

going

Experience Movies Again

ARE MOVIES TOO EXPENSIVE
THESE DAYS?

GOING OFFERS AN
AFFORDABLE CINEMATIC
EXPERIENCE.

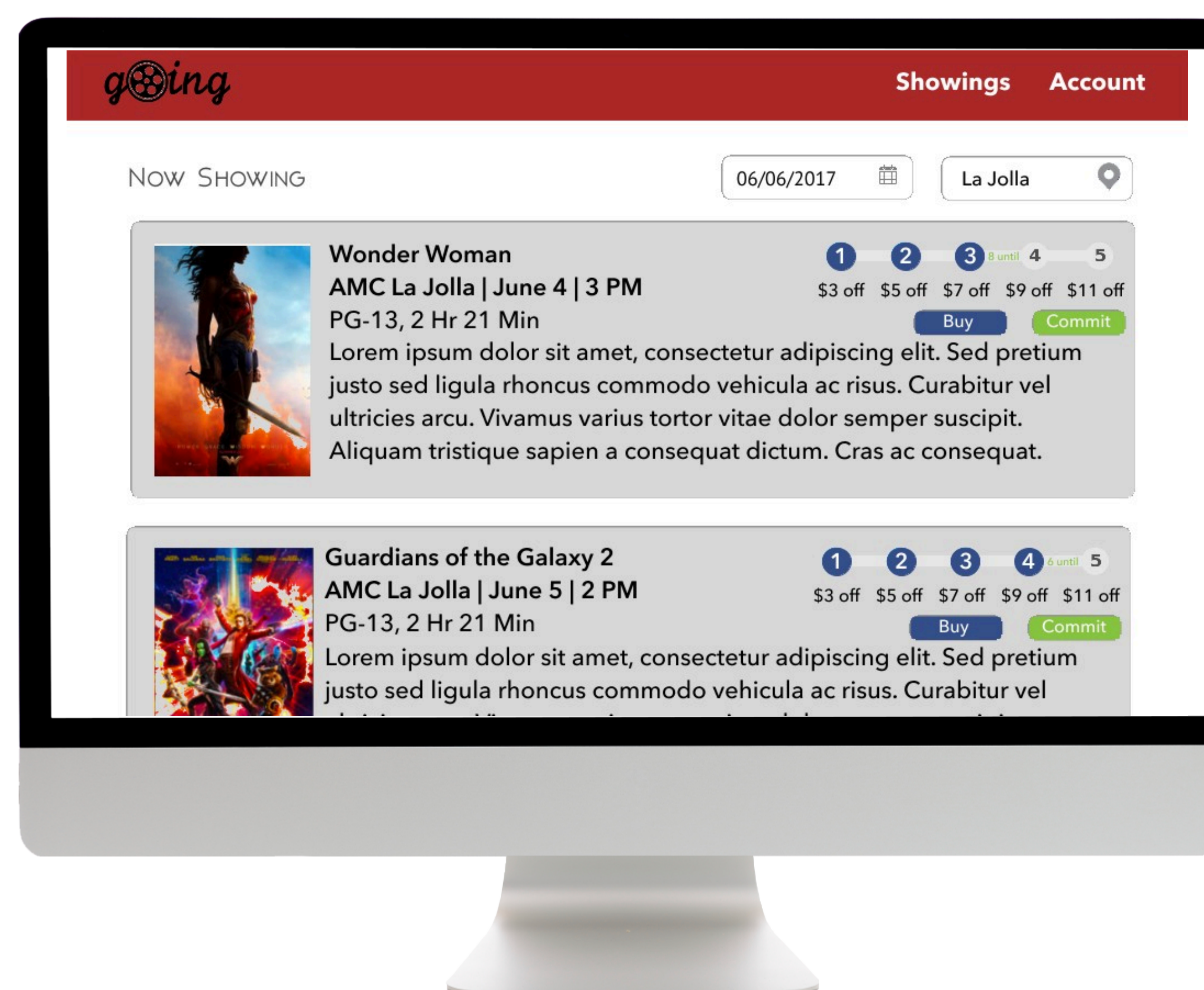
BRANDING

Baby Powder
Dove Gray
Tamarillo
B'Dazzled Blue

ELEGANT SOCIAL
AFFORDABLE ENTERTAINING
CLASSIC FUN
SIMPLE NOSTALGIC

HEADINGS: NEOTERIC BOLD – AA
Body: Avenir Next Regular - Aa

HOW IT WORKS



RESEARCH

"On weekdays, 50% of our showings are less than 50% filled..."
AMC Theater Manager

"...biggest reason to go to movies is for social time with friends. Theater deals definitely motivated me."

Anonymous Interviewee



How likely are you to coordinate with another club or a bigger group of friends for cheaper tickets?

37%
18.5%
44.4%

Does not apply
Unlikely
Likely

"I go to watch action movies because the big screen and sound system isn't something you can replicate at home..."
Anonymous Survey Response

COMPETITIVE ANALYSIS



Offers bulk ticket and concession purchases but not at a discounted price. Split ticket cost among friends.



Simple ticket buying experience. Offers premium membership and online movie and tv streaming services. No social aspect.



Focuses on unique content beyond popular films such as opera, live theaters, and classic films. Events are preselected which means attendance are not guaranteed.



Cheap convenient alternative to movie going. Lack movie and cinema experience.

VALUE PROP/BUDGET

