

## CASE STUDY

# Maintaining a Competitive Edge



### ABOUT CINEPLEX

Cineplex Entertainment is one of Canada's leading entertainment companies that is recognized as one of the most modern and fully digitized motion picture theatre circuits in the world. This toptier Canadian brand, headquartered in Toronto, operates 162 theatres with 1,640 screens in all 10 provinces. Cineplex serves approximately 71 million guests annually across their various

Since its inception in 1999, Cineplex has provided extraordinary entertainment experiences for its guests, including movie theatres, food services, and gaming. For that reason, having a fully branded online experience for visitors is extremely important in order to maintain the longevity of their brand. Providing a fully functioning service is a key metric for success. Their desire to create a fully branded digital solution stemmed from the increase of digital and mobile device usage and their desire to capitalize on that growing trend.

The business objectives for Cineplex included the desire to: increase Gift Card sales and revenue, to stay current with market and consumer trends, to enhance their brand, to optimize customer experience, to reach key demographics, and to continue to be seen as the leader in the broader entertainment sector.

The opportunity to leverage eGift Cards to complement their current plastic Gift Cards appeared to be a natural fit to contribute to their objectives. Cineplex partnered with Buyatab to implement the online gift card component and from there, results exceeded expectations.

**20%**  
sales increase  
in the first year

# SUCCESS STORY

Buyatab facilitates the creation and sale of eGift Cards on behalf of Cineplex via Buyatab's SoftwareasaService system and related services. The most visible aspect of the Buyatab



system is the digital purchase engines that are branded and embedded on the Cineplex websites enabling the purchase, and the sending of eGift Cards, from virtually any computer or mobile device. Recipients can store their eGift Card on their mobile device, including in mobile wallets like Apple Passbook, or print a

hardcopy of the bar code and number. Cineplex eGift Cards can be redeemed at their theatres with either a printout of the barcode, or via their mobile device. Buyatab also provides scripted and branded support for Cineplex and its customers. The support agents resolve any purchase challenges and assist with agents resolve any purchase challenges and assist with redemption questions to facilitate an optimal customer experience and to maximize sales.

## **Proactive Marketing**

Cineplex knew that early success for their eGift Card program meant promoting their availability and advantages. They frequently change banner ads and landing pages on their websites to draw attention to eGift Cards. In addition to changing their designs at least once a month, they also incorporate themes for holidays or special days, such as Christmas or St. Patrick's Day. Cineplex launched a promotion during the December holiday season aimed at increasing the dollar value and volume of eGift Card purchases, wherein if the consumer purchased a \$50 or larger denominated eGift Card they received a free \$10 eGift Card for themselves.

## **Capitalizing on Mobile Device Usage**

Mobile is a strategic element of the Cineplex marketing strategy and it's leveraged significantly in their eGift Card offering. A simple example is the placement of large QR codes on transit system posters promoting their eGift Cards, that when scanned with a mobile device bring consumers

## **Payments eXchange Award Winner**

*Cineplex Entertainment and Buyatab awarded 'Best Consumer Funded Prepaid Program' for the 2013 Prepaid and Payments Awards.*

Link: <http://bit.ly/1452VZP>

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directly to the Cineplex mobile sites to learn about and purchase eGift Cards. These mobile visitors enjoy as elegant a means to purchase and send eGift Cards as they would from a PC. By providing an optimized mobile experience Buyatab supports the Cineplex strategic objective of reaching specific or younger demographics, and enhancing their market leading brand image.

### **Benefits to Cineplex Customers**

The purchaser of an eGift Card they can conveniently buy and send cards regardless of location. For the recipient of the eGift Card there is significant convenience, and greater opportunity to leverage the card. Cineplex understands many plastic Gift Cards get left at home, or are simply misplaced. With their eGift Cards, many people now carry them wherever they go on their mobile device, and often store them in their Apple Passbook.

### **Results**

Cineplex confirmed they quickly exceeded their goal of increasing Gift Card sales by 20% in their first year. eGift Cards were an immediate hit with consumers, and a financial and brand boon for Cineplex. They're confident their eGift Cards are generating new customers and potentially bringing back customers who may not have engaged with their brand for some time. The Cineplex eGift Card program is supporting their goals of staying current with market and consumer trends including mobile device usage, optimizing customer experience, reaching key demographics, and remaining a leader with a competitive edge in the Canadian entertainment sector.