

ODEON

THE “REDISCOVER CINEMA” BRIEF



brought to you by



Your brief

ODEON

THE CHALLENGE

WE WANT TO ENCOURAGE TEENAGERS TO FREQUENTLY VISIT ODEON CINEMAS AND MAKE IT AN EXPERIENCE THEY WANT TO SHARE.



THE BRIEF

CREATE AN ENGAGING AND INTERACTIVE CAMPAIGN TO INCREASE THE AMOUNT OF TIMES TEENAGERS VISIT ODEON CINEMAS.

So, what do we have to do?

We want you to create **engaging** and **interesting** ways to promote ODEON to young people just like you.

Ultimately, you should create a presentation to show ODEON that you have understood the brief and explain why you think your creative ideas will work.

1. Research ODEON and then cross-examine this brief
2. Research the teen audience, and identify what point of the customer journey you are focusing on.
3. Devise loads of ideas, then pick your best one.
4. Develop and produce a proposal for this idea.
5. Present your thinking and your idea in a slick way.

Don't worry if you don't have access to great equipment.

Although the production is important, we're just as interested in your ideas and concept too.

WHAT WAYS COULD YOU ENGAGE THE AUDIENCE?

Social Media
Apps and games
Online display advertisements
Mobile advertisements
Events and experiences
Use of new technology



What's so special about ODEON?

ODEON cinema is the largest and best-known cinema chain in the UK and Ireland and have been around since 1930. Their passion for film and the whole cinema experience is deep-rooted and embodied in everything they do.



They look to give customers the very best cinema experience possible through cutting-edge technology and they also screen live sports, cultural events and HUGE film premieres.

What's so special about ODEON?

We unlock imaginations



A unique atmosphere that provides a multi-sensory experience.

We are engaging



Warm, friendly and personalised all the way, from before your theatre visit to way after.

We are entertaining



Building excitement and anticipation with a love of surprises - for fun at every step.

Have a look at what ODEON offers:

ODEON



Research, research, research...

Who are the main competitors of ODEON and what do they offer?



What do you think are the core values of ODEON?



Positive & passionate



Safety



Reliable & responsive



Trust & respect



Innovation

What makes ODEON stand out – what makes them different and unique?



Have a look at past ODEON campaigns and case studies.



THINK ABOUT THE POWER OF CINEMA


NO300

“The audience is just galvanised, almost hypnotised, all watching the same things, all knowing where to look at the exact same time.....it’s a wonderful thing. There is nothing greater than that.”

Steven Spielberg

“You forget to breathe and are transported to a different place. In cinema, when you are sharing the experience with a bunch of people, it’s just truly thrilling!”

Quentin Tarantino

A person is lying inside a transparent, cylindrical cryogenic pod. The pod is filled with a blue liquid and has many small bubbles rising from the bottom. The background is dark with blue, ethereal light patterns. The text "How can all of this become a shareable experience for teenagers?" is overlaid on the left side of the image in white, sans-serif font.

How can all of
this become a
shareable
experience for
teenagers?

NO300

Your Target Audience

Yes, we know the cinema can be expensive, but try to lead on creativity, not prices...

ODEON

We want you to target teenagers (13-17 year olds) who currently don't frequently attend ODEON cinemas.

Before coming up with your idea it is important to research your target audience. So that your creative communications are insightful for your audience, think carefully about who they are, their likes and dislikes and most importantly what the barriers are when attending the cinema.



Profile a typical young person. Where do they spend their time, what are their interests, why should they go to an ODEON cinema? What would stop them going?

Make a questionnaire to share with your friends to see what they know and think about ODEON. Ask them why and when they currently go to the cinema.

Film an interview with someone in your target audience to ask them about the media they interact with.

RESEARCH WHAT EXPERIENCES YOUNG PEOPLE ACTIVELY ENGAGE WITH.
WHERE IS THE BEST PLACE TO COMMUNICATE WITH THEM, PHYSICALLY AND ONLINE?

What are teens' media habits?

Summary of media habits

Insight	Implication for ODEON
Multitasking is the norm	Be creative in order to efficiently grab attention of teens
Teens want brands to involve them	Find ways to be easily participatory
Teens want brands to be authentic	Don't pretend to be something it's not. Talk with a true tone of voice but be relevant to teens.
Mobile is key	Bring mobile into the heart of our communications
Only half of teens will share data for better services	Be careful about expecting teens to give much info at the beginning of relationship.

Source: Rufus Leonard Research 2015

What are teens' media habits?

Implications of media habits

Insight	Actions for ODEON
Live TV is still biggest watching medium	TV is not dead as a medium to talk to teens however it is expensive
Short-form clips are close behind Live TV	Perhaps better would be to use YouTube to more cheaply engage teens
Active communication is almost as big an activity as passive watching	Consider how to add value to their communications activities as well as talking at them through TV/YouTube.
Social networks (esp. Snapchat & Instagram) are where teens are congregating	Consider how to add value to their activities in Snapchat and Instagram to engage
Smartphones are the second most used device after TV	All digital comms activities should put mobile first.

Source: Rufus Leonard Research 2015

Communicating with your audience

Young people are exposed to huge amounts of media both on and off line. Your work needs to instantly engage your audience to keep them interested. If your audience gets bored, you can lose them.

You can use any combination of channels and media you want in order to get teenagers to take notice and get involved. A good way to do this is:

- map out typical interactions a teenager might have with media throughout their day
- you can then link this to the journey a teenager might take when planning a trip to the cinema.



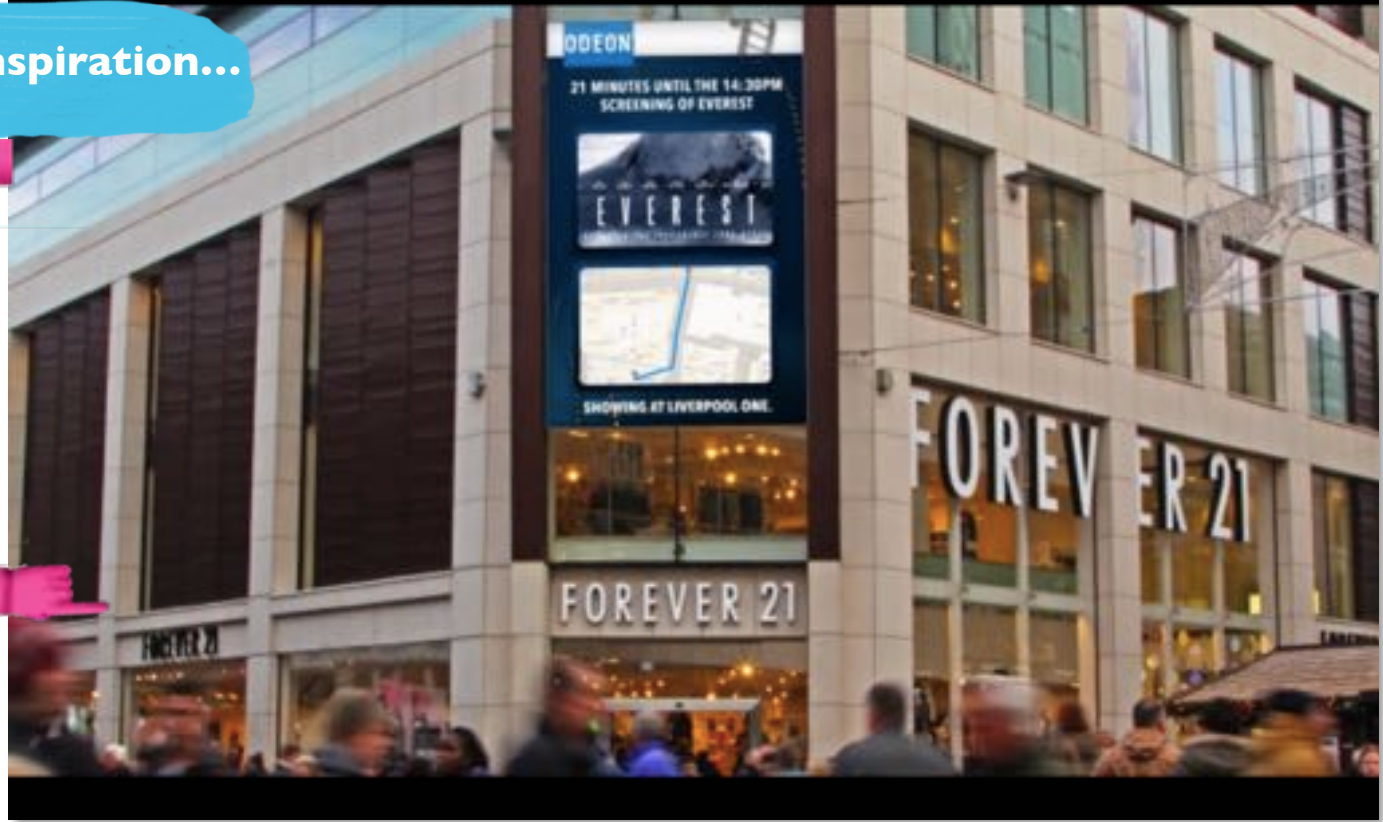
BE CREATIVE! Think of new ways ODEON can communicate with teenagers – you'll know this audience better than they do so use that knowledge.

You can use any media you want to increase engagement with the ODEON campaign. However, you need to think very carefully about how you will make it stand out.



Evaluate each idea you come up with, if it doesn't engage and excite you, it is likely that other young people will find it boring too.

A bit of inspiration...



This ODEON campaign recently won a **creative award**. They created hyper local adverts about ticket availability to appear on digital screens within the vicinity of an ODEON. Content was updated to deliver the most effective information in real time, serving geo-targeted mobile adverts to amplify the messages.

To hear all about how they came up with this idea, visit
<https://vimeo.com/141685286>

Come up with a **whole new way** to make the cinema experience much more rewarding for teens by inventing a new produce or service.



INNOVATION

Here is a summary of how your idea & campaign should make teens...

THINK

That ODEON offers a different and exciting cinema experience.



FEEL

That ODEON is a place that knows teens and understands what they want to do in their spare time.



DO

Go to ODEON more frequently and share that experience.



Next steps...

Once you've done your research and come up with your idea it's time to pull it all together.

ODEON want to see all the thinking behind your idea.

You could use Powerpoint or Prezi to create your presentation.

Make sure you include the following;

- Your research of ODEON and your target audience.
- What inspired you?
- Your idea development.
- Explain why it suits the target audience.
- Explain why you think your idea would work.



What's in it for you?

- The best entries will be invited to pitch their ideas face to face with the ODEON team and the Ideas Foundation in an amazing London location.
- The winner will get **£100** of vouchers & a place on The Ladder, The Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.
- Any one who takes part in the competition gains valuable skills and experience that they can add to their CV: proactivity, research skills, creative thinking, enterprise skills, links to industry.

→ So, when you are happy with your presentation, it's time to upload it on to www.iamcreative.org.uk so that ODEON can judge your ideas. Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

→ If you make a film, upload it to YouTube and put the link in either the presentation or description box on the I Am Creative website.



GOOD LUCK!



CHECK OUT THE
'TOOL KIT' ON OUR
WEBSITE TO MAKE
YOUR ENTRY STAND
OUT!

.....

REMEMBER - You MUST upload your work to the I Am Creative website to get your entry seen and entered into the competition.
www.iamcreative.org.uk



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