

Presents



Tone

Happiness, Celebration & Giving

USP

Sharing & Happiness



FILMHOUSE
CINEMAS





Digital Marketing GOALS

- *Engage 1,000,000 people online and 5000 offline across 4 Cinemas & Cities.*
- *Create over 40 Million online impressions & awareness of the brand Coca-Cola & Filmhouse.*
- *Sustain brand loyalty & affinity of Coca-Cola & Filmhouse leveraging on digital engagements.*
- *Create, sustain & manage a strong social presence to drive value and CRM.*



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LOCATION

Lagos, Port-Harcourt,
Calabar, Kano (Nigeria)

AGE

18 – 45

GENDER

Male & Female

INTEREST

Movies, Fun, Entertainment

Marketing
Targets



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Event Profile

The **SHARE A MOVIE WITH COKE** campaign is a
Special Movie hangout that leverages on
Peoples interest and desire and magically fusing it all
Into an atmosphere of fun that culminates into
A delightful Cinema screening.

Talk about: **Sharing and having fun!**



Filmhouse is well positioned as a top player in the Cinema industry in Nigeria. With nine cinemas inclusive of the only IMAX screen in West-Africa, with an average footfall of 200 thousand every month FilmHouse Cinemas is a force to reckon with in the Nigerian entertainment space.

Coca-Cola on the other side is the most popular and biggest-selling soft drink in history. An icon of all times, Coca-Cola is the best-known product in the world.

Created in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage by mixing Coca-Cola syrup with carbonated water.

And together Filmhouse Cinemas & Coca-Cola presents **SHARE A MOVIE WITH COKE.**

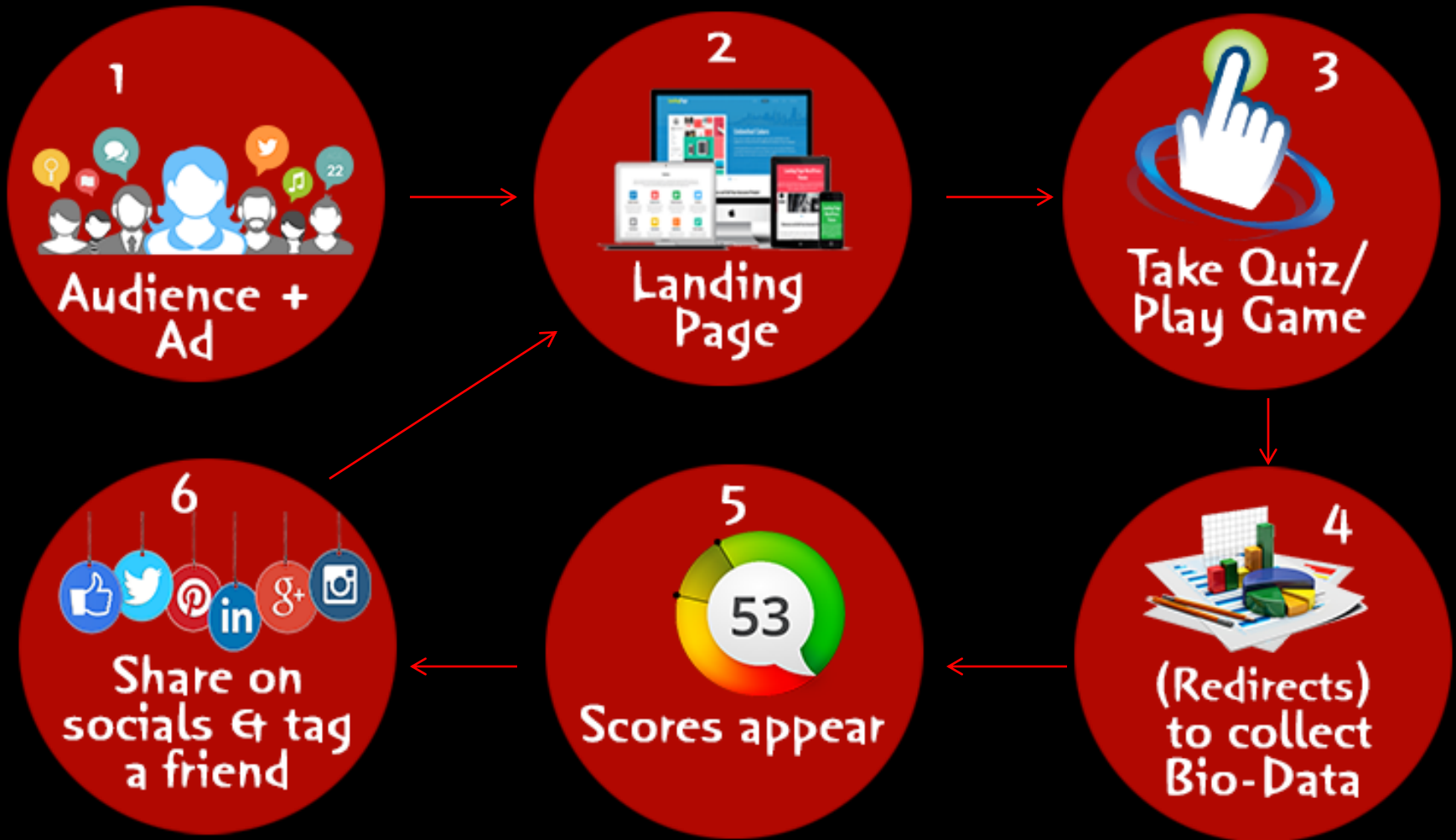
Concept



SHARE A MOVIE WITH COKE is a movie hangout that is scheduled to take Place in 4 cities across Nigeria. Participant would have the rare opportunity to see a blockbuster movie in a fanfare pre-screening atmosphere.

MECHANISM –

- Campaign hypes (ads) both video & image driven would be optimized for clicks leveraging on DIGITAL MEDIA.
- People who click are directed to a LANDING PAGE where they have detailed information of the hangout and how to opt in.
- To opt in they have 2 options (1) TAKE A MOVIE QUIZ or (2) PLAY A GAME
- After taking the quiz a participant details are being collected in a short form and a plugin automatically generates a tweet or Facebook post to share your score and tag someone to participate.
- Participants can play as many times as they wish, winners would be selected discretionally and invited to the **SHARE A MOVIE WITH COKE** event.



Audience can participate as many times as they want but data is collected once.

Landing Page



TAKE QUIZ



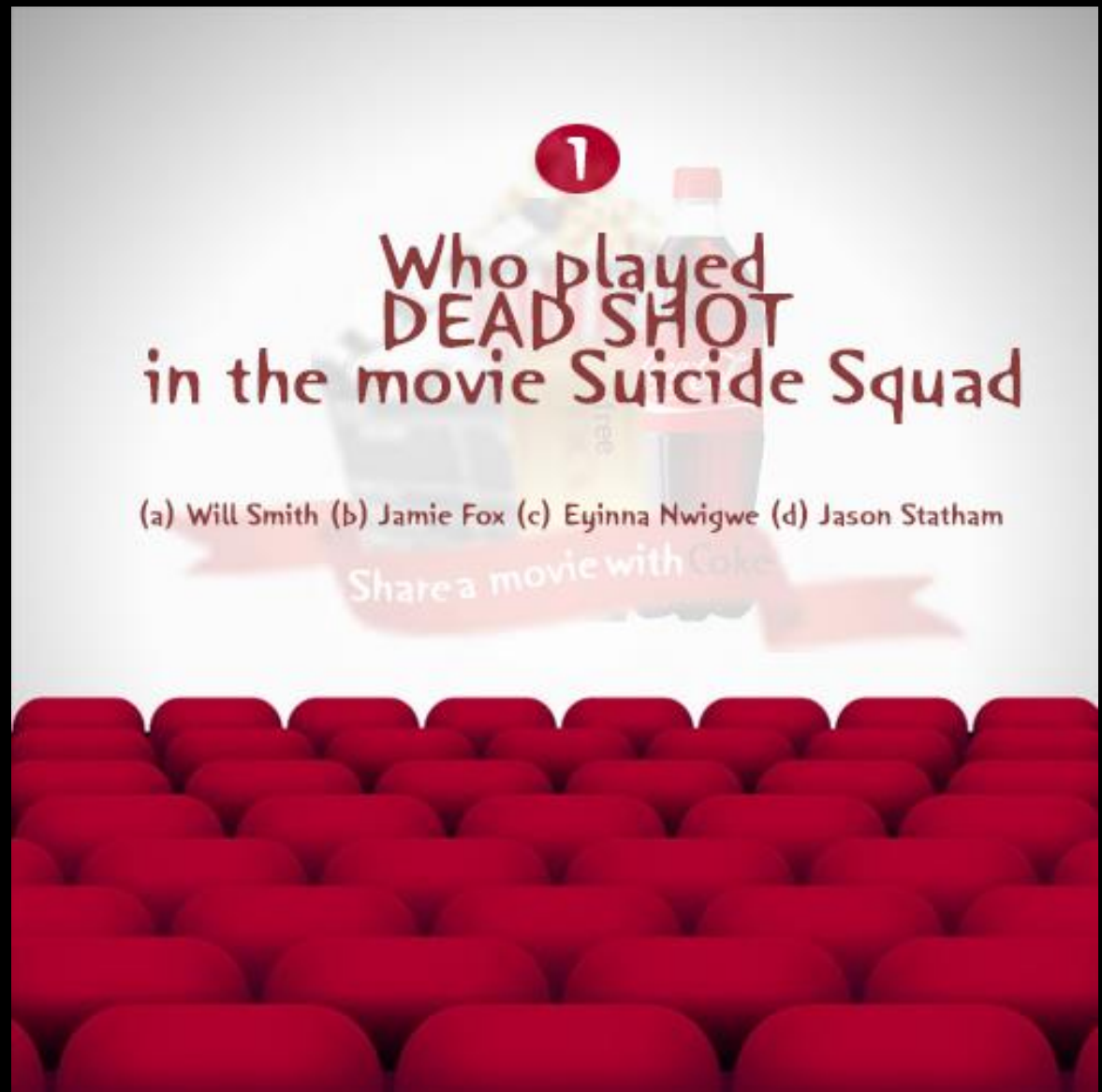
PLAY GAME



Hey Movie lover, Welcome to the official page of the
SHARE A MOVIE WITH COKE hangout, quite a lot of
love and fun is in the waiting for you. It's the season of
love and sharing so get ready for some real good love
and you can pass it on by sharing.

The Quiz

Possible Questions

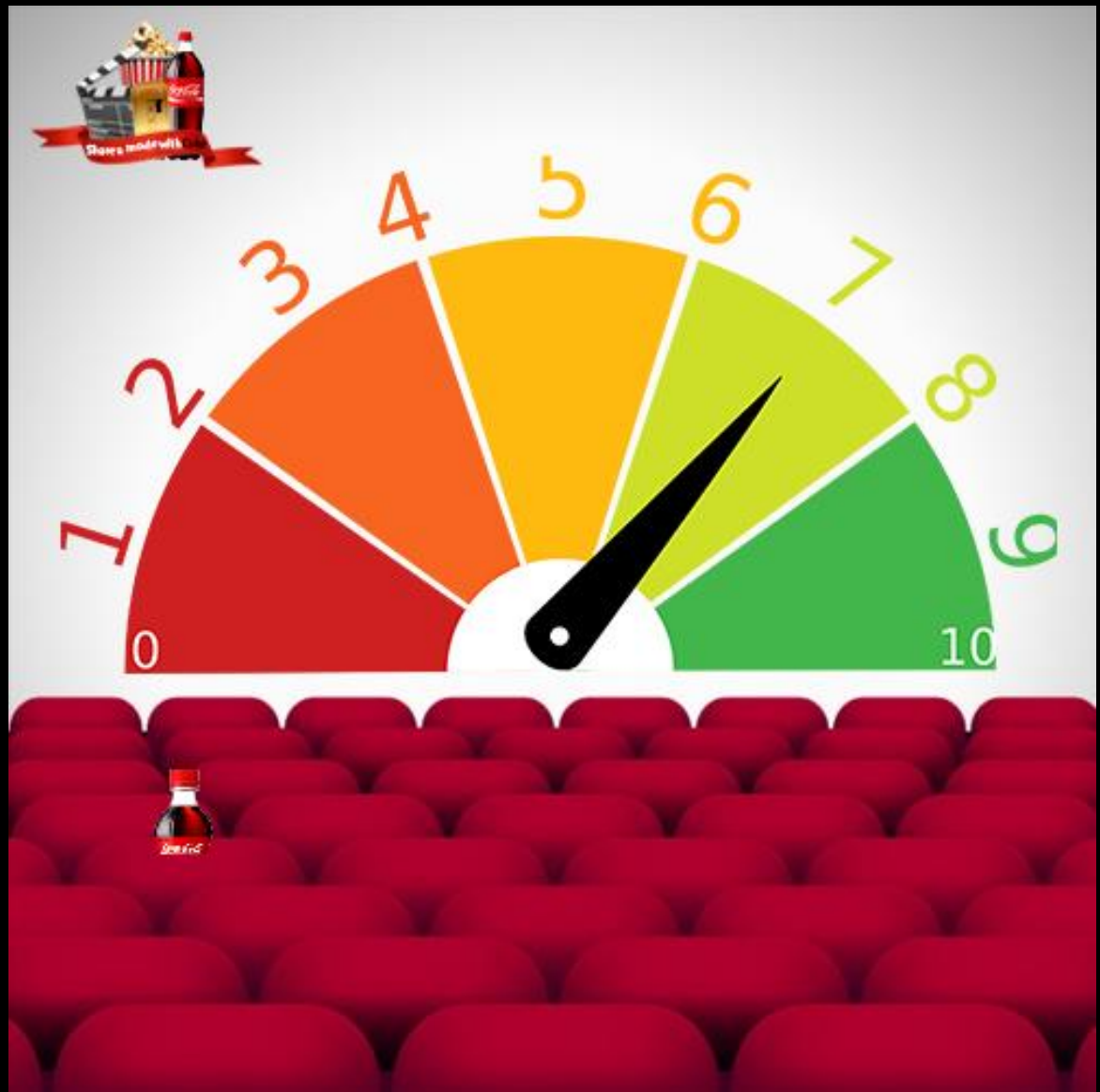


The Game

Find the Coke Bottles

HOW IT WORKS – Gamers have to click from several cinema sits to reveal coke bottles. Some sit will count as empty while others will have coke bottles.

Participants will have only 30 seconds to complete this task after which the Game ends.



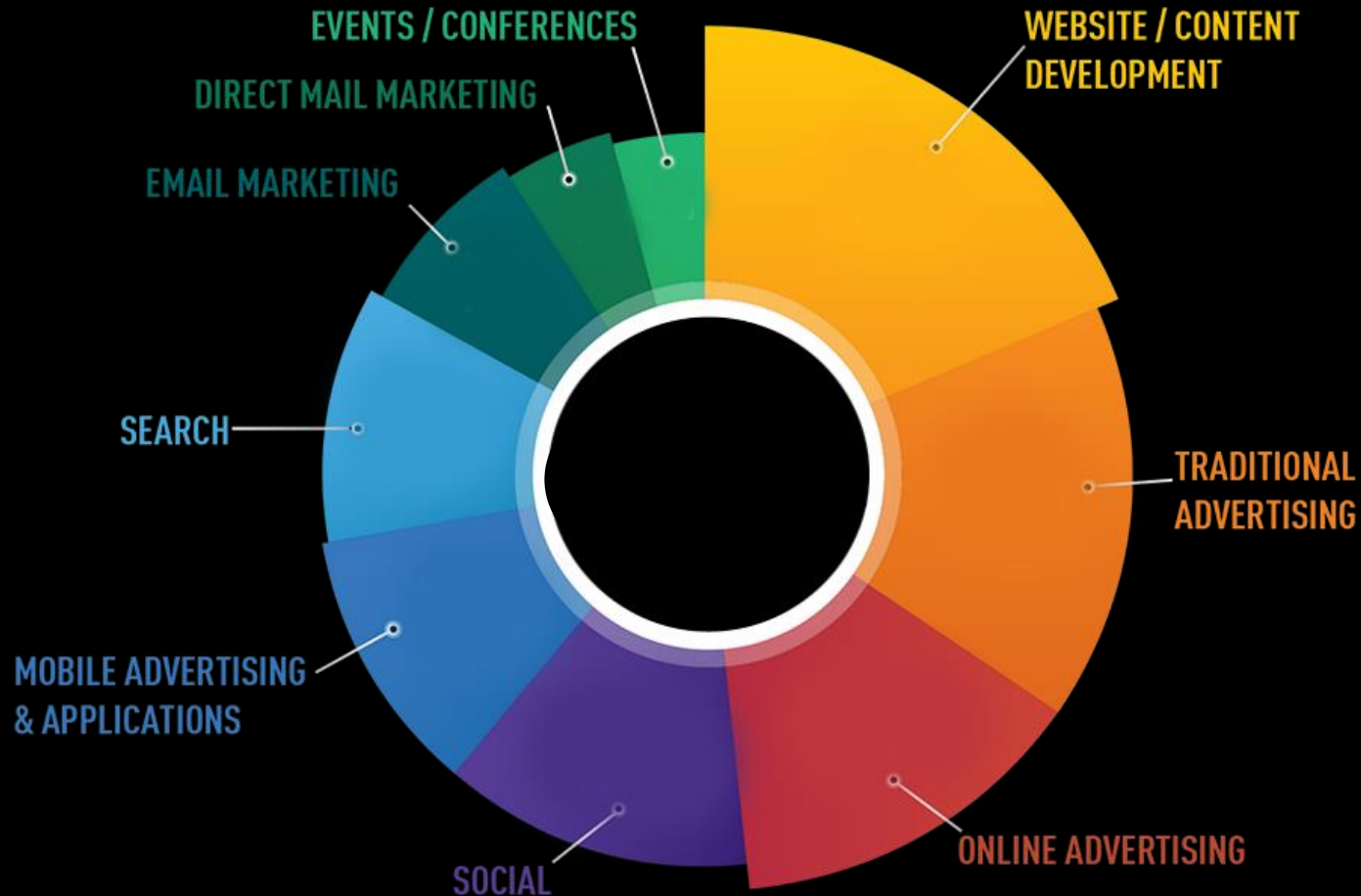
Strategy



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What we can offer





BUILD

We'll build a very strong content/campaign from Scratch deploying mechanics & creatives that'll meet our target audience directly with the aim to engage them.



PROMOTE

Online promotions using the right channels, metrics, A/B Testing & platforms Without losing out on our USP Is what our marketing Focus will be. We won't fail to also remarket.



ENGAGE

Getting people to opt-in to is not just our aim But making them our social Ambassadors and friends is One key way to keep the both brands winning.

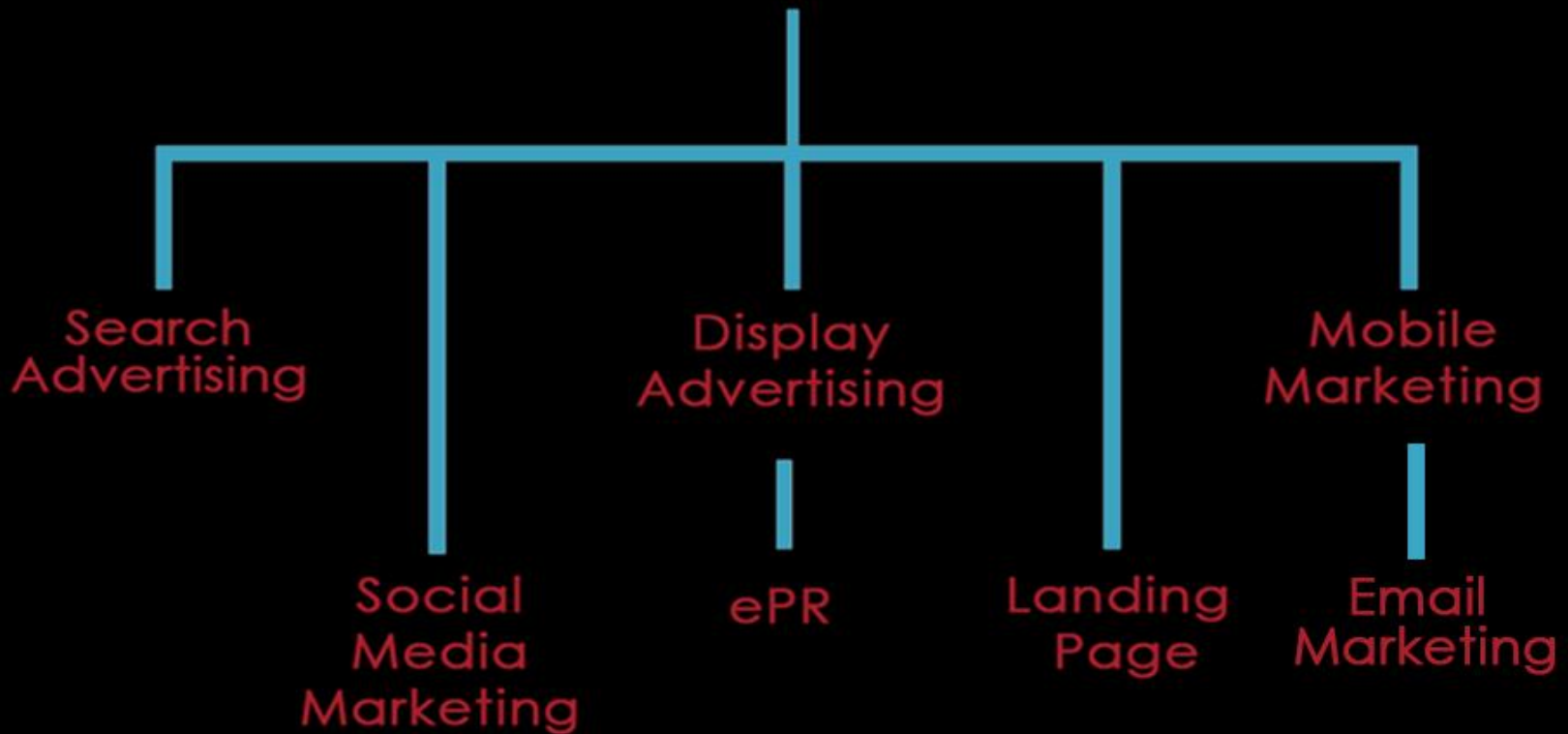


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TO DEPLOY

DEPLOY ONLINE ADVERTISING / PR



Hashtag

#ShareAMovieWithCoke



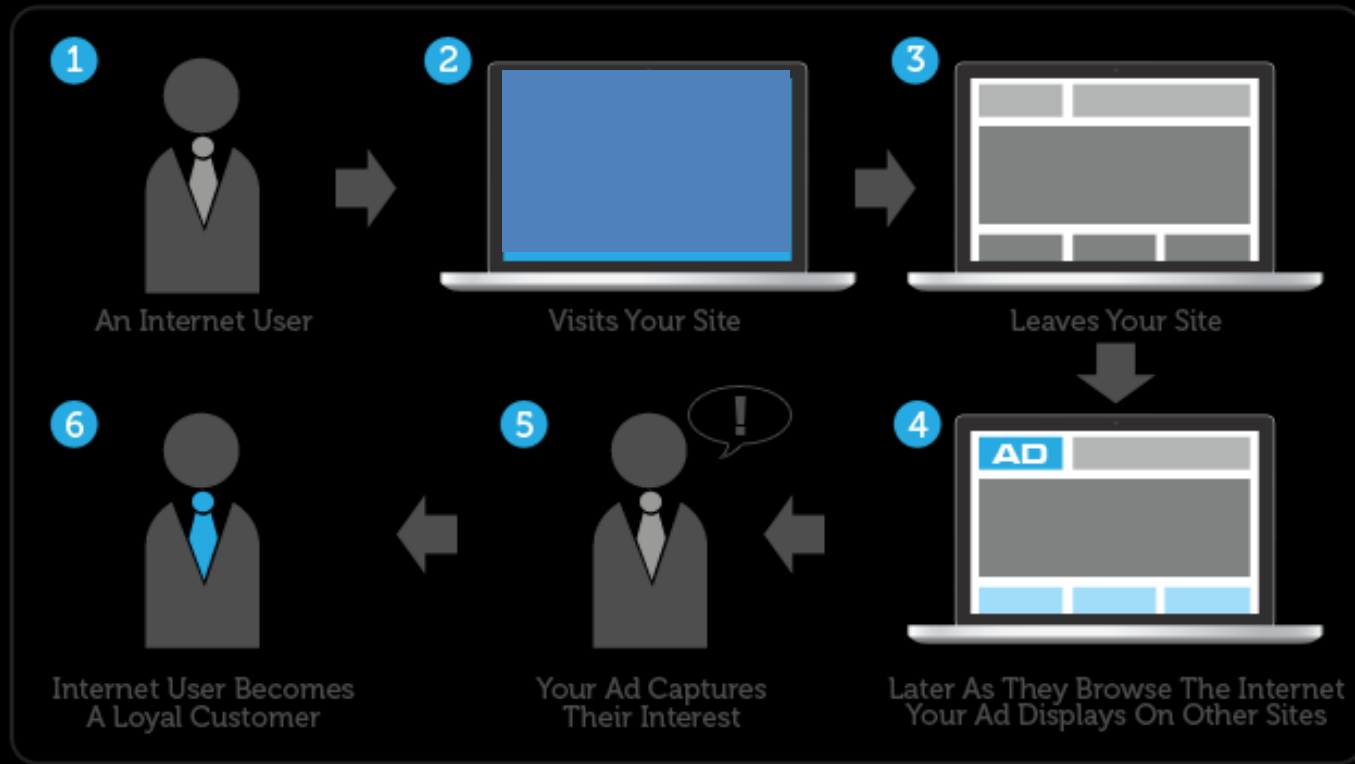
Activation I -

- Identify the largest and most scalable partner in the target market segment (Consumer / Market Insight).
- Develop proof point address concerns with engagements, reach, online value and reputation creating your unique case studies and testimonials using our secret online marketing ingredient/tool

Activation II -

- Develop a strategy for / with the product to widen the funnel for reach, engagements and retention for your key market segment identifiable using social metrics, content and ePR.
- Maintain online media presence in line with your brand tone of voice, color, brand values and objectives.

REMARKETING SERVICES



People who have visited our app or landing page will be targeted with banner ads when they are on other sites. This typically ensure that we convert people who have shown interest but left without conversion.

On FACEBOOK, We'll activate FACEBOOK PIXIE & Google, Cookies

Budget



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Platforms	Subject	Cost
Twitter	<ul style="list-style-type: none"> Twitter Video Ad Hashtag Trend Twitter Promoted Tweets 	2
Facebook & Instagram	<ul style="list-style-type: none"> Carousel Ad Single Image Ad 	4
Google	<ul style="list-style-type: none"> Display Ad Search Ad 	2
ePR	Naij, Linda Ikeji, Bella Naija, Vanguard, Pulse (x2 Weekly)	6
Remarketing	Facebook, Instagram, Google	1
Total		1

SWOT

NEED TO
LEVERAGE

CRITICAL

NEED TO
ADDRESS

CRITICAL

STRENGTH

Reliable/Expertise

Strong Brand awareness

Large customer base across industries

socially responsible

WEAKNESS

"Understanding of the platform"

"Benefits" Incentives

OPPORTUNITY

Growing ONLINE community

few competition in the digital space

Paid & Targeted Online Conversations

Lack of proper promotion

"Distant "

THREAT



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Creatives





- ENTER -

Take a **seat** ...



Coca-Cola

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Would you like to

SHARE

A MOVIE WITH *Coca-Cola*

- ENTER -

FILMHOUSE
CINEMAS



FILMHOUSE
CINEMAS



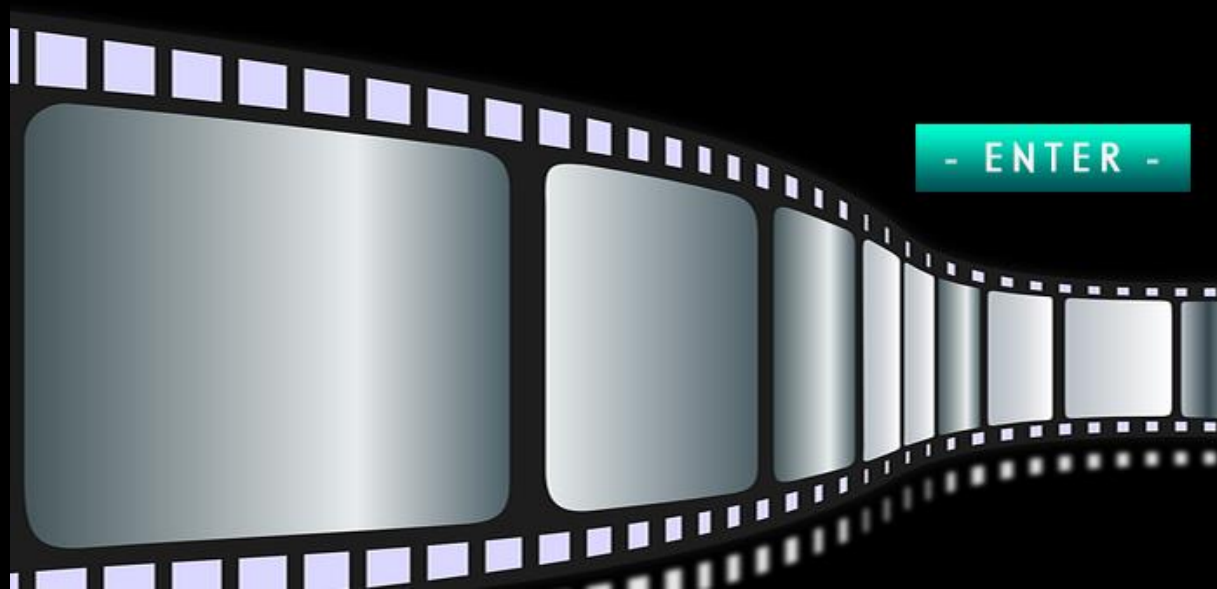


Now you can

SHARE

A MOVIE WITH *Coca-Cola*

Share a movie with Coke



Coca-Cola

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Thanks

Contact- Ben lyoha



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