



BIMA
Digital Day

BIMA Digital Day Challenge brief

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Vue challenge brief

What's the story?

Vue Entertainment is one of the biggest entertainment providers within the UK and Ireland, with 91 state-of-the-art cinemas, over 870 screens and more than 150,000 seats.

We're committed to delivering the 'big screen' experience and offer a diverse range of content in our venues, from the most highly anticipated blockbusters, to live-streamed sporting events and concerts, and event cinema screenings covering opera, ballet, and theatre.

In a post-pandemic world – where cinema was one of many entertainment and leisure providers forced to close – and in the midst of a cost-of-living crisis – where people are having to make more considered choices about where they spend their money – we know that cinema might not always be the number one choice of leisure activity.

And with the rise of streaming services, we know that young people especially may be less likely to choose cinema. So that's where you come in – what would make YOU choose cinema over another leisure activity?


What's the challenge?

How can we use technology and digital solutions to incentivise more young people to choose cinema over other entertainment sources?

What do I need to think about?

Customers can go directly into one of our 91 cinemas to book their tickets, but they can also use our website (www.myvue.com) or our app. Roughly two-thirds of our customers book their cinema tickets online, with the majority of those customers preferring to book their tickets on our website via their mobile phones. Although fewer customers use the app to book their tickets, the customers who do use the app are our most loyal: they are most likely to return to Vue again and again to watch films with us.

We communicate with our customers by email, push notifications, and our social media channels, and advertise on Facebook, Instagram, Google, YouTube, and TikTok, as well as in non-digital channels such as radio, newspapers, billboards, and more.



Here's some questions to get you thinking...

- How can Vue use technology and digital solutions to get young people excited about a trip to the cinema?
- What ways can we build out immersive experiences using technology to attract more young people?
- What helps you decide between cinema and other types of entertainment? Is it the cost? Convenience?
- How do you connect with friends? How can this be used to create communities around movies?
- What do you think will grab young people's attention?

Considerations:

- **Be inclusive:** Many of our customers are comfortable using and interacting with technology, but there are others who aren't. How can we make our technology more usable for everyone and explore additional solutions? For example, consider those with disabilities, low-income backgrounds, and non-native English speakers etc.
 - **Be practical:** is this something we could easily launch into our business?
 - **Be creative:** Think about the whole cinema experience, from ordering tickets through to ordering food in the venue. What about if you had to report unsociable behaviour? Think about every aspect of a cinema visit and use that to help you think about the kind of digital solutions that could make the experience better.
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