

# SAMPLE ONLY

## TELUS World of Science – Edmonton IMAX Movie Fanatic IMAX® Annual Movie Pass 2022 – Promotional Plan

### OVERVIEW

The *IMAX Movie Fanatic* annual pass is based on the calendar year, January 1 to December 31. The *IMAX Movie Fanatic* annual pass provides pass-holders with unlimited access to unlimited 2D and 3D IMAX educational films, plus additional benefits.

**IMAX Pass for 2022 will go on sale November 1 - January 2, 2022.**

### Benefits

- Unlimited access to 2D & 3D educational IMAX films
  - Visit as many times as you like
- \$5 +GST Hollywood Movies
  - See the latest blockbusters on Alberta's largest screen
- 20% discount for friends
  - Limit of 3 redemptions per transaction. Only valid on the same day, for the same movie. Must purchase tickets for friends in person at the Box Office, or by calling 780-451-3344. Tickets for friends cannot be purchased online.
- 10% discount in the Purple Pear restaurant
- Discounts on special IMAX Events, for example:
  - IMAX Film Festival
  - Ladies Night in the IMAX Theatre
  - PJ Parties in the IMAX Theatre
- Invitations to advance screenings of IMAX educational films

### Cost per person + GST

	Regular Prices +GST
<b>Public</b>	\$55.00
<b>Member</b>	\$27.50

### SALES GOAL FOR 2022

- 2,000 passes = \$71,500 in revenue
  - 1400 Members (70%), 600 public (30%)

### 2022 Promotional Campaign Dates

- November 1, 2021 to January 2, 2022: Renewal for Members and existing IMAX Movie Fanatics Passholders
- November 5, 2021 – January 2, 2022: Sales open for general public

### STRATEGY

This promotional plan outlines a variety of tactics to target Members, existing passholders and the general public to reach our sales goal for 2022. Tactics will include a combination of:

- On-site signage and in-person sales pitches from Box Office & IMAX Ushers
- Digital advertising (e.g., Website, Google Ads, Social Media, etc.)

- Email Campaigns
- Radio promotion

**TARGET AUDIENCE**

<b>Primary</b>	<b>Secondary</b>
IMAX Fanatic passholders only	Science Centre Staff
Members who are also IMAX Fanatic passholders	
Members who do not currently have a pass.	
General public: First-time buyers	

Demographics & psychographics for target audiences:

- Moviegoers – general public, existing Science Centre guests, Members and staff
  - o Primary: Adults 18 to 34
  - o Secondary: Adults 35+, youth, students and seniors
  - o Tertiary: Families with older children/teens

**CREATIVE & KEY MESSAGES**

The Promotional Campaign will entice the targeted audience to purchase the IMAX Movie Fanatic annual pass for personal use or as a gift.

**Creative:**

- Keep the purple IMAX annual pass header the same for brand recognition.
- Update the image used in ads/posters to align more closely with the tagline of “Your ticket ‘round the world!”
  - o Swap the image of Earth with the IMAX images with a picture of a boarding pass (Cynthia currently working on mock-up) to symbolize “your ticket”.

**Key messages:**

- The IMAX Movie Fanatic Annual Pass is your ticket ‘round the world!
  - o Experience a world of wonder on the largest IMAX screen in Alberta.
- GET MORE with the IMAX Movie Fanatic Annual Pass! [Highlight benefits]
- GIVE MORE when you gift the IMAX Movie Fanatic Annual Pass this holiday season! [Highlight benefits]

**Additional messaging & considerations for promotion:**

- Emphasize IMAX Passholder benefits/perks
- Upcoming films/events featuring IMAX Passholder prices (so General Public can see what a great deal IMAX Movie Fanatics get on films/events)
- Promote upcoming 2022 films that passholders can see for free
  - o Ireland