

Strategic Message Planner: Orange Movies

Advertising Goal

To convince members of the target audience that Orange Movies offers the affordable, exceptional and fun cinema experience they have been searching for.

Client: Key Facts

- Orange Movies is a movie theater owned by Oklahoma State University.
- It was founded by Michael Beaks and opened Aug. 2011.
- It's located on East Hall of Fame Avenue next to Little Boomer Park.
- The company mostly employs OSU students.

Product: Key Features

- Orange Movies' distance to campus is less than two miles.
- Orange Movies offers students daily ticket and snack discounts, which reduce ticket prices to \$5.50 for regular movies and \$7 for 3D movies.
- Its interior features clean and bright designs that support the university's colors.
- Gaming and sitting areas are found throughout the complex and feature traditional arcade games and different popular video game stations like PlayStation 3 or Xbox 360.

Target Audience: Demographics and Psychographics

The target audience for these ads is students ages 18 to 24 who are interested in entertainment, especially movies. Students are interested in communicating and highly Internet literate, compared to the rest of the population. Being aware of their value as customers, students are highly critical and judgmental of the marketing messages targeted at them. They commonly respond to creative advertising, sticky content, games and competitions.

Members of the target audience are often early adopters, keen to be seen with the latest products, and value the opinions of their peers. They live busy, fast-paced lives and don't keep regular hours. Entertainment is very important to them, but many only have a small budget to spend. Students don't necessarily just want discounts; they want something of real value that gives them an opportunity to relax and get away from their stressful days.

More than 35 percent of Stillwater's population consists of people ages 18-24, with almost 39 percent of people in the area currently enrolled at Oklahoma State University and Northern Oklahoma College. Student enrollment at OSU increased over the last years and had its largest freshman class since 1981 in fall 2010, with 21,419 students enrolled in Stillwater.

Common interests of OSU students are social media, sports, especially football and basketball, video games and fashion.

Product Benefits

- Orange Movies offers daily discounts to students: You will save money on tickets and snacks.
- Orange Movies is located close to campus: It will save you time and allow you to even walk there in less than 20 min.
- Orange Movies has multiple gaming and sitting areas: You will have fun and relaxation with friends.
- Orange Movies has a bright and exciting interior design: You will experience something exciting and new while being entertained.
- Orange Movies' color scheme supports the university's colors: You can enjoy the university spirit

Direct Competitors and Brand Images

Carmike 10 is the only direct competitor in Stillwater.

- It is located on North Perkins Road and has 10 auditoriums.
- Student ticket prices are \$7.00 for regular movies and \$8.50 for 3D movies.
- The target audience shows to have a slightly negative image of this cinema. Members of the target audience mostly wish for better customer service, improvement of sound quality and more affordable snacks with a greater variety of choices.

Indirect Competitors and Brand Images

Indirect competitors include Stillwater's video rental services, Hastings Entertainment and Family Video, and video rental kiosks, like Blockbuster Express and Redbox. They offer a great variety of movies at a low price and allow the consumers to view them in the privacy of their homes. These services have a very positive brand image among the target audience; students favor the great availability and enjoy the quick and easy access to movies.

Product Brand Image

- Current brand image: Orange Movies is new to the market and has little brand image. The target audience perceives it as just another movie theater with nothing special to offer.
- Desired brand image: Orange Movies offers much more than the typical cinema and promises a new and more exiting entertaining experience.
- Brand Image Challenge: The target audience is aware of Orange Movies and its location, but not of its great variety of special offers and overall benefits.

Strategic Message: The Promise

Orange Movies allows you to have fun and excitement with your friends in a more convenient and affordable way.

Supporting Evidence: The Proof

- Orange Movies is less than two miles away from the OSU campus.
- Orange Movies' daily student discounts for tickets and snacks reduce ticket prices to \$5.50 for regular movies and \$7 for 3D movies.
- Orange movie supports the university's colors with its bright and clean interior design.
- Orange Movies has multiple gaming and sitting areas that feature traditional arcade games and popular video game stations like PlayStation 3 or Xbox 360.

References

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