



## **Sell-out cinema previews for The Times**

### **Objective**

- The Times newspapers regularly offer their readers the chance to attend exclusive previews of major films at cinemas around the UK. It is traditionally very difficult to fill preview screenings as many of the venues are out of town and the timings (eg Sunday mornings) are often inconvenient. Also, readers would have to cut out a coupon and take it in advance to the cinema in order to redeem their tickets.
- The Times wanted to streamline the whole process to make it easier for people to take up the offer.

### **Solution**

- For The Times' Warner Village preview promotion, we introduced an automated call handling service using the automated call handling expertise of our Media Services division.
- The ease and simplicity of our automated booking solution enabled people to commit themselves with just a quick phone call. When readers call, they leave their contact details on the IVR line and are automatically issued with a unique reference number that they write on their newspaper coupon. They hand this to the cinema when they attend the screening.

### **Results**

- A simple automated telephone line makes it much easier for people to register their interest in taking up free ticket offers to previews. By eliminating the need to take coupons in advance to the cinemas, the newspaper promotions produced sell-out responses for the previews.
- The promotions filled thousands of seats for previews to award-winning films such as "The Hours", "Confessions of a Dangerous Mind" and "The Recruit" in 26 cities throughout the UK.
- Data from the phone lines and newspaper coupons is used to analyse the success of the film previews by cinema and region and, on a reader level, by gender, age and geo-demographic profiling.