



AMC THEATRES, SOCIAL MEDIA, & USER ENGAGEMENT

ANALYSIS & PROPOSED STRATEGY





COMPANY ANALYSIS

- AMC IS THE LARGEST MOVIE EXHIBITION COMPANY IN THE U.S., EUROPE AND THE WORLD.
- AMC HAS THE #1 AND #2 MARKET SHARE POSITIONS IN 22 OF THE 25 LARGEST METROPOLITAN AREAS OF THE U.S., INCLUDING THE TOP THREE MARKETS – NEW YORK, LOS ANGELES, AND CHICAGO.
- AMC OPERATES IN 14 EUROPEAN COUNTRIES AND IS THE #1 THEATRE CHAIN IN THE UK & IRELAND, SPAIN, SWEDEN, FINLAND, AND THE BALTIC STATES.

SOURCE



COMPANY ANALYSIS

- AMC OPERATES APPROXIMATELY 1,000 THEATRES AND 11,000 SCREENS WORLDWIDE.
- AMC SERVES MORE THAN 250 MILLION GUESTS IN THE U.S. EACH YEAR AND MORE THAN 350 MILLION ACROSS THE WORLD.
- AMC'S FOOD AND BEVERAGE OPERATIONS, INCLUDING AMC DINE-IN THEATRES, REPRESENT A TOP 60 U.S. RESTAURANT CHAIN.
- AMC EMPLOYS APPROXIMATELY 45,000 FULL- AND PART-TIME ASSOCIATES (AS OF 12/21/2016).

SOURCE



SOCIAL MEDIA AUDIT

- AMCTHEATRES.COM GENERATED APPROXIMATELY 180 MILLION SESSIONS IN 2016 (SOURCE).
- 6,266,270 FACEBOOK LIKES/6,020,789 FACEBOOK FOLLOWERS
- 427,854 TWITTER FOLLOWERS
- 216,191 INSTAGRAM FOLLOWERS



SOCIAL MEDIA ANALYSIS

- THE OVERALL COMMUNICATION STRATEGY OF AMC THEATRES IS TO PROMOTE MOVIES TO GET PEOPLE TO PURCHASE MOVIE TICKETS.
- THE CONTENT OF POSTS REVOLVES AROUND WHICH MOVIES ARE CURRENTLY IN THEATRES, AS WELL AS UPCOMING MOVIE RELEASES.

SOCIAL MEDIA ANALYSIS: TARGET AUDIENCE



- HIGH SCHOOL STUDENTS

- LITTLE-TO-NO AGE RESTRICTION
- REACHABLE VIA SOCIAL MEDIA

- FREQUENT MOVIE-GOERS

- FOLLOW THE FILM INDUSTRY
- AWAIT OSCAR SEASON
- MIGHT BE ASPIRING FILMMAKERS, DIRECTORS, WRITERS, ETC.
- WELL-EDUCATED ON FILM HISTORY AND GENRES

- FAMILIES WITH YOUNG-PRETEEN CHILDREN

- FAMILY-FRIENDLY ACTIVITY
- PARENTS REACHABLE VIA SOCIAL MEDIA

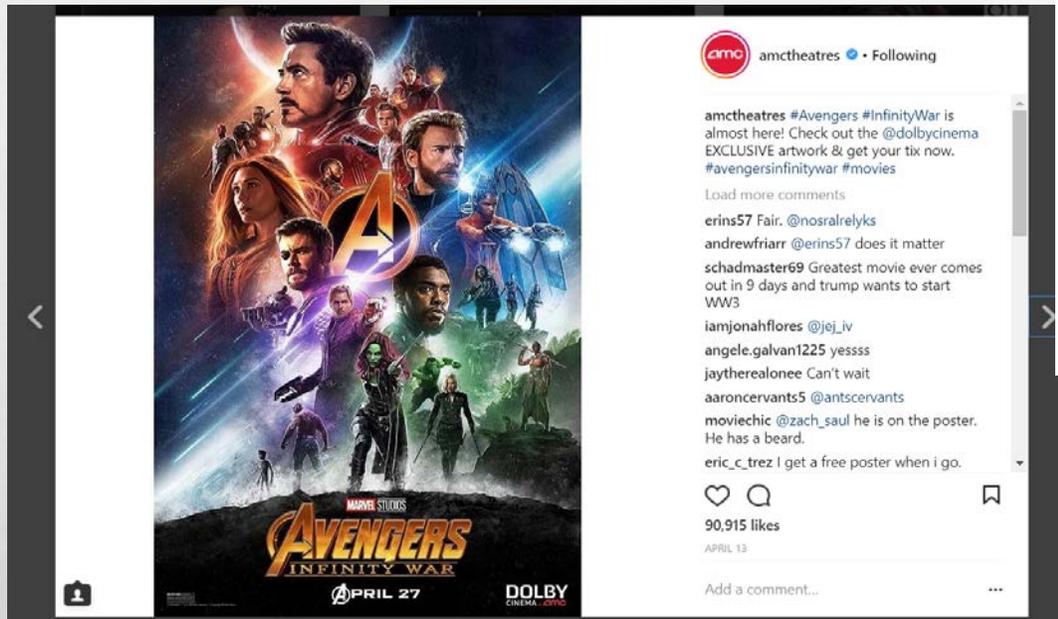
- POP-CULTURE ENTHUSIASTS

- READ NOVELS AND OTHER WORKS FROM WHICH FILMS ARE DERIVED
- KEEP UP WITH ENTERTAINMENT NEWS
- ATTEND OPENING NIGHTS OF HIGHLY-ANTICIPATED MOVIES
- FOLLOW ACTORS, DIRECTORS, STUDIOS, ETC. ON SOCIAL MEDIA

SOCIAL MEDIA ANALYSIS: CONTENT



ARTICLES, PHOTOS, VIDEOS, TEXT, LINKS,
HASHTAGS, AND TAGS/MENTIONS TO SOCIAL
MEDIA ACCOUNTS OF ACTORS AND MOVIES



SOCIAL MEDIA ANALYSIS: CONTENT



PROMOTING DRINK SPECIALS FOR MOVIE RELEASES OR SPECIAL DEALS

AMC Theatres @AMCTheatres Following

Good vs. Evil. Hero vs. Titan. Which will you choose? These new cocktails are now pouring only at AMC MacGuffins Bar & Lounge. amc.film/2vpEGge



6:30 PM - 5 May 2018

17 Retweets 82 Likes

3 17 82

AMC Theatres May 9 at 9:51am

Cool deal, even cooler parent. Help your teen beat the heat with \$5 ICEE Coke and popcorn at AMC. Click the link to get the deal. <http://amc.coke.com/tboemoji>

\$5 ICEE® Coke® & Popcorn



20 oz. ICEE® & Cameo Popcorn
Teen Deal. Tax not included.

36K Views

Like Comment Share

846

233 Shares



MACGUFFINS BAR & LOUNGE

AMC EXCLUSIVE KEYCHAIN

INSPIRED BY **DEADPOOL 2**

amctheatres • Following

amctheatres Take a piece of Deadpool (his face) everywhere you go. Get a free keychain when you order our new MacGuffins cocktail. #IvixAndBerries! #deadpool #movies

View all 46 comments

bladebrow13 @starlightgoddess_cosplay that's awesome. I'm gonna have to make the wife get the drink on Friday, since I don't drink anymore.

starlightgoddess_cosplay @bladebrow13 ohhhhh okay! For me I just want the keychain lol! I do drink a little bit but not all the time.

scifimom Not available in Utah 😞😞😞

blizm85 @tomrogers79

1big_gabe Do you guys have this? @slondrae143

2,093 likes

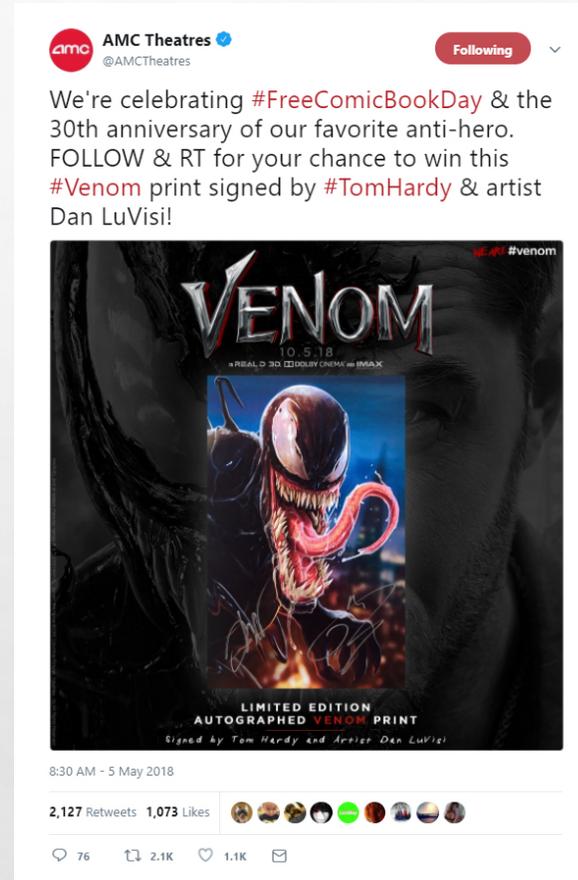
1 DAY AGO

Add a comment...

SOCIAL MEDIA ANALYSIS: CONTENT



CONTESTS AND SCREENING EVENTS
FOR EXCLUSIVE MERCHANDISE AND
OTHER GIVEAWAYS



SOCIAL MEDIA ANALYSIS: CONTENT



OTHER AMC THEATRES NEWS AND UPDATES

AMC Theatres
April 25 at 10:12pm · 🌐

CinemaCon news from Universal Pictures, including Harrison Ford being cast in *The Secret Life Of Pets 2*.



AMCTHEATRES.COM
CinemaCon Coverage: Universal Pictures
AMC kicked off the third day of CinemaCon with an awesome surprise fro...

Like Comment Share

👍👎🗨️ 207 Most Relevant ▾

12 Shares

AMC Theatres ✓
@AMCTheatres

Following ▾

👏👏

\$5 Ticket Tuesday Is Here to Stay
Because of movie lovers like you, \$5 Ticket Tuesday is here to stay. All year long, tickets are just five dollars every Tuesday with AMC Stubs® membership. Even better, \$5 Ticket Tuesday is ...
amctheatres.com

1:48 PM - 1 May 2018

34 Retweets 132 Likes

💬 5 🔄 34 ❤️ 132 ✉️



\$5 TICKET TUESDAYS
HERE TO STAY!

amctheatres • Following

amctheatres \$5 Ticket Tuesday is here to stay for AMC Stubs Members. Better yet, it's now available online! #deals #savings #movies

View all 43 comments

xomom_ Finally! 🎉

ashuapunjabi Thank you amc

dashgne Thank You for Listening to Us Movie Goers 🍿 #TheDashExperience @dashgne

👍🗨️

1,250 likes

MAY 1

Add a comment...



SOCIAL MEDIA ANALYSIS: COMPANY

FACEBOOK

- 7-10 POSTS PER DAY
- 80% PROMOTIONAL CONTENT

TWITTER

- 8-12 TWEETS PER DAY
- 70% PROMOTIONAL CONTENT

INSTAGRAM

- 2-5 POSTS PER DAY
- 100% PROMOTIONAL CONTENT



SOCIAL MEDIA ANALYSIS: CONSUMER

FACEBOOK

- 15 COMMENTS PER DAY (ON POSTS)
- 10-15 POSTS PER DAY (MENTIONS OR DIRECTLY ON PAGE)
- LOTS OF LIKES AND SHARES PER POST
- AMC IS MORE LIKELY TO RESPOND IF POST MADE DIRECTLY TO PAGE
- COMMENTS/POSTS ARE USUALLY IN REGARDS TO PARTICULAR MOVIE OR CONDITION OF A SPECIFIC THEATRE LOCATION

TWITTER

- 70+ MENTIONS/REPLIES PER DAY
- # OF REPLIES DEPENDS ON POPULARITY OF MOVIE (E.G. AVENGERS: INFINITY WAR)
- # OF "FAVORITED" TWEETS DEPENDS ON POPULARITY OF MOVIE (E.G. ANNETTE BENNING JOINING THE CAST OF CAPTAIN MARVEL)
- CONTESTS ARE MORE LIKELY TO GET A LARGER RESPONSE
- MANY "CHECK-INS" TO THEATRE LOCATIONS VIA THIRD-PARTY APPS (E.G. SWARMAPP)
- @AMCHELPS (AMC GUEST SERVICES) CONTRIBUTES TO THE CONVERSATION REGARDING COMPLAINTS
- REPLIES/MENTIONS ARE USUALLY IN REGARDS TO PARTICULAR MOVIE OR CONDITION OF A SPECIFIC THEATRE LOCATION

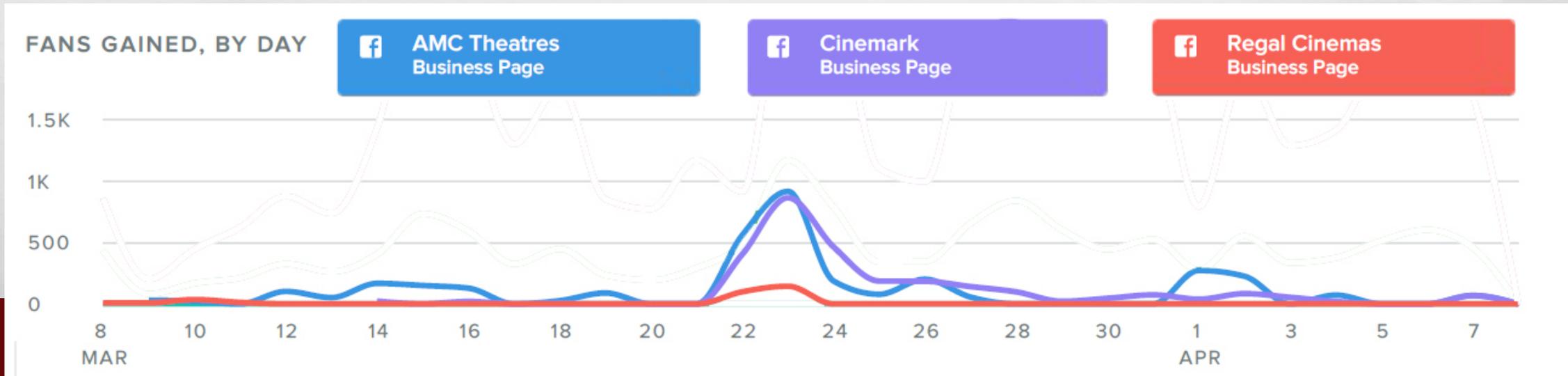
INSTAGRAM

- 5 POSTS PER DAY
- LOTS OF LIKES AND COMMENTS PER POST
- # OF COMMENTS DEPENDS ON POPULARITY OF MOVIE (E.G. AVENGERS: INFINITY WAR, DEADPOOL 2)
- COMMENTS/POSTS ARE USUALLY IN REGARDS TO PARTICULAR MOVIE OR ACTOR/ACTRESS

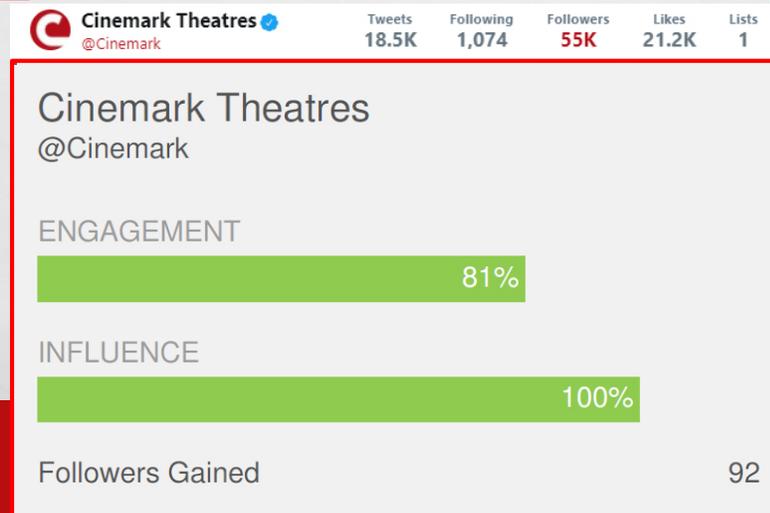
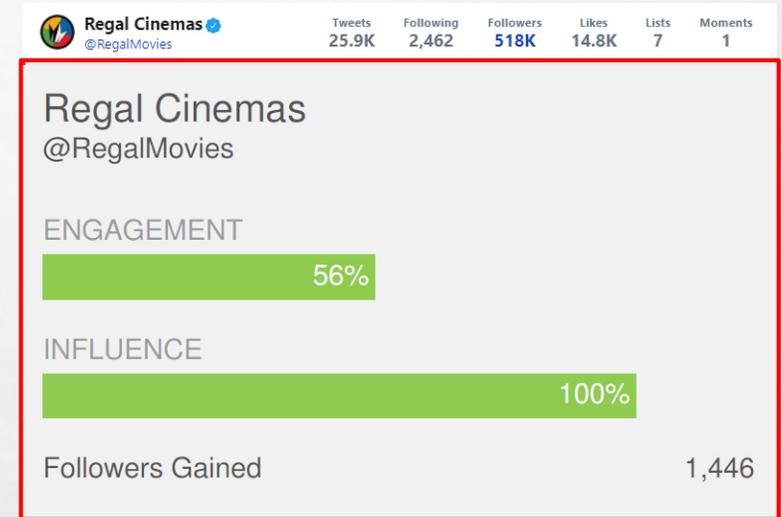
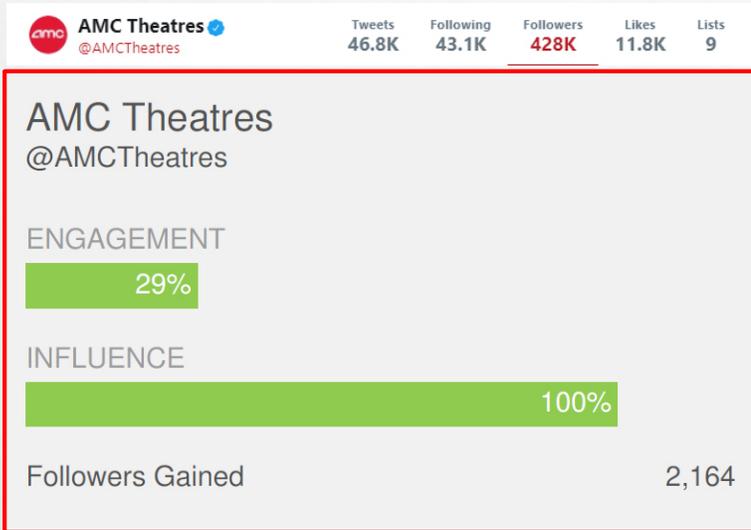
COMPETITOR COMPARISON: FACEBOOK



Facebook Page	Total Fans	Fans Gained	Fan Growth
 AMC Theatres	6,268,888	1,541	0.02%
 Cinemark	1,316,024	1,842	0.14%
 Regal Cinemas	2,755,251	-1,849	-0.07%



COMPETITOR COMPARISON: TWITTER



SOURCE: SPROUTSOCIAL REPORTING

COMPETITOR COMPARISON: INSTAGRAM



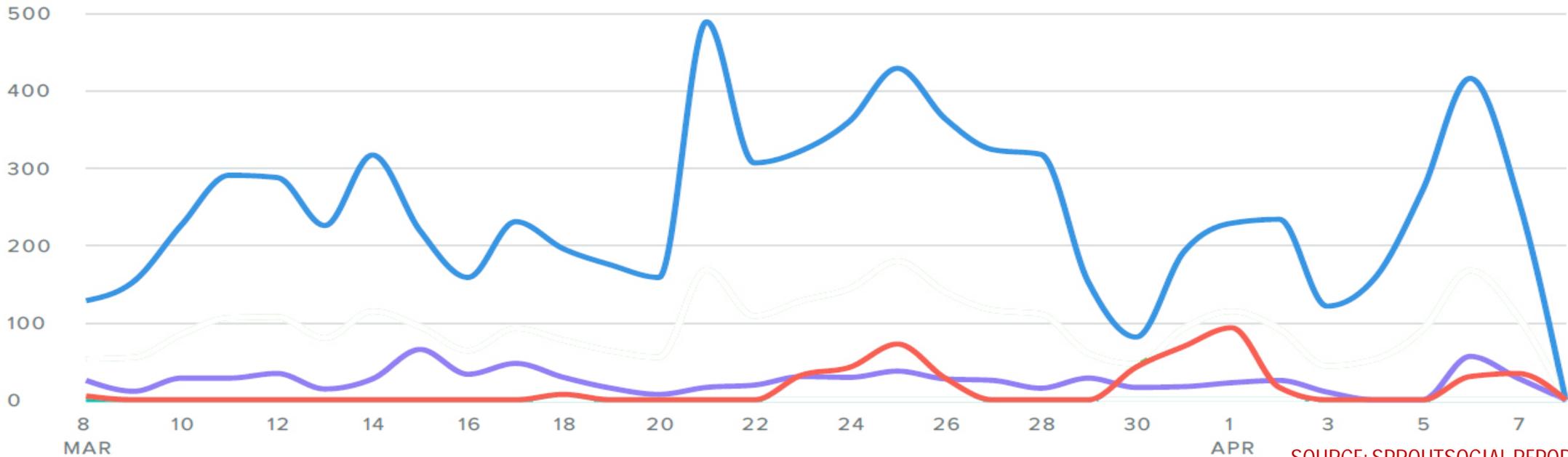
Instagram Profile	Total Followers	Following	New Users Followed	Followers Gained	Follower Growth
AMC Theatres	202,063	4,195	-9	7,774	4.00%
Cinemark	54,369	544	24	756	1.41%
Regal Cinemas	205,252	99	-1	33	0.02%

FOLLOWERS GAINED, BY DAY

AMC Theatres
@amctheatres

Cinemark Theatres
@cinemark

Regal Cinemas
@regalmovies



PROBLEM STATEMENT



- REGAL CINEMAS HAS ABOUT 90K MORE TWITTER FOLLOWERS THAN AMC THEATRES.
- THE REGAL CINEMAS TWITTER ACCOUNT HAS A HIGHER ENGAGEMENT RATE THAN AMC THEATRES.
- AMC THEATRES MUST GAIN MORE FOLLOWERS ON TWITTER AND INCREASE ENGAGEMENT AMONG FOLLOWERS IN ORDER TO MAINTAIN BRAND AWARENESS AND REMAIN A TOP COMPETITOR IN THE MARKET

PROPOSED BUSINESS GOALS



- GAIN MORE FOLLOWERS ON TWITTER
- INCREASE ENGAGEMENT AMONG TWITTER FOLLOWERS





PROPOSED SOLUTIONS

- POST MORE PROMOTIONAL CONTENT ON TWITTER TO ENGAGE FOLLOWERS AND ELICIT MORE RESPONSES
- 70% OF AMC THEATRES' TWEETS ARE PROMOTIONAL I.E. "BUY TICKETS NOW"
- 90% OF REGAL CINEMAS' TWEETS ARE PROMOTIONAL
- PROMOTIONAL CONTENT WILL INCLUDE THE FOLLOWING:
 - INSTRUCTIONS TO "FOLLOW AND RETWEET FOR A CHANCE TO WIN"
 - PROMOTIONAL HASHTAG FOR TRACKING
 - POTENTIAL PAID TWITTER CAMPAIGN I.E. SPONSORED/PROMOTED TWEET

PROPOSED SOLUTIONS



- EXAMPLE #1: CAMPAIGN FOR AMC STUBS MEMBERS
 - "SHARE AN #AMCSCREENSHOT OF YOUR POINTS FROM YOUR AMC MOBILE APP FOR A CHANCE TO WIN AN ADDITIONAL YEAR OF STUBS MEMBERSHIP!"
- EXAMPLE #2: CAMPAIGN FOR AMC THEATRE LOCATION "CHECK-IN" POSTS
 - "ARE YOU GOING TO SEE #DEADPOOL2 ON OPENING WEEKEND? CHECK-IN TO YOUR AMC THEATRE LOCATION AND USE THE HASHTAG #MYAMC WHEN YOU SEE THE MOVIE FOR A CHANCE TO WIN A FREE MOVIE POSTER SIGNED BY RYAN REYNOLDS @VANCITYREYNOLDS."
- EXAMPLE #3: CAMPAIGN ASKING USERS WHAT THEIR FAVORITE AMC THEATRES LOCATION IS AND WHY
 - "WHICH AMC THEATRES LOCATION IS YOUR FAVORITE AND WHY? ANSWER WITH THE HASHTAG #MYFAVORITEAMC FOR A CHANCE TO WIN TWO FREE MOVIE TICKETS!"

CAMPAIGN MEASUREMENT



- SPECIFY A PERIOD OF TIME (I.E. LENGTH OF CAMPAIGN OR OTHER) AND MEASURE THE FOLLOWING:
 - NEW FOLLOWERS AFTER CAMPAIGN START
 - RETWEETS OF CAMPAIGN TWEET
 - "FAVORITES" OF CAMPAIGN TWEET
 - VIEWS OF SPONSORED TWEET
 - INSTANCES OF DESIGNATED HASHTAG
- COMPARE TO PREVIOUS CAMPAIGNS AND/OR THE SAME TIME PERIOD OVER THE PREVIOUS YEAR

CAMPAIGN MEASUREMENT



- EXAMPLE #1: CAMPAIGN FOR AMC STUBS MEMBERS
 - MEASURE NUMBER OF TWEETS THAT CONTAIN THE AMC STUBS SCREENSHOT AND #AMCSCREENSHOT; INCLUDE REPLIES AND MENTIONS
- EXAMPLE #2: CAMPAIGN FOR AMC THEATRE LOCATION "CHECK-IN" POSTS
 - MEASURE NUMBER OF CHECK-INS VIA THIRD-PARTY TOOL (I.E. SWARMAPP) DURING THURSDAY 5/17/2018 THROUGH SUNDAY 5/20/2018 WITH #DEADPOOL2 AND #MYAMC
- EXAMPLE #3: CAMPAIGN ASKING USERS WHAT THEIR FAVORITE AMC THEATRES LOCATION IS AND WHY
 - MEASURE NUMBER OF TWEETS WITH USERS' FAVORITE LOCATION, EXPLANATION, AND #MYFAVORITEAMC

CAMPAIGN MEASUREMENT: DATA SOURCES



- TWITTER FOR BUSINESS – CAMPAIGN ANALYTICS

- NUMBER OF IMPRESSIONS (I.E. VIEWS)
- NUMBER OF TOTAL ENGAGEMENT AND TYPES (I.E. FAVORITE, RETWEET, ETC)
- GEOGRAPHICAL LOCATION OF TWEETS
- HASHTAG USE
- HASHTAG CLICKS
- DETAIL EXPANDS
- THREAD ACTIVITY
- DAILY BREAKDOWN OF ACTIVITY

- TWEET ACTIVITY

- NUMBER OF IMPRESSIONS
- NUMBER OF TOTAL ENGAGEMENT AND TYPES
- HASHTAG CLICKS
- HASHTAG USE
- DETAIL EXPANDS

- HOOTSUITE

- NUMBER OF IMPRESSIONS
- NUMBER OF CLICKS
- DAILY BREAKDOWN OF ACTIVITY

RISKS OF INACTION



- REGAL CINEMAS WILL CONTINUE TO LEAD IN TWITTER FOLLOWERS AND MAY EVEN INCREASE THE GAP BETWEEN ITS FOLLOWERS AND THOSE OF AMC THEATRES (I.E. MORE THAN CURRENT 90K GAP).
- AMC THEATRES WILL LOSE BRAND AWARENESS
 - POTENTIAL LOSS IN REVENUE OPPORTUNITIES
 - CUSTOMER CONFIDENCE AND BRAND REPUTATION DAMAGED
- AMC THEATRES WILL SEE NEGATIVE INTERACTIONS AMONG FOLLOWERS OUTWEIGH POSITIVE INTERACTIONS
 - NEGATIVITY ASSOCIATED WITH AMC THEATRES COULD DOMINATE BRAND PERCEPTION
 - NEGATIVITY WILL SPREAD TO OTHER SOCIAL MEDIA SITES I.E. FACEBOOK AND INSTAGRAM

THANK YOU

