would encourage them to attend with their own friends and family.

Billboard Advertisement (October 24th-November 24th)- There will be a billboard advertisement for the “Big Screen Classics” event located on Interstate-95. This is the highway leading to the IPIC location in North Miami.

Food Samples (November 13th-November 24th) - As IPIC combines fine dining with cinema, free samples of typical meals sold at IPIC can be handed out at the Intracoastal mall. These samples, including tater tots, nachos, pretzels, and chicken drumettes, will come with flyers with information about the “Big Screen Classics” event to entice mall visitors to attend one of the movie showings.

Flashback Costume Night (November 15th and 19th) - IPIC will hold a “Flashback Costume Night” during two of the movie showings of Harry Potter and the Sorcerer’s Stone to attract more visitors. Guests attending will dress as their favorite old movie character or in clothes from their favorite decade to attend the movie. Alongside guests most likely posting their own costumes, IPIC will post them on their own social media platforms such as Instagram and Facebook.

Cardboard-Cutout Face Promotion (October 24th-November 24th) - Outside various locations surrounding the North Miami Beach IPIC location, or in the surrounding plazas, and malls, IPIC can advertise for certain movies with cardboard-cutouts. Not only will this advertise to hundreds of people who are entering these locations everyday, it will also entice those who like our Flashback movies and did not previously know about these movies, to attend with their peers/family.

Themed Cocktails (October 24th-November 24th) - IPIC offers a multitude of carefully crafted alcoholic drinks, and our campaign would offer limited edition beverages that correspond to the film being shown that week. For example, the drink for Vertigo could be a Peeping Tom Collins, consisting of London Dry Gin and ginger liqueur, garnished with a lemon wheel. We believe those who indulge in cocktails will also post them on social media, allowing us to gain more traction.

V. CAMPAIGN ACTIVITIES AND SCHEDULE

Online Advertisements

IPIC website advertisement (October 24th-November 24th) – The front page of the North Miami Beach IPIC website will include an advertisement promoting the “Big Screen Classics” event. Through advertising this way, consumers who plan to buy movie tickets or view what is showing in theatres will be made aware of our event.

YouTube Advertisements (November 1st-24th) – Several different 15 second videos advertising the specific movies and dates included in Flashback Cinema can be broadcast across YouTube to those who are located in the South Florida area. Using the predicted analytics provided by YouTube when deploying an ad, we can determine specifically the range and profit we make everyday off the advertisements.

Social Media Advertisements

Raffle event (October 24th-31st) – This event will be held through Instagram during the first week of the campaign. Participants who add a post to their story pertaining to their favorite movie included in the “Big Screen Classics” event and tag a friend will be entered into a raffle to win 2 free tickets. This event will be valid for each night a movie is shown, totaling 10 tickets given away. This event will increase awareness on social media while giving consumers an incentive to promote the event to their friends.

Social Media (October 24th-November 24th) – Our event will include promoted posts on Instagram and Facebook pertaining to the previously made flyers regarding the event and a link to purchase the tickets, the attendee costumes, and our specialty drinks and foods served at IPIC. Included in the specialty foods would be our own themed cocktails that are related to the showings of Flashback Cinema. These posts would also be marketed towards our target demographics to increase the probability of tickets being purchased.

TikTok Challenges (October 24th-November 24th) – The IPIC North Miami Beach location will create a TikTok account specifically advertising Flashback Cinema. Workers at this location will participate in popular trends and tie them into the “Big Screen Classics” event to increase awareness of the re-released film showings online. #FlashbackCinema and #BigScreenClassics will also be included in the captions of these TikTok. For example, a makeup tutorial for Voldemort with trending audio, such as “NEW MAGIC WAND” by Tyler, the Creator or “Red” by Taylor Swift, would be uploaded on the account.

SAMPLE POSTER



SAMPLE FLYER



VI. BUDGET

Physical Advertisement:

Cardboard Cutout Standee - \$527.96

Billboard - \$22,137.61

Flyer - \$700 (\$1.40 x 500 flyers)

Raffle Event - \$200 dollars (\$20/ticket x 2 tickets x 5 nights)

Samples - \$104 (tater tots, nachos, pretzels, chicken drumettes)

Social Media Advertisement:

Instagram and Facebook Promotions - \$350 (\$5 a day, for 35 days x 2)

YouTube Ad - \$700 (2 ads, \$10 a day, for 35 days)

Total: \$24,634.57

VII. KEY METRICS

Increase overall sales - Using our variety of campaign activities, a greater number of customers will be reached and this will allow IPIC's overall ticket sales to increase by 10%. In order to gauge this, we will use ticket sales from September 23rd, 2023 to October 23rd, 2023 as a reference. We will use the overall sales from October 24th, 2023 to November 24th, 2023 to serve as a comparison to observe the increase of 10% or more in sales.

Increase social media outreach - Using Instagram and Facebook, we will have the ability to view insights and observe how many people have viewed and interacted with our advertisements. Additionally, TikTok allows accounts to observe how many users have viewed each post, which can also be used to gauge how our social media outreach has increased. We can also observe the growth in followers and likes across our social media accounts, which would better indicate how many users on social media are interested in the "Big Screen Classics" event.

Increase event turnout - Using our variety of campaign activities, we intend to increase ticket sales and event turnout for Flashback Cinema by 15% in comparison to previous months the event was held. In order to measure this, we will average the ticket sales for the Flashback Cinema showings each month from January 2023 to September 2023 and compare them to the sales for the Flashback Cinema showings being held from October 24th, 2023 to November 24th, 2023. Using this comparison will give a clear indication of the increase in ticket sales and event turnout for Flashback Cinema.

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