



# MARKETING BEST PRACTICE:

Develop a winning **long  
term marketing engine**

**Riga** Workshop  
April '22

# THIS IS ME...



**OLIVER FEGAN**  
CEO at **usheru**

- Management Consultant / 3rd Time Entrepreneur
- Worked in Strategy & IT transformation projects for FMCG clients including Johnson & Johnson & Unilever
- Passionate about finding smarter and automated ways to solve problems



# WE BRING DATA-LED WEB SOLUTIONS TO A RANGE OF PARTNERS



STUDIOCANAL



SONY PICTURES



ELYSIAN

a contracorriente|films



AVALON

# WHAT'S THE SOLUTION?

## LONG TERM DATA FOCUS

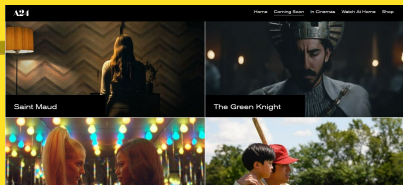
Bring all your movies under one roof with custom designed pages & urls for each movie, and solutions to cover each release window.

- Total Catalogue showcase
- Showtimes
- Full theatrical ticketing
- Movie specific design
- Streaming Discovery across SVOD / PVOD / TVOD
- Your own onsite player
- Build community & first party data
- Consumer products



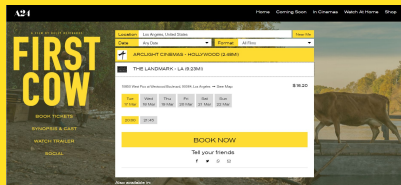
### COMING SOON:

Start early, build awareness & capture demand to convert later



### IN THEATERS NOW:

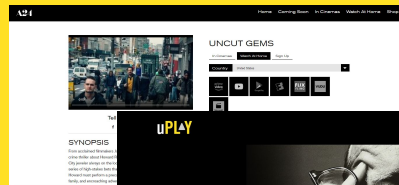
Maximize ticket sales & **sell tickets directly to consumers** with fully branded movies experiences



## DATA CAPTURE/ AUDIENCE BUILDING

### WATCH AT HOME:

Showcase all your movies and where to watch them internationally



Power your own TVOD transactions and watches using uPlay



# MARKETING WORKSHOP

An Introduction to



**Industry Trends**



**eCommerce Lessons**



**Practical Tips**



**Quick Fixes**



**Success Stories**



**1. WHAT **TRENDS** ARE  
IMPACTING HOW WE  
REACH AUDIENCES?**

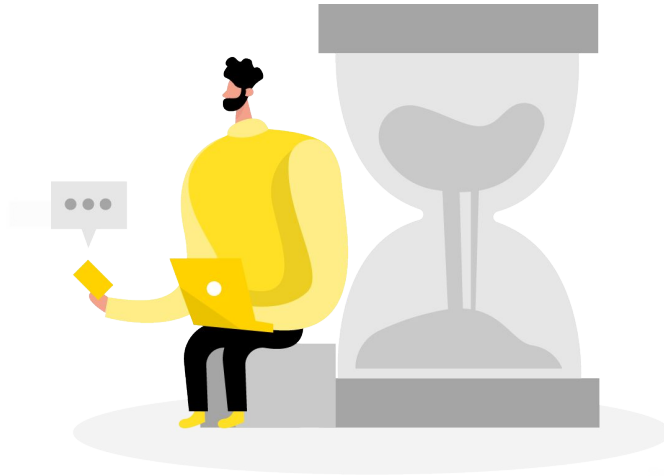
# THE CURRENT DATA LANDSCAPE

**Cookiepocalypse**

**Direct to  
Consumer**

**Privacy  
Movement**

**Window  
Smashing**



# WHAT ARE THE LIKELY IMPLICATIONS?



**No more** third party tracking



Third party re-targeting **not possible**



Building look a like audiences **more difficult**



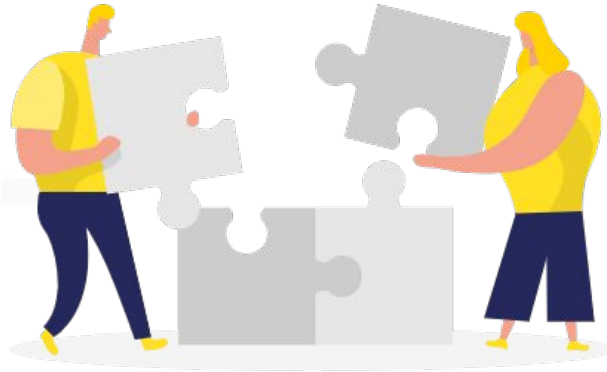
Campaigns will be **more expensive**



# HOW CAN WE MITIGATE AGAINST IT?

**Think long  
term**

**Think direct to  
consumer**



**Think first  
party data**

**Think *relationships***



## **2. WHAT CAN THE ENTERTAINMENT INDUSTRY **LEARN FROM** THE VERY BEST OF eCOMMERCE?**

**PURE eCOMMERCE  
PLAYERS HAVE, FOR  
A LONG TIME, BEEN.....**





**FOCUSED ON THE  
CUSTOMER JOURNEY TO THEIR  
BRAND / PRODUCT**





**NURTURED  
THEIR CUSTOMERS  
THROUGH THOSE  
JOURNEYS**



**UNDERSTOOD THE WANTS &  
DESIRES OF THE CUSTOMER**

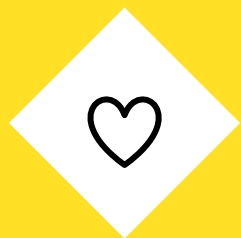
**ACKNOWLEDGED WHAT THEY ARE  
COMPETING WITH FOR  
CUSTOMERS' TIME & SPEND**





**3. NOW LET'S GET  
PRACTICAL**

# THE MOVIE MARKETING JOURNEY:



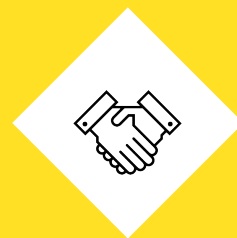
**Interest** →



**Intent** →



**Transaction** →



**Relationship**

# HIGH LEVEL MARKETING GOALS:



**Maximise  
sales  
efficiently**



**Create a  
movement**



**Build fan  
relationships to  
grow repeatable  
business**

**Measure the impact...**

# MAKE SURE YOU ARE SET UP TO WIN

- **SET-UP**

Optimal set-up is key (website, pixel, tags, snippets etc)

- **BUILD**

Decide the best advertising platforms and what campaigns

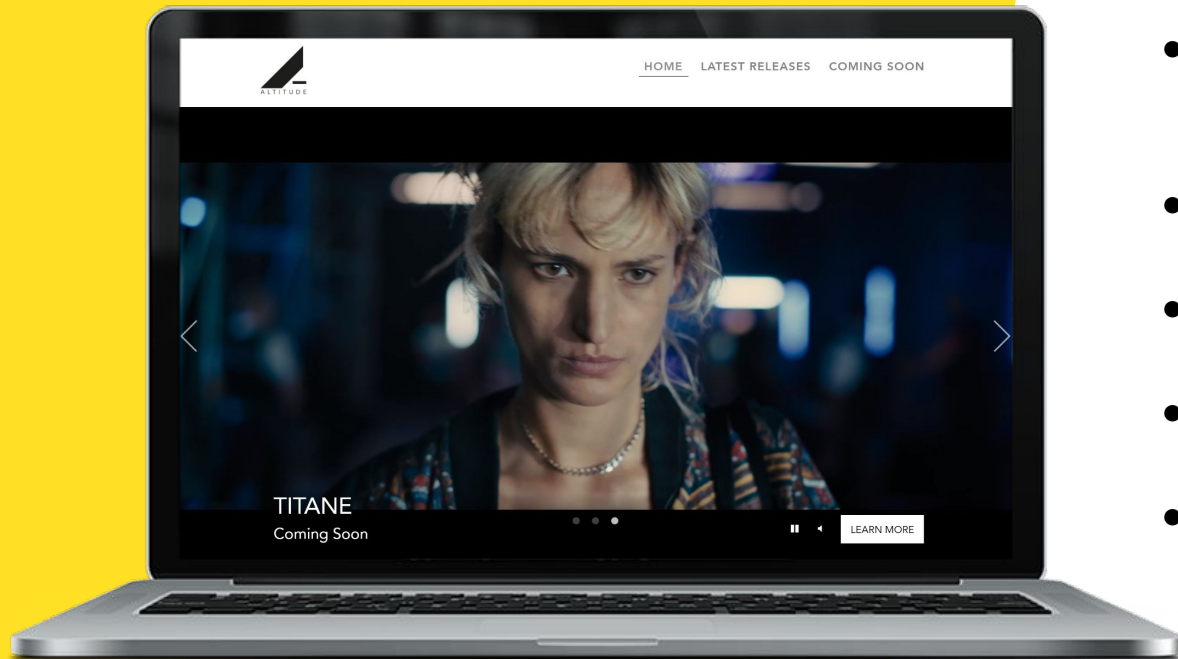
- **TRACK**

Every customer click should be tracked (website & campaigns) to capture 'intent signals'

- **REACT**

Reach in real-time to what's working. Monitor & play

# YOUR WEBSITE IS YOUR DIGITAL SHOP WINDOW



- **One destination** for your whole catalogue.
- Your **audience hub**.
- Your **eCommerce** engine
- Your testing ground
- Your **marketing destination**



# IN 80 TAGEN UM DIE WELT

Jetzt im Kino

FÜR ZUHAUSE

**TICKETS BUCHEN**

INFOS

GALERIE

TRAILER ANSEHEN

Berlin, Deutschland



IN MEINER GEGEND



**KINO CENTRAL BERLIN (0.47KM )**



**KINO CENTRAL OPEN AIR (BERLIN) (0.54KM )**



**CINESTAR KINO IN DER KULTURBRAUEREI - BERLIN (2.18KM )**

Schönhauser Allee 36 10435 → [Siehe Karte](#)

So  
17. Apr.

11:15

**JETZT BUCHEN**



**CINEMAXX BERLIN (2.46KM )**



**MOVIMENTO KINO (3.54KM )**



**TONI & TONINO KINOS (4.46KM )**



# TEST MARKETING ASSUMPTIONS EARLY FOR A 10X RETURN ON INVESTMENT

- Demographics
- Messaging / Creative
- Interest Groups
- Channels

€100 goes a long way

Test 20 x €5 campaigns

“Men who like UK political dramas”

E.g. Male 18-24, Male 25-34, 35-45

Interests e.g. Politics,

Likes e.g. Labour Party

Comparison films e.g. The Iron Lady, Official Secrets



# TAGGING CAMPAIGNS

[www.filmwebsite.com/?s=campaignsource&campaigntype](http://www.filmwebsite.com/?s=campaignsource&campaigntype)



# **KEY MESSAGE:** **OWN THE AUDIENCE**

Don't build it on Facebook and  
let them charge you to communicate with fans

# MARKETING CREATIVE

**BLACK '47**

IN CINEMAS  
NATIONWIDE  
5TH SEPTEMBER

BOOK TICKETS  
BLACK47FILM.COM

BOOK TICKETS **BLACK47FILM.COM**

**BLACK '47**

**"AN EPIC FAMINE DRAMA"**

DONALD CLARKE, THE IRISH TIMES

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READ, SHARE AND SHAPE THE NEWS

FORA THE 42 DAILYEDGE

Dublin: 12 °C Tuesday 26 September, 2018

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KBC  
Home Series Event  
with thejournal.ie

BOOK TICKETS  
BLACK47FILM.COM

★★★★★

**"AN IRISH BRAVEHEART. A MUST-SEE"**

EDIN MURPHY,  
IRISH MALL ON SCREEN

09:30

www.justonecookbook.com

just one cookbook MENU

sauce each time to make my Yakisoba taste different.

TBC IFCO.IE

TOM HARDY

**VENOM**

AT CINEMAS  
OCTOBER 3

BOOK TICKETS

#Venom

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My kids told me they like slightly sweeter than my recipe below, but I'll

# BLACK '47



Learn more & book tickets

[www.black47film.com](http://www.black47film.com)



1:45 / 1:51



#Black47 #Black47Film

BLACK 47 Official Irish and UK Trailer (2018)

521,462 views



LIKE



DISLIKE



SHARE



SAVE





## 4. A QUICK INDUSTRY **FIX**





the batman RIGA



All



Images



News



Maps



Shopping



More



Tools

About 1,720,000 results (0.39 seconds)

Find results on



EDreams

Flights Batman - Riga: Book...



Tickets

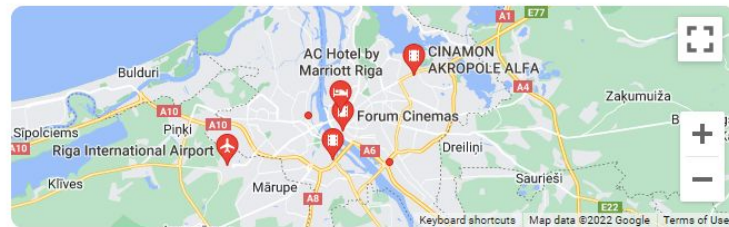
Riga-Batman round-trip flight...



Facebook

AC Hotel by Marriott Riga

Cinemas



Rating

CINAMON AKROPOLE ALFA

4.4 ★★★★★ (3.3K) · Movie theater

Brīvības iela 372 · In AKROPOLE Alfa



Apollo Kino Plaza

4.7 ★★★★★ (196) · Movie theater

Mūkusalas iela 71 · In the Rīga Plaza





Google

the batman london

Search All Images News Videos Maps More Tools

About 63,300,000 results (0.79 seconds)

# The Batman

2022 · Action/Adventure · 2h 56m

Overview Showtimes Cast Reviews

## Performance times

Near London

Wed 13 Apr	Thu 14 Apr	Fri 15 Apr	Sat 16 Apr	Sun 17 Apr	Mon 18 Apr	Tue 19 Apr
Empire Cinemas - London Haymarket 63-65 Haymarket, LONDON SW1Y 4RL, United Kingdom						
19:00						
Leicester Square Leicester Square, LONDON WC2H 7NA, United Kingdom						
19:45 20:20						
Vue Cinema London - West End (Leicester Square) Leicester Square, 3 Cranbourn Street, LONDON WC2H 7AL, United Kingdom						
20:55						
Picturehouse Central Piccadilly Circus, 13 Coventry Street, LONDON W1D 2DH, United Kingdom						
19:30						
Vue Cinema London - Piccadilly 19 Lower Regent Street, LONDON SW1Y 4LR, United Kingdom						

## About

THE BATMAN – Main Trailer

2:39

72% Metacritic

64% Rotten Tomatoes

91% liked this film  
Google users

Batman ventures into Gotham City's underworld when a sadistic killer leaves behind a trail of cryptic clues. As the evidence begins to lead closer to home and the scale of the perpetrator's plans become clear, he must forge new relationships, unmask the culprit and bring justice to the abuse of power and corruption that has long plagued the metropolis.

**Release date:** March 4, 2022 (Ireland) **Trending**

**Director:** Matt Reeves

**Music composed by:** Michael Giacchino

**Cinematography:** Greig Fraser

€3,000  
per year to  
solve this



## **5. BEST PRACTICE SUCCESS STORIES**

# UNIQUE CONTENT



Gallery & Videos



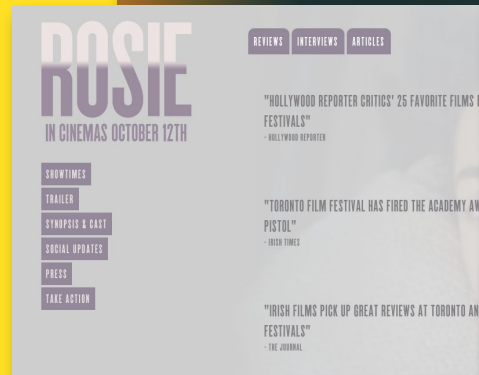
Quiz & Trivia Games



Articles & Film Reviews



Competitions



# HACK YOUR FIRST 10,000 TICKET SALES



- 1 Ireland - Bring your grandparent to the cinema
- 2 US - Irish community focused - sports clubs, pubs, tv personalities
- 3 Active Retirement Groups
- 4 New Zealand - Grassroots movement led to \$500k sales



Take the **MARKETING  
SCORECARD CHALLENGE** today



# THANK YOU

**Oliver Fegan**

✉ [ofegan@usheru.com](mailto:ofegan@usheru.com)



Own Your Audience  
Grow Your Revenue

Introducing  
**DIGITAL ESSENTIALS**  
**PRICING**

# AFFORDABLE, SIMPLE & LINED-UP TO YOUR RELEASE SCHEDULE

- **NEW “Essentials” Website** with integrated **DATA & ANALYTICS**, **real time cinema showtimes** and **VOD links**
- For Partners that **understand the advantage of CHANGE.**
- Removing **the investment barrier for INNOVATION.**

## OUR COMMITMENT



Design options to suit your brand & films with **NO upfront costs.**



Film promotion **costs matched to P&A cycle.**



**Branded Film Pages** for your new films



Integrated **real time Data & Analytics** tools to grow your audiences.

# PLATFORM PRICING SUMMARY

ITEM	DETAILED DESCRIPTION	WHAT'S INCLUDED
<b>Content Discovery platform development fee</b>	Develop the platform for all movies Link up your catalogue Set up usheru standard analytics Fan database infrastructure	<b><u>Templated version available at no initial cost</u></b>
<b>New release movie pages</b>	Minimum commitment per year	<b><u>5 releases</u></b> (with cinema showtime redirection)
<b>Included in annual contract</b>	Back catalogue including streaming Languages usheru Analytics Design  Content     First Party Audience Data	<b><u>Up to 50 films</u></b> 1 language Standard Templated  Home Page In Cinemas Coming Soon Watch at Home (up to 50 films free) Legal Pages (T&C, Privacy etc) Contact Us  Brand Sign Up Movie Sign up

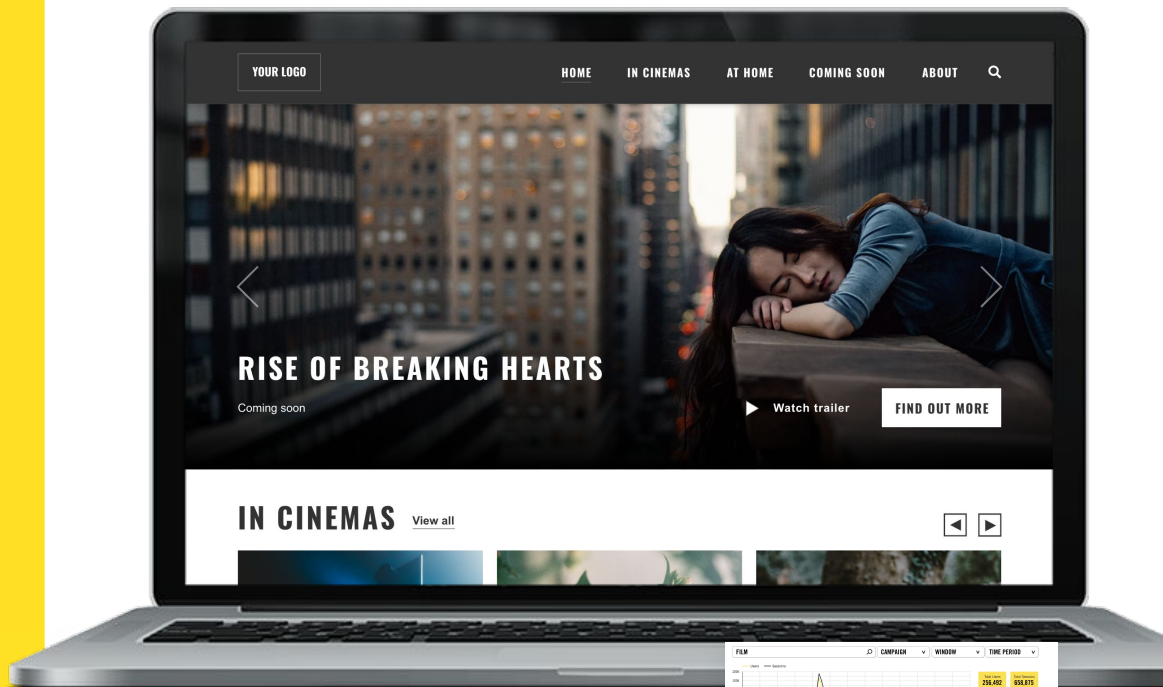


# MOVIE PAGE PRICING

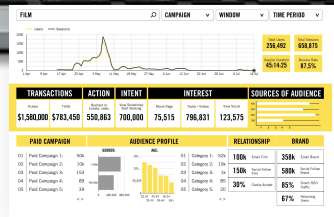
	Detailed Description	Price Per Release
Standard Release (1 territory/1 language)	A non-branded web page with automated showtimes + streaming links	€560
Release + Branded Page	The above + a branded page complete with film assets, branding and a custom URL	€1,200
Release + Branded Page + Competition	The above + a competition. Great for building early buzz and first party data	€1,600
Minimum releases on first year	The minimum number of branded pages a year to unlock the free platform build	5 x Branded page level or higher
Extra territory	The cost to add showtimes for additional territories for automated showtimes	€500

# OPTIONAL EXTRAS

One off extras	Detailed Description	Once off price
Custom Page Design	Once off cost to design and implement additional custom pages such as a <a href="#">Team page</a> or <a href="#">About Us</a> Page	€307
Custom movies page (Tagged)	Create collections of movies for campaigns such as <a href="#">Female Directors</a> or <a href="#">Award Winning Films</a>	€307
Social Feed Development	Connect your <a href="#">social media content</a> directly from your website	€205
News Feed Development	Incorporate <a href="#">press releases and your latest news</a> into your site	€435
uPLAY TVOD player	uPLAY is the in-built player from usheru where movies are hosted on Vimeo and payment takes place on your site	€5,000
Premium Custom Website Design	Upgrade your website to with a bespoke design for a premium feel and fan experience with our Creative Director	From €10,000
Monthly extras	Detailed Description	Monthly price
Back catalog (Extra movie)	Maintenance of automated streaming data for historic titles.	€1 per title
Extra Language	Adding international languages to the platform	€154
Premium Analytics	Upgrade to our <a href="#">premium analytics platform</a> for	€154
Social Feed Maintenance	Maintenance of Facebook, Instagram and Twitter feeds	€20
News Feed Maintenance	Maintenance of the News feature as showcased above	€41
Client Success Manager support	The support of our client success team to help optimise marketing campaigns to achieve up to a 10x marketing spend saving (based on cutting out wasteful marketing in real time)	€500



Marketing Performance & Sales  
Insights & Database Development  
by **USHERU**



# LET'S SET YOU UP WITH A DEMO

Get in touch and discover  
ESSENTIALS



**Oliver Fegan**  
Ceo & Co-founder

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