



Cinemark Bistro and XD Movie Theater Campaign

A Flat Mountain Advertising
Creative Campaign

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Creative Strategy Document

Cinemark Bistro and XD is a premier movie theater that allows movie-goers to have an entirely new experience where they can eat a meal and have an alcoholic beverage served to them at their seat. Eating a meal during a movie is a new concept that sets Cinemark apart from other movie theaters that provide pretzels and popcorn as their main food sources. The necessity of this multi-media campaign is to show that Cinemark Bistro and XD is the first premier movie theater of its kind in Northern Colorado that is in need of exposure.

Target Market & Audience

For this campaign, we are targeting families, children, singles, couples, and friend groups. We want to highlight each target audience in a print advertisement to showcase how each can experience Cinemark Bistro and XD. Families go to the movies as a bonding experience and a fun activity to do over Holiday Breaks and any time of the year. Children love to go to the movies because they can see a long-awaited movie on the “big screen” and it is a planned event, as a family, rather than watching a movie at home. Single people go to the movies alone to express their independence; they need to have fun too. In turn, couples go to the movies as a date to be close to one another and share a mutually happy experience. Finally, friends enjoy going to the movies together as a fun activity as well.

Creative Strategy

As for our creatives, we want to show each target audience experiencing what Cinemark Bistro and XD has to offer; from getting a meal to being transported to another realm through watching a movie. We will use print, TV, and radio ads to convey this message as well as internet communications and an informational brochure.

Objectives

The main objective for this advertising campaign is to create awareness of Cinemark Bistro and XD to the general public. Ideally we would like to create awareness by 20% in Northern Colorado by December 31, 2016. In creating this awareness, we need to advocate Cinemark Bistro and XD’s ability to serve a meal while watching a movie, the XD experience, and the close proximity to CSU.

Strategies

As for strategies, we will advertise year-round using print, TV, and radio advertisements as well as a brochure and internet communications to showcase what Cinemark Bistro and XD has to offer that other movie theaters do not.

Creative Strategy PowerPoint Handout

Creative Strategy

- Cinemark Bistro and XD is a premier movie theater that allows movie-goers to have an entirely new experience where they can eat a meal and have an alcoholic beverage served to them at their seat.
- The necessity of this multi-media campaign is to show that Cinemark Bistro and XD is the first premier movie theater of its kind in Northern Colorado that is in need of exposure.
- Target Audiences include:
 - Families
 - Children
 - Couples
 - Single People
 - Friend Groups
- As for our creatives, we want to show each target audience experiencing what Cinemark Bistro and XD has to offer: from getting a meal to being transported to another realm through watching a movie.

Print Ads

Family



A Different Adventure Every Time



Join us at Cinemark Bistro & XD to see the newest films. You can order your tickets online and reserve your seats to get your favorite view.

See the hottest new movie in our plush recliner seats and enjoy a dinner from our bistro menu.

Visit us @ cinemark.com to view the latest showtimes and purchase your tickets.

#cinemarkbistro



**Buy 1 XD Movie Ticket and
Receive \$4 Dollars off the 2nd Ticket**

Each coupon is valid for one use only. No cash value or exchanges.

To redeem: Coupons may be redeemed by presenting this coupon upon purchase.

Second ticket must be purchased at the same time to receive discount.

Children



A Different Adventure Every Time

Join us at Cinemark Bistro & XD to see the newest films. You can order your tinkets online and reserve your seats to get your favorite view.

See the hottest new move in our plush recliner seats and enjoy a dinner from our bistro menu.

Visit us @ [cinemark.com](https://www.cinemark.com) to view the latest showtimes and purchase your tickets.

#cinemarkbistro



FREE SMALL POPCORN WITH THE PURCHASE OF AN XD MOVIE TICKET

Each coupon is valid for one item only. Coupon code and barcode must be visible. Free items can be upgraded to larger sizes by paying the difference. Coupon can be used in conjunction with the refill of the plastic refillable cup and/or tub. Not valid with any other combo or offer. No cash value or exchanges. Not valid for resale. To redeem: Coupons may be redeemed either by printing the coupon or by displaying coupon image on a smart phone.

CINEMARK
CENTURY THEATRES. CinéArts. Excellence

Code:
HLN.104



Couples



A Different Adventure Every Time

Join us at Cinemark Bistro & XD to see the newest films. You can order your tickets online and reserve your seats to get your favorite view.

See the hottest new movie in our plush recliner seats and enjoy a dinner from our bistro menu.

Visit us @cinemark.com to view the latest showtimes and purchase your tickets.

#cinemarkbistro

FREE SMALL POPCORN WITH THE PURCHASE OF AN XD MOVIE TICKET



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CINEMARK.
CENTURY THEATRES. CineArts. LuxeCin

Code:
HLN.104



Single People



A Different **Adventure** Every Time



Join us at Cinemark Bistro & XD to see the newest films. You can order your tinkets online and reserve your seats to get your favorite view.

See the hottest new move in our plush recliner seats and enjoy a dinner from our bistro menu.

Visit us @ cinemark.com to view the latest showtimes and purchase your tickets.

#cinemarkbistro



FREE SMALL POPCORN WITH THE PURCHASE OF AN XD MOVIE TICKET

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CINEMARK
CENTURY THEATRES. CinéArts. *Luxor*

Code:
HLN.104



Friend Groups



A Different **Adventure** Every Time



Join us at Cinemark Bistro & XD to see the newest films. You can order your tickets online and reserve your seats to get your favorite view.

See the hottest new movie in our plush recliner seats and enjoy a dinner from our bistro menu.

Visit us @ [cinemark.com](https://www.cinemark.com) to view the latest showtimes and purchase your tickets.

#cinemarkbistro



FREE SMALL POPCORN WITH THE PURCHASE OF AN XD MOVIE TICKET

Each coupon is valid for one item only. Coupon code and barcode must be visible. Free items can be upgraded to larger sizes by paying the difference. Coupon can be used in conjunction with the refill of the plastic refillable cup and/or tub. Not valid with any other combo or offer. No cash value or exchanges. Not valid for resale. To redeem: Coupons may be redeemed either by printing the coupon or by displaying coupon image on a smart phone.

CINEMARK
CENTURY THEATRES. CinéArts. *Executive*

Code:
HLN.104



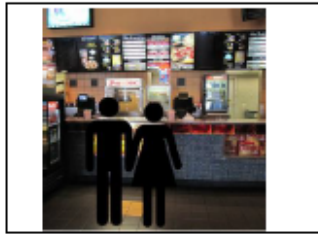
TV Storyboards

TV STORYBOARD

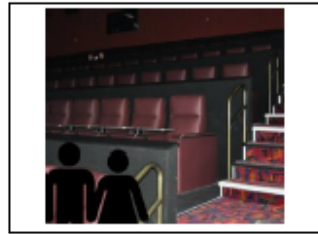
Advertiser: Cinemark	Title: Couple Experience
Agency: Flat Mountain Advertising	Format: TV Commercial
Product: The New Bistro and XD Theater	Length: 60"



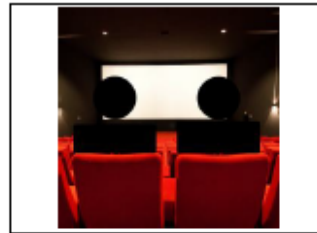
(Visual) WS of movie theater; a couple enters the theater
(Audio) Soft music



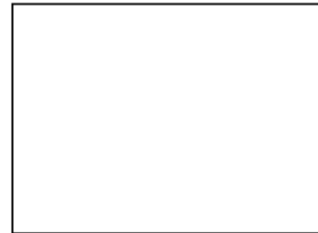
(Visual) MS couple gets popcorn from concessions and beer from the bar
(Audio) Soft music



(Visual) MS from behind couple walking into their theater
(Audio) Soft music



(Visual) MS from behind seats, couple sits down
(Audio) Soft music



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera



(Visual) Couple is now on board a spaceship bride fighting off alien ships
(Audio) Star Wars Theme



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera



(Visual) Couple running through the forest being chased by a werewolf.
(Audio) Scary music



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera

Advertiser: Cinemark

Title: Couple Experience

Agency: Flat Mountain Advertising

Format: TV Commercial

Product: The New Bistro and XD Theater

Length: 60"



(Visual) Couple is in a mansion in Victorian London dancing in the ballroom
(Audio) Victorian music



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera



(Visual) MS The couple is back in the theater chairs.
(Audio) Soft music



(Visual) cut to a WS outside Movie Theater
(Audio) Anr: The Cinemark Bistro and XD; A different adventure every time



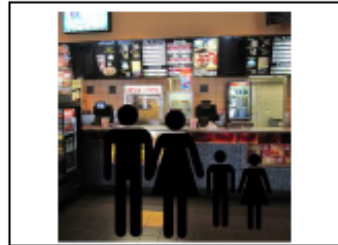
(Visual) Cut to Black screen with logo and text: ORDER TICKETS ONLINE. Display URL and social media links

TV STORYBOARD

Advertiser: Cinemark	Title: Family Experience
Agency: Flat Mountain Advertising	Format: TV Commercial
Product: The New Bistro and XD Theater	Length: 30"



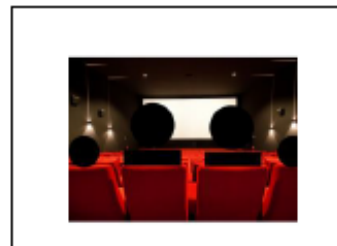
(Visual) WS of movie theater; a family enters the theater
(Audio) Soft music



(Visual) MS family gets popcorn from concessions stand
(Audio) Soft music



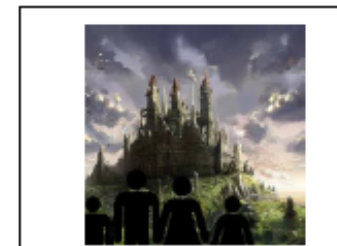
(Visual) MS from behind family walking into their theater
(Audio) Soft music



(Visual) MS from behind seats, family sits down
(Audio) Soft music



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera



(Visual) Family is taken to a medieval castle
(Audio) Harry Potter Theme Song



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera

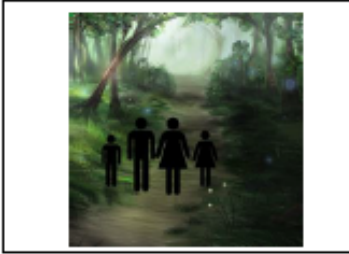


(Visual) The family is taken to outer space
(Audio) Star Wars Theme Song



(Visual) A flash of light over takes screen
(Audio) Music stops, flash sound like a camera

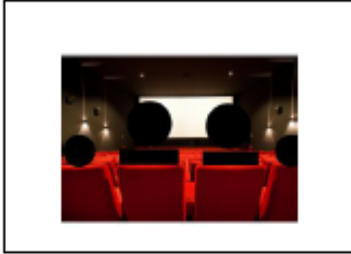
Advertiser: Cinemark	Title: Family Experience
Agency: Flat Mountain Advertising	Format: TV Commercial
Product: The New Bistro and XD Theater	Length: 30"



(Visual) The family is taken to an enchanted forest
 (Audio) Whimsical music



(Visual) A flash of light over takes screen
 (Audio) Music stops, flash sound like a camera



(Visual) MS The family is back in the theater chairs.
 (Audio) Soft music



(Visual) Cut to a WS outside Movie Theater
 (Audio) Anr: The Cinemark Bistro and XD; A different adventure every time



(Visual) Cut to Black screen with logo and text: ORDER TICKETS ONLINE. Display URL and social media links

Radio Commercial Script

Cinemark Bistro & XD
Dinner Dilemma Commercial
Commercial Length: 60”

GUY: HEY HONEY, WANNA GO SEE THAT NEW STAR WARS MOVIE THAT COMES OUT TONIGHT? DINNER’S ON ME!

GIRL: SURE! WHERE DO YOU WANNA GO FOR DINNER?

GUY: UM, I DON’T KNOW! YOU PICK, SWEETIE!

SFX: GUY KISSES GIRL ON CHEEK.

GIRL: I PICKED LAST TIME, IT’S YOUR TURN TO CHOOSE WHERE WE GO TO DINNER!

GUY: THERE’S THE THAI PLACE ON MAIN STREET, OR THE LITTLE CAFÉ THAT SERVES THOSE CICHES YOU LIKE. OH, THE MEXICAN RESTAURANT ON COLLEGE IS NICE, BUT THEY’RE GONNA BE PACKED ON A FRIDAY NIGHT. DO ANY OF THOSE SOUND APPETIZING TO YOU?

GIRL: HOW ‘BOUT YOU SURPRISE ME!

SFX: GIRL LAUGHING EXCITEDLY.

GUY: WELL, THERE *IS* THAT NEW CIMEMARK BISTRO & XD IN FORT COLLINS. IT HAS A BISTRO WHERE THE STAFF ACTUALLY SERVES FOOD AND BEVERAGES TO YOU AT YOUR SEAT! HOW COOL IS THAT?

GIRL: WOW! I’VE NEVER HEARD OF A MOVIE EXPERIENCE LIKE THAT BEFORE! DINNER WHILE WATCHING A MOVIE?

GUY: PLUS, THE SEATS ARE BIG AND COMFORTABLE *AND* THEY RECLINE BACK!

SFX: GUY MAKING ENGINE SOUND TO MIMIC SEATS RECLINING BACKWARDS.

SFX: GIRL CHUCKLES.











GIRL: SOUNDS LIKE THE PERFECT DATE NIGHT TO ME! LET’S DEFINITELY GO TO THE CINEMARK BISTRO & XD!


GUY: I’M ALREADY RESERVING OUR SEATS ONLINE!

ANNCR: CINEMARK BISTRO & XD. LOCATED AT 335 EAST FOOTHILLS PARKWAY, FORT COLLINS. A DIFFERENT ADVENTURE EVERY TIME!

Brochure Mockup

Amenities

-  XD
-  *Movie Bistro*
-  *Luxury Loungers*
-  *All Stadium Seating*
-  *Reserved Seating*
-  *RealD 3D*
-  *D-CINEMA Digital*
-  *Wheelchair Accessible*
-  *Arcade*
-  *Birthday Party Room*




Visit us online to find out when your favorite movies are playing

@
Cinemark.com

Don't forget to follow us on your favorite social media.

Download our app on your phone to find the quickest showings and times.



CINEMARK

The Best Seat In Town

Movie Bistro & XD

335 E. Foothills Parkway,
Fort Collins, CO 80525
Phone 970-207-4009
Fax 970-207-4479
Email 1125@cinemark.com

Your New Theater Has it All

Experience movies in a whole new way with Cinemark Movie Bistro & XD. The theater provides better screens including XD, RealD 3D, and Digital, so you're always watching movies at the top quality.

At Cinemark, you get in-theatre Dining Experience that includes table service before the movie.

Don't forget about the seating. The theatre comes with luxury loungers that are oversized, plush, and comfortable. They are electric powered recliners and



have footrests. With every seat in the auditorium placed higher than the seats immediately in front of them, there is no chance of someone blocking your view from enjoying the movie. If you like the middle seat or the very back, you can reserve your seat so you always get your favorite view.

We make it easier for you by allowing you to buy and print your tickets at home.

Visit us and enjoy an experience you'll never forget.

A
Different
Adventure
Every
Time

Bigger and Better Screens



XD

Extra large, extreme entertainment! Ceiling-to-floor and wall-to-wall screen, custom sound and premium seating ensure that every seat is an intense sensory experience.

RealD 3D

All-digital new generation of entertainment! With crisp, bright, ultra-realistic 3D images so lifelike you feel like you've stepped inside the movie.

Digital

Digital presentations remain crisp, clear and sharp every time they are shown! Digital presentations are 2D and 3D content.

Bistro



At Cinemark, you don't have to worry about finding dinner before watching a movie.



We provide a wide variety of appetizers, sandwiches, wraps, quesadillas, tacos, and pizza.



For the older crowd, we also provide beer, wine and frozen cocktails.



Don't forget about the movie favorites such as popcorn, candy, and nachos.



Internet Communication

Facebook

The image shows a screenshot of the Facebook page for Cinemark Movie Bistro and XD Movie Theater. The page header features the Cinemark logo (a red square with a white 'C') and the text "Cinemark Movie Bistro and XD Movie Theater". Navigation buttons for "Contact Us", "Like", "Share", and a menu icon are visible. Below the header, there are tabs for "Timeline", "About", "Photos", "Reviews", and "More".

On the left side, there are statistics: "2,974 people like this", "2,514 people have been here" (with a photo of Ramon Portuese), and "4.6 of 5 stars - 28 reviews". The "ABOUT" section includes a map showing the location at "335 E Foothills Pkwy, Fort Collins, Colorado" and a link to the website "http://www.cinemark.com/theatre-1125". The "PHOTOS" section shows a grid of images including movie theater interiors, XD logos, and popcorn.

The main content area features a status update from Cinemark Movie Bistro and XD dated October 31. The text of the post reads: "Order from our menu and pair with some of your favorite local brews...bottled and on tap! Enjoy while reclining and watching your movie. #cinemarkbistro". Below the text is a promotional image for a movie showing a person reclining in a theater seat. At the bottom of the image, there is a red banner that says "A Different Adventure Every Time" and "FREE SMALL POPCORN WITH THE PURCHASE OF AN XD MOVIE TICKET".

At the bottom of the post, there are buttons for "Like", "Comment", and "Share".

Add a Cover



Cinemark Bistro & XD

Movie Theater · Add A Category

Create Call to Action

Liked

Message



Timeline

About

Photos

Reviews

More



View Pages Feed

See posts from other Pages



Invite friends to like this Page



Number of people you can reach within 2 miles of your business:

67,000 people

Promote Local Business

ABOUT



335 E Foothills Parkway
Fort Collins, Colorado

Save

(970) 377-0782



Status



Photo / Video



Event, Milestone +



Write something...



Cinemark Bistro & XD

29 mins · Edited ·

Come enjoy Star Wars: The Force Awakens on December 18 with a meal served to your seat! Reserve your seats online today at http://www.cinemark.com/theatre-detail.aspx?node_id=717339

A Different Adventure Every Time!



Cinemark - Theatre Detail - Cinemark Movie Bistro and XD


- Step inside the Cinemark Coupon Cube and collect as many coupons as you can in 30 seconds! One lucky winner has the chance to win free movie...


CINEMARK.COM

Instagram


iPad 8:57 PM 13%

← PHOTO ↻

 cinemark
Fort Collins, CO 1 d




A Different Adventure Every Time




Join us at Cinemark Bistro & XD to see the newest films. You can order your tickets online and reserve your seats to get your favorite view. See the hottest new movie in our plush recliner seats and enjoy a dinner from our bistro menu. Visit us @cinemark.com to view the latest showtimes and purchase your tickets.
#cinemarkbistro

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WITH THE PURCHASE OF AN XD MOVIE TICKET



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CINEMARK
CENTURY THEATRES. Theaters. Studios.

Code: HLM.104 

22 likes

Enjoy a dinner and a movie with us.
#cinemarkbistro

Home Search Post Like Messages

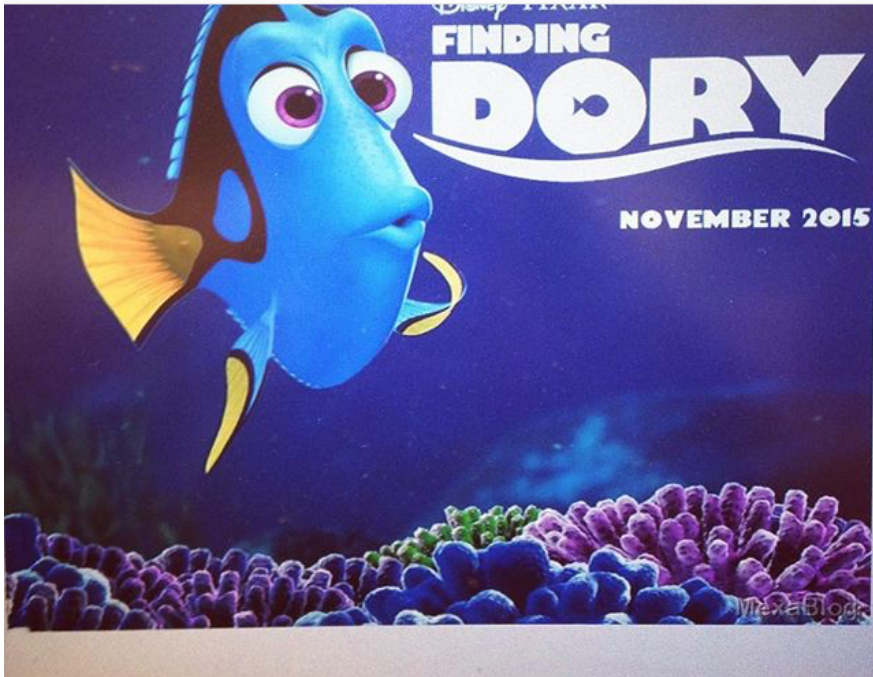


PHOTO



cinemark_bistro

1w



cinemark_bistro #findingdory2015 is almost here! See it in 4D at Cinemark Bistro & XD! We'll even serve your food & drinks to you at your seat! Reserve tickets & seats today @ www.cinemark.com A Different Adventure Every Time





cinemark_bistro

1s



cinemark_bistro Want to be blown away by the new #starwars? Then come see it at Cinemark Bistro & XD. With 4D viewing, you'll feel like the force is within you (literally)! Reserve your seats & tickets today @ www.cinemark.com - A Different Adventure Every Time

Twitter

iPad 9:01 PM 12%

mobile.twitter.com

Twitter

Profile

Cinemark
@Cinemark

Follow

It's always an Adventure at Cinemark.
[#cinemarkbistro](#)

11:21pm - 10 May 14



A Different Adventure Every Time



Join us at Cinemark Bistro & XD to see the newest films. You can order your tickets online and reserve your seats to get your favorite view. See the hottest new movie in our plush recliner seats and enjoy a dinner from our bistro menu. Visit us @cinemark.com to view the latest showtimes and purchase your tickets.
[#cinemarkbistro](#)

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CINEMARK
CENTURY THEATRES. Classic. Goodness

Code: HLN.104





Cinemark Bistro & XD @cinemarkbistro · 5s

Excited about the new Star Wars? Get immersed in the movie @ Cinemark Bistro & XD. A different adventure every time!



Cinemark Bistro & XD @cinemarkbistro · 8m

#FindingDory's coming! See it in 4D w/reclining seats & food served to you! Reserve tix @ cinemark.com



1:36 PM - 18 Nov 2015 · Details



Reply to @cinemarkbistro