

The experience gym

Go to the Movies and work out your emotional and fun muscles



Insight

Turn a simple trip to the movies into...

... an EXPERIENCE GYM



Work out your fun muscles by laughing, smiling and tittering.



Work out your empathy muscles by feeling, perceiving and enjoying.



Work out your emotional muscles by frowning, crying and shouting.

The steps of the experience gym (1/2)



The steps of the experience gym (2/2)



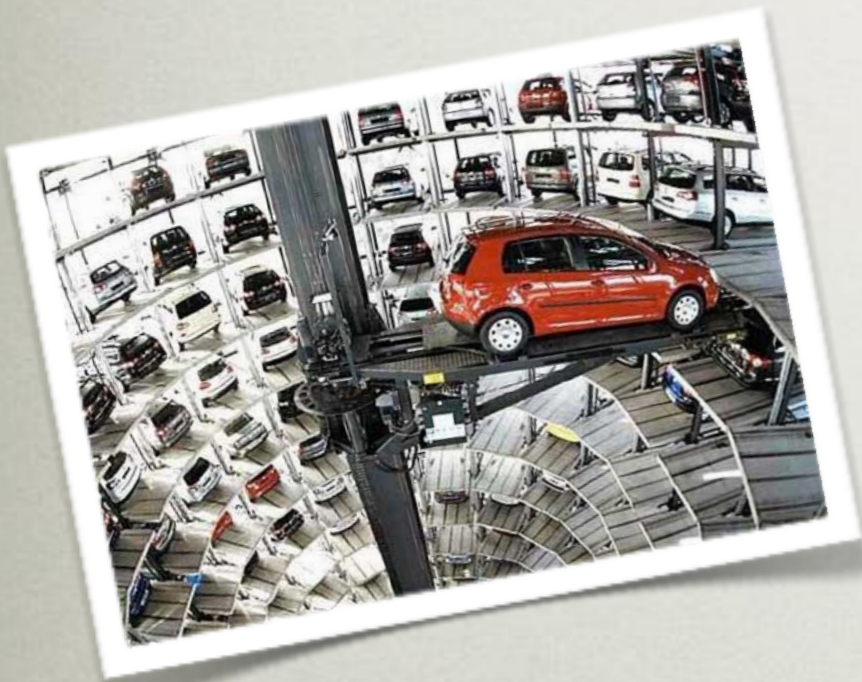
Getting to the Movie Theater

From entering yet another building...



"Getting to a half-empty, under construction movie theater turns me totally down!"

Getting to the Movie Theater...to leaving the real world behind



Create the illusion that customer is entering a futuristic new world, leaving the real world behind.

First impressions matter: hook the customer from the start and engage him with a story.

The customer should be as excited as if it were a theme park ride: ready for action.

Purchasing Tickets

From long lines to get a disposable ticket...



"Waiting in line for a movie premiere, only to get a terrible seat in the theater..."

Purchasing Tickets

...to owning your time and stretching the experience

Perceived control increases the chances of flow and happiness



Give the option to preselect seats in advance. It gives a sense of control and increases happiness.



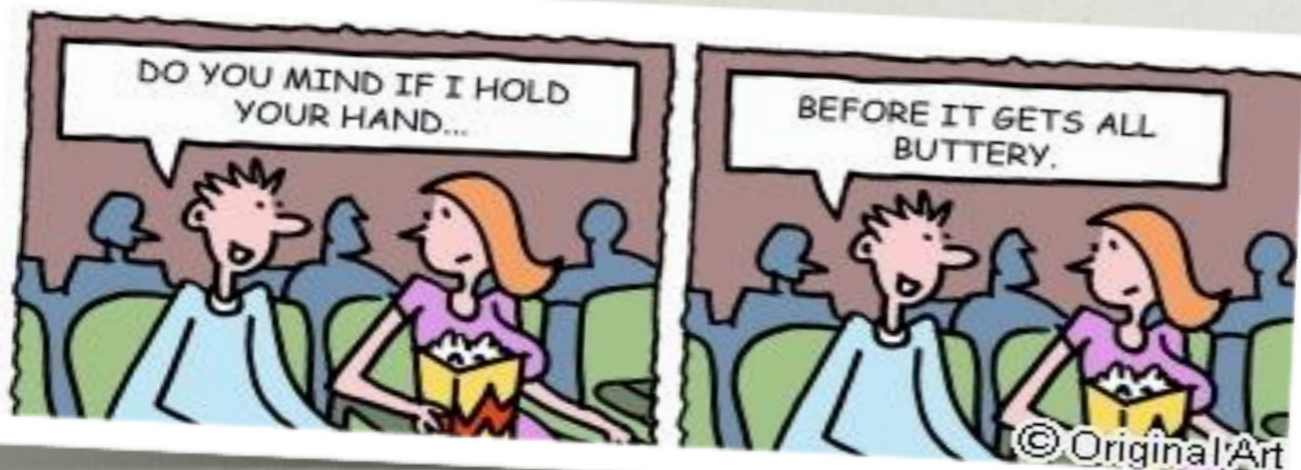
Make the ticket stubs into a memento that customers could collect and trade extending the experience.

Buying Food and Beverages

From junk food and only kids' items...



"She wants to see the movie. I'm just here for the popcorn."



"Every time I come to the movies, I have to eat popcorn. And then I'm feeling it in my stomach all through the movie and even later at night. It's the worst part of the experience!"

Buying Food and Beverages

...to enjoying the food and facilitating social interactions



Provide healthy snacks, not intended to substitute a meal, but just to hold customers over.



Create not just novelty items but food unique to the movie-going experience.



Provide desserts to change the dynamic (first movie, then dessert) to have people stick around the venue to chat about the movie afterwards.

Walking into the Movies

From dirty movie theaters...



"I never know where to put my feet. It's so annoying."



"Popcorn is all over the place!"

Walking into the Movies

...to proactively clean

Achieving a Higher Purpose, contributing to a greater goal, increases happiness



Engage customers in cleaning through convenient and attention-grabbing trash cans.



Thank customers for their help in a personal, compelling way to ensure direct and immediate feedback!

Sitting down

From uncomfortable seats...



“The seats are individual buckets, not like sharing a sofa nor enjoying a recliner.”

Sitting down

...to feeling at home

Spending more quality time with people contributes to increasing happiness



Encourage social interactions allowing for double seats instead of individual places.



Provide comfortable seating to encourage people to fully relax and rest while enjoying the experience.

Focusing

From being distracted..



“There is always somebody who has to check his phone sometime during the movie.”

Focusing

...to fully engaging

Being present versus disengaged increases happiness



Encourage people to leave potential distractors at the entrance and focus on the actual experience.



Provide additional services like cell phone charging to encourage people to leave their cell phones at the entrance.

Watching the Movie

From sitting through a movie...



"I love movies because they take me to another world, to so many other places I would love to go."

Watching the Movie...to living through it

Providing hedonistic value to employees and customers makes them happy



Engage employees with theater-specific uniforms, and encourage customers to dress in a way that reflects their childhood memories.



Decorate the walls of the movie theater to help people escape - mentally or physically - to another world.

Exiting......from finding your own way out...



“Last week I went to the movies, and when the movie was over I realized the whole staff had left. I was on my own and had to figure the way out!”

Exiting...to staff engaging with you after the movie

The end of an experience is overweighted in consumers' memories



"How did you feel when the old woman threw the necklace into the ocean?"

"Do you think Jack Sparrow will return from his watery grave?"

"Would you actually want to be kissed upside down in the rain, even by Tobey Maguire?"



Saying "have a good night and please come again" has a big impact on whether people actually do have a good night and do come again.

Consider theming the space and the uniforms to reinforce the experience of each individual movie.

Building a film community

From being an anonymous person in the audience...



“I’ll go to the movies and often I’ll see senior citizens sitting in the audience, all alone. It looks like such a lonely experience!”

Building a film community

...to being part of a loyal film fan base!



Make movie-going a social experience. Create a community of people that want to interact with one another on a regular basis.

Special screenings for loyal moviegoers and Q&A sessions with directors - like film festivals.

Loyalty benefits. Once someone tries your theater, give them every reason to stick with it.

Thank you

