

REIMAGINING THE CINEMA EXPERIENCE:

A CONSUMER-DRIVEN STRATEGY
FOR CINEMAS NOS

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TABLE OF CONTENTS

1. Introduction

03

2. About Cinemas NOS

04

2.1 Current segment

04

3. Market analysis

04

3.1 Market Overview

05

3.2 Competitor analysis

05

3.3 Benchmark analysis

06

4. SWOT analysis

07

5. Segment Focus

08

6. Survey Methodology Proposal

08

6.1. Research Problem and Objectives

09

7. Key Survey results

09

8. Detailed characteristics of the target consumer

10

8.1 Target Personas

11

9. New strategy for the current service

12

9.1 Communication plan

14

9.2 Implementation

17

9.3 Budget

18

10. Conclusion

19

11. References

20

12. Appendix

22

1. INTRODUCTION

The fast growth of streaming services and shifts in consumer behavior have caused significant disruptions in the worldwide cinema business in recent years. With the use of streaming services like Netflix, Disney+, and Amazon Prime, which provide a huge library of on-demand entertainment directly from home, moviegoers no longer have the need to go to the movies. This shift was further heightened by the COVID-19 pandemic, which led to a drastic decline in cinema attendance and forced film companies to adapt to changing customer needs and competition from digital sources.

Cinemas NOS, the largest network of theaters in Portugal, is reaching a turning point in its evolution. As a leading company in the industry, Cinemas NOS must not only overcome the impacts of the pandemic but also reinvent the cinema experience to engage contemporary consumer - especially Generation Z (Gen Z), in a fresh way. They grew up in a world where entertainment is instantly accessible and customized due to the dominance of digital technology. This generation is distinguished by their reliance on social media, their love of meaningful relationships with businesses and authenticity, and its preference for experiences above material possessions.

In order to be relevant in a market that is constantly evolving, Cinemas NOS must understand and cater to the tastes of Gen Z. In contrast to other generations, Gen Z views entertainment as a chance for social interaction and quality time spent together. Research indicates that social media trends and peer recommendations have a significant impact on Gen Z as well, making platforms like TikTok and Instagram crucial communication tools.

The following report focuses on how Cinemas NOS may use Gen Z's tendencies to generate creative approaches, taking in consideration the results of the survey that was conducted to understand consumers' behaviour towards cinemas. In conclusion, the report analyzes the possibility for Cinemas NOS to hold new events, establish new partnerships, improve the Cinemas NOS app and create a new and more effective communication approach strategy. Cinemas NOS could gain a competitive advantage and continue to grow in the entertainment industry by integrating these new strategies, supporting the company in overcoming challenges posed by streaming platforms and changing consumption habits.



2. ABOUT CINEMAS NOS



Cinemas NOS, a subsidiary of the NOS Group, is the leading cinema exhibition company in Portugal with 210 cinema theaters. As the largest cinema chain in the country, it offers a wide array of movie experiences, including digital, 3D, IMAX, and alternative content screenings, such as live and deferred exhibitions of opera, ballet, theater, football, concerts, and other events. This makes it the first chain in Europe and one of the pioneers globally to be fully digital.

With a focus on innovation, Cinemas NOS integrates cutting-edge technology across its services, including a mobile ticketing app, that allows customers to purchase tickets online and access cross-sell promotions. They also offer ticket purchases through Set Top Box, a groundbreaking platform enabling customers to buy tickets directly from their television.

On top of that, Cinemas NOS offers loyalty benefits through its “Cartão NOS,” where customers accumulate points and gain access to special discounts and promotions based on their usage. For instance, NOS telecommunications customers often receive cinema-related benefits, such as discounted or complimentary tickets, encouraging cross-utilization of services and boosting engagement across the brand’s multiple platforms. The company has also various discounts and promotions accessible through their digital platforms, such as the “2 for 1” ticket offers.

Moreover, Cinemas NOS actively engages with its customers by organizing events and promotional campaigns such as outdoor cinema sessions (only in July in Troia), anime cycles, Royal Opera House performances, and screenings of major gaming tournament.

They have presence on digital platforms, including the Cinemas NOS app and social media channels, providing up-to-date information on movie schedules, events, and promotions.

2.1 CURRENT SEGMENT

Cinemas NOS targets a diverse audience by offering different cinema experiences. The mainstream audience comes for the latest movies and is willing to pay for premium experiences. Families and groups visit often for family-friendly films, enjoying time together on weekends or the end of the day.

Cinemas NOS also attracts niche audiences with special content like live opera, theater, concerts, and sports, which appeals to older, more culturally-focused viewers. For young adults and students, NOS integrates digital tools like online tickets and mobile apps, catering to their preference for convenience and technology.

3. MARKET

The global cinema market is on a path of recovery, marked by both challenges and growth. The pandemic forced cinemas to close and delay film releases decreasing dramatically its revenues by 71% in 2020, yet back in 2022 theaters began to thrive according to Cinema and Audiovisual Institute (ICA).

Nowadays, the market is projected to grow steadily, with a 5.7% annual increase expected until 2028. While growth is occurring, it hasn't fully reached pre-pandemic heights due to the ongoing rise of streaming platforms, which have transformed viewing habits mainly by offering flexibility, affordability, variety and personalized recommendations. Cinemas now face tough competition, pushing them to innovate with premium experiences like IMAX and 3D to lure higher-paying audiences. Meanwhile, production studios increasingly partner with video-on-demand services to meet the growing demand for exclusive content, signaling a permanent shift in the entertainment landscape. Despite strong recovery, the industry must continue evolving to stay relevant in this digital era.

3.1 PORTUGUESE CINEMA MARKET OVERVIEW

The cinema market in Portugal is currently facing challenges, including a decline in revenue and audience numbers. As of early 2024, Portuguese cinemas experienced a 4.5% drop in attendance and a 9% decrease in box office earnings compared to the previous year, revealed the Cinema and Audiovisual Institute (ICA). This is partly due to shifting consumer preferences towards streaming services and economic pressures. To help draw audiences back to theaters, cinemas in Portugal are offering premium viewing experiences, such as IMAX, 4DX, and 3D screenings, promoting local films, creating special events such as exclusive screenings and promotional deals like discounted tickets and doing partnerships with distributors ensuring that cinemas showcase big releases to maintain a diverse film offering. In order to overcome the emerging challenges, Portuguese cinemas will need to continue to innovate in its service and also effective communication to compete with the convenience of streaming platforms, while gradually increasing attendance through these efforts.

3.2 COMPETITORS

We focused the research in the two main competitors of Cinemas NOS in Portugal, such as Cineplace and UCI Cinemas.

Cineplace

Cineplace is a growing cinema chain in Portugal, operating in a variety of locations with over 15 cinemas across the country, often focusing on smaller cities or suburban areas (regions where larger chains may not have a strong presence). This cinema chain focuses on providing standard cinema experiences, although some of its locations have been upgraded. While it doesn't offer new technologies, it competes by providing high-quality movie experiences at lower prices.

The target audience are mainly families and student. They have some strategies like "Movie Kits Cineplace", student and family discounts, partnerships for discounts with other companies such as Moche and Fnac. Moreover they have private events for different targets like schools, birthday parties and companies (for example brand activations or meetings), reinforcing their position as a cinema chain that's both accessible and family-friendly.

When it comes to social media, Cineplace tends to focus on platforms such as Facebook (Cineplace Portugal - 23m followers; while on instagram they only have 9m followers), where they can connect with local communities and families through content that highlights promotions, family events and affordable prices. Their posts often include updates on new movie releases, special offers and local cinema events, with the aim of creating a sense of community.

UCI Cinemas (United Cinemas International)

UCI Cinemas is a well-known European cinema brand and part of a larger global chain, offering more premium and immersive cinema experiences. However, in Portugal, UCI operates as a smaller (only 3 cinema halls in Lisbon and Porto) but high-quality chain of cinemas. UCI targets consumers looking for premium, high-quality cinema experiences, but also companies since they are available for private events.

In addition, UCI's premium price may make it less accessible compared to Cineplace or cinemas NOS. However, they do run some giveaways such as "Buy your tickets now to see 'Joker: Madness for Two' and be in with a chance of winning a year's worth of free movie tickets!" and "Enter this 'Wicked' competition for a chance to win tickets to the film's London premiere". In addition, UCI cinemas have membership programs in which customers can accumulate points and exchange them for bar products, special prices, free birthday ticket and exclusive discounts.

Talking about the social media, they are present mainly on instagram (@ucicinemas.pt - 11,3m followers) and youtube (@ucicinemasportugal2058 - 9,9m followers), targeting a younger, tech-savvy audience. Its content focuses on immersive experiences, and exclusive behind-the-scenes.

3.3 BENCHMARK

American Multi-Cinema Theatres, is the largest movie theater chain in the world mainly through its commitment to innovation, having a large global presence, premium viewing technologies, a popular subscription model and enhanced customer experiences.

Cinemas NOS can look at AMC Theatres as a point of reference for improvement and strategy development adapting its strategies around customer experience focusing on the portuguese market's needs.

The main strategies used by AMC are through the diversification of its revenue streams (offering premium experiences such as IMAX, Dolby Cinema, and dine-in theaters, which command higher ticket prices), subscription model success - "Stubs A-List" (allowing members to watch up to three movies per week for a monthly fee, encouraging repeated visits), and its enhanced customer retention program - "Stubs", designed to reward frequent moviegoers.

In addition, AMC leverages digital progress, such as mobile apps for easy ticketing and personalized recommendations, allowing for easy booking, seat selection, and concession ordering. Furthermore, it provides diversified entertainment options such as live events and concerts.

AMC excels in engaging content on Instagram, leveraging visually appealing posts, interactive stories, and user-generated content to foster community interaction. On TikTok, they capitalize on trendy challenges, influencer collaborations, and behind-the-scenes content to resonate with younger audiences. Their Facebook strategy focuses on event promotion and community building, actively engaging users in discussions and seeking feedback. In email marketing, AMC personalizes offers, shares exclusive content, and promotes loyalty programs, which NoS could adopt for better customer retention. Additionally, AMC's targeted advertising, innovative promotions like special events, and local partnerships further differentiate their brand. By incorporating these strategies, Cinemas NOS can create a more vibrant, engaged audience and enhance its overall market presence.

4. SWOT ANALYSIS

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STRENGTHS

- **Market Leader:** Dominates Portugal's cinema sector with strong brand recognition.
- **Technological Innovation:** for premium viewing experiences.
- **Wide Distribution:** Operates in multiple locations, making it accessible across urban and suburban areas.
- **Diverse Offerings:** Screens mainstream films, independent movies, special events, and live broadcasts, appealing to diverse consumer interests.

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WEAKNESSES

- **Dependence on Trendy movies**
- **Social Media engagement**
- **Limited Differentiation:** General cinema experience may not significantly stand out from competitors.
- **High Ticket Prices:** may deter price-sensitive consumers, particularly during economic downturns.
- **Outdated Facilities:** Some locations may require updates to maintain customer satisfaction.

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OPPORTUNITIES

- **New Experiences:** Growth in the demand for more immersive experiences
- **Social Media trends:** Younger generation is really influenced by trends specially on instagram and TikTok.
- **Tourism Growth:** Portugal's tourism boom offers potential to target international visitors with multi-language and tailored experiences.

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THREATS

- **Streaming Competition:** Platforms like Netflix and Disney+ offer convenient alternatives, threatening cinema attendance.
- **Economic Instability:** Economic downturns or inflation could lead consumers to cut back on discretionary spending like movie-going.
- **Shifting Consumer Habits:** Younger generations are favoring on-demand, short-form content, reducing interest in traditional cinema.
- **Piracy:** Easy access to pirated films.
- **Post-Pandemic Concerns:** Some consumers may still prefer home entertainment over public gatherings.

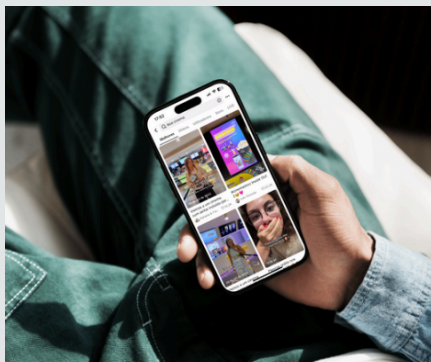
5. SEGMENT FOCUS



The segment that we propose to focus our strategies on is: portuguese Gen Z, as Cinemas NOS current strategies and communication efforts are not effectively capturing this segment's attention. This target segment, born between 1997 and 2012, is highly digitally native and socially conscious. They favor personalized, authentic brand interactions and prefer brands that align with their values while offering engaging experiences. Failing to adapt to their preferences could result in losing relevance among this group that represents the future of cinema audiences.



They are accustomed to the convenience and variety offered by streaming services and social media. While this has impacted traditional cinema attendance, Gen Z still values the cinema experience, however cinemas need to innovate, combining convenience, entertainment, and meaningful experiences that resonate with their lifestyle and values. Their interest in cinema often extends beyond just watching a film, it is about experiencing something unique or moments that evoke a sense of exclusivity. This is highly valued by Gen Z due to their fear of missing out "FOMO" on new trends.



Platforms like TikTok, Instagram and YouTube are their primary channels for communication, entertainment, and content discovery. Gen Z is characterized by their short attention spans, but they also value quick, dynamic, and interactive content. To successfully engage this audience, brands like Cinemas NOS need to leverage innovative communication strategies that are visually compelling and socially conscious, while offering personalized and shareable experiences that can easily integrate into their online presence.

6. SURVEY METHODOLOGY PROPOSAL

In order to gain a deeper understanding of consumer behavior and preferences in relation to moviegoing, we have developed a comprehensive survey methodology. This proposal outlines the steps and structure we will follow to gather meaningful data that will support our analysis of Cinemas NOS' current and potential customers. By gathering insights such as moviegoing habits, customer satisfaction and the impact of competing entertainment platforms, this survey will help us develop strategies to improve the moviegoing experience and gain a wider audience.

6.1. RESEARCH PROBLEM AND OBJECTIVES

PROBLEM

The entertainment sector has changed dramatically in recent years, mainly due to the popularity of streaming services such as Netflix, Amazon Prime and Disney+.

These platforms are disrupting the traditional movie theater experience by giving customers the ability to watch movies and TV shows from the comfort of their own homes. In light of these developments, Cinemas NOS must remain relevant while maintaining its customer base.



OBJECTIVES

The main objective of this research is to support Cinemas NOS with concrete insights on how it can strengthen its position in the entertainment market by understanding and adapting customer preferences, motivations and barriers related to moviegoing.

This project aims to identify the key factors influencing cinema attendance at Cinema NOS and develop a new strategy to attract more customers from a specific target audience.

Identification and profiling of different audience groups based on their habits, preferences and demographic characteristics to develop marketing strategies and offers to specific groups.

What motivates consumers to choose cinema over other forms of entertainment, e.g. the social aspect of going to the cinema, the unique experience of the big screen formats (IMAX, 3D, 4DX) and the release of exclusive content.
Examining the reasons that deter potential customers from going to the cinema, e.g. ticket prices, convenience of streaming services and a lack of attractive movie offerings.

Evaluation of customer satisfaction with the Cinemas NOS offering.

7. KEY SURVEY RESULTS

For our quantitative research, we conducted an online survey. This method was chosen for its efficiency in gathering a large volume of responses and its ability to quickly analyze the data. The survey was designed using the Qualtrics XM platform.

The survey was distributed through social media channels and via email. Over a period of 10 days, we received 156 valid responses from participants.

The majority of the participants are between 18 and 27 years old (78%). Talking about the occupation, the participants are mainly university students (54%).

The survey results indicate several key insights into the current behavior and preferences of potencial Cinemas NOS customers.

First, a large portion of respondents visit the cinema infrequently, attending only a few times per year (48%) or monthly (39%). Most seeing it as a social activity to enjoy with friends and family (70% of respondents typically go to the cinema with friends, while 51% go with family and 49% with a partner or spouse).

Satisfaction levels are generally high, but there is room for improvement, especially in seating comfort and cinema amenities. Price remains a significant barrier, as many respondents expressed that they would attend more frequently if tickets were more affordable. The convenience of streaming services also presents a challenge, but many participants indicated that special promotions, loyalty programs, and enhanced cinema experiences would motivate them to return to theaters more often - the most influential factors for visiting the cinema more often were lower ticket prices (79%), enhanced cinema experience (45%), and themed events (21%).

Additionally, while some respondents recalled seeing advertisements from Cinemas NOS, there is a strong need for better visibility and a more powerful marketing presence. Overall, the data shows that customers value both affordability and unique, engaging experiences that they can't get at home.

The insights help us with our goal of understanding why people are visiting the cinema less often and how to get them back in the door. The results show that high prices and the convenience of streaming are major barriers, but they also tell us that people are motivated by loyalty programs, special offers, and unique experiences. By addressing these factors, Cinemas NOS can meet its objective of increasing attendance and making the cinema experience more appealing than watching at home.

8. DETAILED CHARACTERISTICS OF THE TARGET CONSUMER

Generation Z, born between 1997 and 2012, includes individuals who, as of 2024, are aged 12 to 27. This group represents today's young adults and teens.

This generation, often referred to as "digital natives", challenges and offers significant opportunities to marketers due to their buying habits and interactions with brands. In the current context of a rapidly evolving market, it is crucial that companies not only understand the preferences of Generation Z, but also create connections with them in order to remain competitive.

Unlike previous generations, Generation Z has grown up immersed in advanced technology, including streaming, shaping the way they engage with brands and make purchasing decisions.

Technology is no longer just a tool - it's an integral part of their daily lives, including the way they consume entertainment.

8.1 TARGET PERSONAS



Name: Francisco

Age: 25

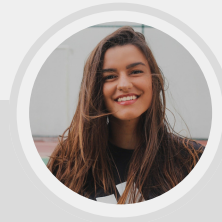
Location: Lisbon, Portugal

Occupation: Intern at L'Oréal

Francisco has been living with his girlfriend for the first year. He's a hard worker, but he really values spending time with his friends. As soon as he gets off work, if he's not too tired, he goes for a beer with his friends. However, when he gets home he usually sits on the sofa with his girlfriend watching a series on a streaming platform. They don't have any telecommunication package. He always knows all the news on his phone. He has instagram, tiktok and linkedIn account, and before sleep he always likes to check instagram or tiktok trends.

Opportunities for Cinema NOS:

- Make cinema social: Promote movie nights as fun experiences to enjoy with friends.
- Engage online: Use Instagram and TikTok to connect with Francisco through fun campaigns or challenges.



Name: Maria

Age: 19

Location: Cascais, Portugal

Occupation: Second year bachelor student

Maria is an energetic and social student who loves to going out with friends and is always up for a party! She's always looking for fun activities with her friends and is very active on social media. She not only follows popular influencers but also enjoys creating content herself, posting photos and videos from her daily life and nights out. Before going out, she often checks TikTok for outfit inspiration or trending music to use for her own videos. Social media influences her decisions on where to go, what to wear, and what to do.

Opportunities for Cinema NOS:

- Social events at the cinema: Create fun, social movie nights with music or themed events that appeal to Maria and her friends.
- Engage her on TikTok: Use trending sounds and influencers to promote movies, making them feel like part of the party scene.
- Different experiences: Make the cinema a place where Maria can create content, with cool spots for photos.

9. NEW STRATEGY FOR THE CURRENT SERVICE

To ensure Cinemas NOS continues to engage its audience and differentiate itself from both traditional competitors and streaming platforms, we propose the implementation of new strategies that will enhance brand awareness and attract the target segment mentioned before (Gen Z). These strategies leverage partnerships, discounts, improvement of the app, and experiences such as trendy events and quizz nights, for a more dynamic and appealing offering.

OPEN-AIR CINEMA



One of the strategies is the introduction of Open-Air Cinema Sponsorships. By hosting outdoor movie events in iconic locations such as parks (eg. Santa Apolónia and Monsanto point of view), beaches (eg. Costa da Caparica and Carcavelos), or public squares, Cinemas NOS can offer a unique experience that differs from traditional indoor screenings. This type of event would appeal to a broad audience, especially young adults, offering them the opportunity to enjoy movies in a relaxed, community-oriented environment. It also creates an atmosphere of excitement, which improves the overall customer experience.

Generation Z is the ideal consumer: they place great value on collecting new and unique experiences. They often prefer leisure activities that go beyond simply consuming products and value experiences that combine community and entertainment. They also value socializing and spending time together with their friends or families.

To implement this strategy, collaborations with local businesses could be launched. For example, restaurants, beverage companies or technology companies could distribute giveaways, product samples or discounts to participants or even launch a promotion in combination with restaurant vouchers.

UNIVERSITY PARTNERSHIPS

Another strategic opportunity is to partner with universities and other educational institutions to tap into the young adult segment, which is of great importance to Cinemas NOS. Gen Z is very price sensitive and they respond well to discounts and incentives. Offering special ticket prices or discounts for students, while doing brand activations on the campus or sponsoring specific Students Union's events (e.g: open air cinema sessions) would resonate with this segment's preferences. These partnerships will lead to an boost brand visibility and loyalty increasing Cinemas NOS moviegoers attendance. Engaging students early on can build loyalty that lasts beyond the student years.



TRENDY EVENTS

Cinemas NOS can host themed movie nights featuring trendy, nostalgic screenings of classics like Mamma Mia, Dirty Dancing, or Grease. These screenings can include interactive elements such as karaoke moments for sing-along films like Mamma Mia or dance challenges for movies with iconic routines, like Dirty Dancing. The communication for this event will be integrated in the social media strategy (developed below), encouraging attendees to share their experiences which creates shareable content and extends the event's reach. These trendy events will create a social buzz and provide a reason for Gen Z and other moviegoers to choose the cinema over home streaming. The combination of nostalgia and interaction will foster loyalty and repeat attendance.



MOVIE TRIVIA

The objective is to create a fun and competitive movie trivia night that encourages regular cinema attendance and boosts engagement with exciting rewards like free movie tickets or month-long passes. The strategy includes hosting in-cinema quiz nights focused on popular films, integrating trivia into the Cinemas NOS app for wider engagement, and offering enticing prizes such as movie-themed merchandise or concession vouchers. Themed trivia nights will attract specific fanbases and be promoted on social media with influencers hosting events. Giveaways during these events will further encourage participation, making the cinema a go-to destination for group outings. Ultimately, this initiative aims to foster a competitive atmosphere that drives repeat visits and online engagement.

APP GAMIFICATION

Developing a gamified app for Cinemas NOS is essential to engage Gen Z, who value personalization and entertainment. By incorporating games and rewards, the app can enhance customer loyalty, drive frequent use, and transform the cinema-going experience into an engaging, shareable adventure that resonates with this digital audience.

Features in the current Cinemas NOS App: While the current features are functional, they mostly cater to basic cinema-going needs (e.g: movie listings, ticket purchasing and locations), without much focus on engaging or interactive content for Gen Z.

Suggestions to improving the App

Cinemas NOS could take inspiration from existing gamified apps like McDonald's and H3 by introducing more interactive and game-based features.

- 1 Gamified Loyalty Program: challenges that let users earn points for discounts, free tickets, exclusive experiences or merchandise. (e.g: guessing movie plots trivia)
- 2 Personalized experiences: users create their own movie playlists, watchlists and rating lists, share them with friends, and even earn points for getting others to join it.
- 3 Experience Promotions: use the app to promote themed cinema nights, where users can earn extra points or rewards for attending in costume or sharing photos at the event.

9.1 COMMUNICATION PLAN

SOCIAL MEDIA

To effectively engage and reach the Portuguese Gen Z market, Cinemas NOS should focus on TikTok and Instagram, leveraging influencers, interactive and trendy content, and user-generated campaigns.

Partnerships with Influencers and Brands

By working with influencers who have built trust with their audiences, Cinemas NOS can promote not only movie releases but also create excitement around exclusive events, themed screenings, and special promotions. On TikTok and Instagram they could also partner with complementary brands for co-branded campaigns around film launches or themed events, drawing attention and awareness to Cinemas NOS.



Interactive Content

Gen Z loves to feel like insiders, so giving them access to unseen content creates a sense of exclusivity. Show Behind The Scenes of the NOS cinema experience itself, from the making of their iconic popcorn to unique cinema events like themed nights or special screenings. This humanizes the brand and generates brand love from this target. For example, create "quick takes" where influencers or staff give fast reviews of what's trending at Cinemas NOS. Using a casual, friendly tone to connect with Gen Z's conversational style. For example, "3 Must-Watch Movies at Cinemas NOS This Month" or "Best Friday Night Picks You Can't Miss."

User Generated Content

Idea 1: Costume Challenge

TikTok Challenge where users dress up related to the movie from films playing at NOS, posting a short video of their costumes on TikTok, tagging the brand and using a campaign-specific hashtag. The winner of the challenge can win a reward such as tickets to a special screening.

Idea 2: Directors of Tomorrow

Participants submit short clips directing a scene from a popular movie, interpreting the scene with their style. The winners can be highlighted on Cinemas NOS's social media, and additionally receive an opportunity to participate in a local filmmaking workshop or receive cinema-related prizes.

By leveraging TikTok and Instagram through influencer partnerships, engaging interactive content, and user-generated campaigns, Cinemas NOS can create a highly engaging social media presence that resonates with the Portuguese Gen Z. These strategies will not only drive brand awareness but also encourage active participation, making the cinema-going experience feel modern, shareable, and exciting.

GIVEAWAY

The giveaway for Cinemas NOS is designed to boost engagement on Instagram and TikTok, the two platforms where our target spend most of their time. This campaign will tap into Gen Z's love for content creation and social media sharing, partnering with popular brands that align with Cinema NOS's corporate identity and target audience to create excitement and expand reach.

The giveaway will focus on generating creative, user-generated content that not only promotes Cinemas NOS but also enhances brand interaction with the partnership.

To promote the giveaway, it's important to use Meta ads to target moviegoers and social media users aged 18-34 on Instagram. Ads will feature teaser videos of influencers participating in the contest and guide users to the rules of the competition. The focus will be on engagement-driven ad formats, such as Stories, Reels, and interactive posts, to maximize participation and visibility for both Cinemas NOS and the partner brand.

Example of giveaway (Partnership with M&M's)

Participants will be asked to create and share a short, creative video or a picture on Instagram or TikTok that shows their love for both movies and M&M's in a fun and creative way.

Participants will need to tag Cinemas NOS and M&M's in the post and use the campaign hashtag to ensure that all participants are easily discoverable. This will generate buzz and create a pool of user-generated content that both brands can leverage for future marketing.

To motivate participation they should have prizes:

- 1st Prize: A year-long Cinemas NOS Movie Pass that allows the winner to attend one movie per week for free during one year, with M&M's during the movie session.
- 2nd Prize: A Cinema session for the winner and five friends, along with free M&M's.
- 3rd Prize: A Cinemas NOS gift card , including M&M's at cinema.
- The 4th till the 10th will also receive one cinema ticket and a Cinemas NOS tote bag with 6 packages of M&Ms. (people are not used to go alone to the cinema, so their friends/family will need to buy the other tickets to go with them.)

Inside the tote bag:



6 packages of
M&Ms

+



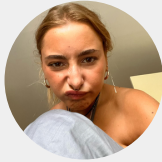
1 ticket for one
movie session



Example of a tote bag

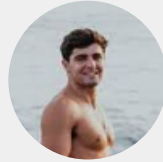
Some influencers for the campaign

Partner with five Portuguese influencers to promote the giveaway on Instagram and TikTok. These influencers will post creative teaser videos of their own, showcasing the collaboration between Cinemas NOS and M&M's, encouraging their followers to join the contest.



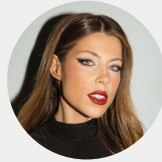
Vicky Jacobi

Instagram: 65,8K
Tiktok: 100,3K



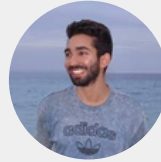
Martim Marques

Instagram: 102K
Tiktok: 777,5K



Mariana Bossy

Instagram: 197K
Tiktok: 254,1K



Paulo Nuno Sousa

Instagram: 197K
Tiktok: 338,9K



Afonso Santos

Instagram: 122k
Tiktok: 443,3K



Example of a post

Rules:

1. Follow both Cinemas NOS and M&M's accounts.
2. Post a video or a picture sharing ur perfect movie night with M&Ms.
3. Tag both Cinemas NOS and M&M's
4. Use the hashtag #cinemasNOScomM&Ms.
5. The contest will run for two weeks, and you must submitted by the deadline.
6. The winners will be chosen based on creativity, originality, and adherence to the theme.

UNIVERSITY PARTNERSHIPS

The university partnership between Cinemas NOS and universities is to engage students by offering them exclusive benefits and fostering a connection with Cinemas NOS as they embark on their academic journey.

The idea is to integrate Cinemas NOS into the student lifestyle by offering discounts and special events. This partnership will be offline and on Instagram, TikTok and website of both, the universities and Cinemas NOS, making it a seamless and engaging experience.

Also at the start of the academic year, when universities provide new students with welcome bags through the Students' Union, Cinemas NOS will include exclusive discount coupons. These coupons will offer students a 2 tickets per 1, encouraging them to experience a fun and affordable movie night.



Example of a flyer for universities

9.2 IMPLEMENTATION

In order to ensure the proper execution of the marketing plan, we have created an implementation schedule the specific actions to be taken each month.

The new strategy will launch in 2025, as we are currently in October and want to begin the new year with fresh initiatives and a clear direction.

SCHEDULE FOR THE FIRST YEAR: STRATEGY

Strategy	jan	Feb	mar	apr	may	jun	jul	aug	sept	oct	nov	dec
Open air cinemas					X	X	X	X	X			
University Partnerships	X	X	X	X	X	X	X	X	X	X	X	X
Trendy events	X					X				X		
Movie trivia	X	X	X	X	X	X	X	X	X	X	X	X
APP Gamification					X							

Open Air Cinemas

Hosting open-air cinemas during the summer takes advantage of the good weather to create a unique and enjoyable outdoor experience for Gen Z moviegoers. This strategy aligns with their desire for memorable, engaging activities and the rising popularity of outdoor entertainment.

University Partnerships

Starting in September aligns with the new school year, when partnerships are defined and students are eager for fresh activities. This sets the stage for ongoing engagement and loyalty throughout the year.

Trendy Events

Hosting trendy events in January takes advantage of students' holiday break, when they're looking for activities. June marks the start of summer, ideal for outdoor gatherings and socializing. October aligns with the new year school and eager for fresh experiences.

Movie Trivia

Hosting monthly movie trivia engages Gen Z consistently, offering a social event that keeps them returning regularly while aligning with their love for interactive, pop-culture-focused activities.

App Gamification

Launching app gamification in May aligns with the end of the academic year, giving Gen Z a fun, engaging way to interact with Cinemas NOS as they head into summer. It capitalizes on their increased free time and desire for entertainment during the break.

Communication	jan	Feb	mar	apr	may	jun	jul	aug	sept	oct	nov	dec
Social Media	X	X	X	X	X	X	X	X	X	X	X	X
Giveaway					X							
University Partnership	X	X	X	X	X	X	X	X	X	X	X	X

Social Media

Implementing digital influencers, interactive content and UGC on social media during the year keeps Gen Z engaged by constantly offering them fresh, relevant ways to connect with Cinemas NOS. This strategy aligns with their desire for active participation and sharing experiences with their peers. Maintaining a consistent presence ensures ongoing brand visibility and builds long-term loyalty.

Giveaway

Running a social media giveaway in May capitalizes on Gen Z’s excitement for the upcoming summer break, encouraging them to participate and share the opportunity with friends. This timing can boost engagement as they seek fun activities during their downtime. Additionally, it creates buzz around Cinemas NOS, enhancing brand visibility and attracting new followers.

University Partnerships

Starting the partnerships in September is ideal, as it coincides with the new school year. These universities’ brand activations and event’s partnerships will be all year long. The communication calendar will depend on partnership made with the Students Union’s.

9.3 BUDGET

		Budget
Strategy	Open air cinemas	6000€
	University Partnerships	Free
	Trendy events	1000€
	Movie trivia	1000€
	APP Gamification	Free (they already have the employees)

Open-air Cinemas: Organizing open-air cinema events is estimated to cost around €6,000, covering equipment, location permits, and logistical arrangements.

Partnerships with Universities: These will have no initial setup cost, as we plan to leverage existing networks.

Trendy events: A budget of €1,000 will be allocated to cover event decor and interactive elements, making these experiences stand out for Generation Z.

Movie Trivia Nights: Whether hosted in-theater or via the app, €1,000 has been budgeted for prizes and promotional costs.

App gamification: This will be implemented at no additional cost, as we plan to utilize existing employees and resources from the company’s digital development team.

Communication	Social Media	6500€
	Giveaway	5000€
	University Partnership	500€ (print the flyers)

Social Media Campaigns: A budget of €6,500 has been allocated for promotions on platforms like Instagram and TikTok. This includes influencer partnerships, sponsored posts, Meta ads, and interactive campaigns.

Giveaways: We’ve set aside €5,000, primarily for partnership collaborations.

University Partnerships: A budget of €500 has been allocated for printed materials, such as flyers, and on-campus promotional activities.

TOTAL	20000€
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For our proposed strategies and communication plan, we have allocated a total budget of 20,000 euros.

10. CONCLUSION

In this project, we examined the challenges and opportunities that Cinemas NOS faces while shifting consumer preferences, growing competition from streaming platforms, and the need to better engage younger audiences. The project covered several key areas: an in-depth market analysis, the identification of Cinemas NOS's current strengths and weaknesses through a SWOT analysis, and the development of strategies focused on targeting Generation Z. Through our research, we analyzed consumer behavior patterns, including their motivations, barriers, and attitudes toward cinema-going, to inform our strategic recommendations.

From this project, we learned that while Cinemas NOS has a strong market presence and offers technological innovations like IMAX and 3D, the key to increasing attendance lies in understanding customer preferences and overcoming the barriers of price sensitivity and competition from streaming platforms. By investigating survey data, we identified that consumers are looking for affordable, unique, and engaging experiences that go beyond simply watching a movie. This highlights the need for loyalty programs, dynamic pricing, and events that resonate with the social and entertainment values of younger generations.

Building on these insights, we developed a new strategy for the current service, focusing on creating trendy events, such as themed movie nights featuring cult classics like Mamma Mia or Dirty Dancing, and introducing gamified experiences through the Cinemas NOS app, where users can earn rewards for frequent visits or participating in quizzes. By offering dynamic pricing options from the partnerships, Cinemas NOS can make cinema-going more accessible and appealing. These strategies were designed not only to attract more frequent visits but also to create a sense of community and social engagement that appeals to Gen Z and other socially-driven audiences.

In addition, our communication plan emphasizes enhancing Cinemas NOS's digital presence through targeted social media campaigns on platforms like TikTok and Instagram. We proposed increasing visibility through influencer partnerships, interactive content, and engaging contests that align with the preferences of younger audiences. By focusing on experiential cinema, personalized promotions, and improved communication, this project ties together practical applications, positioning Cinemas NOS to re-engage its audience and thrive in an ever-evolving entertainment landscape.

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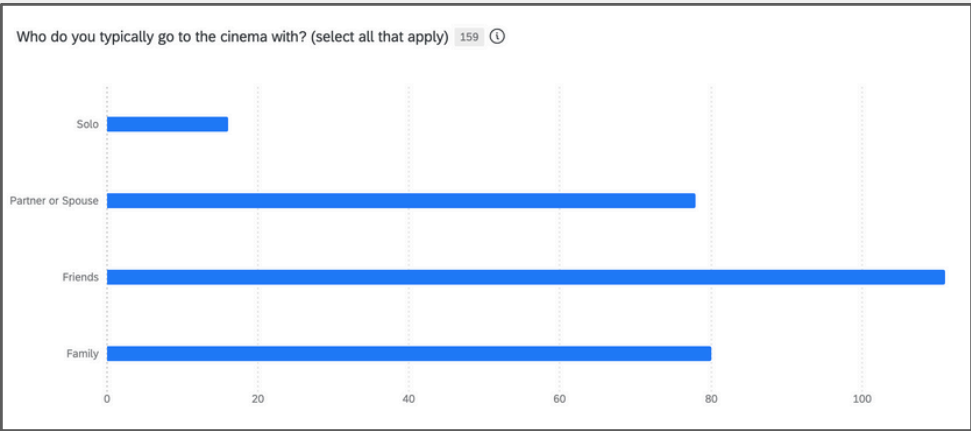
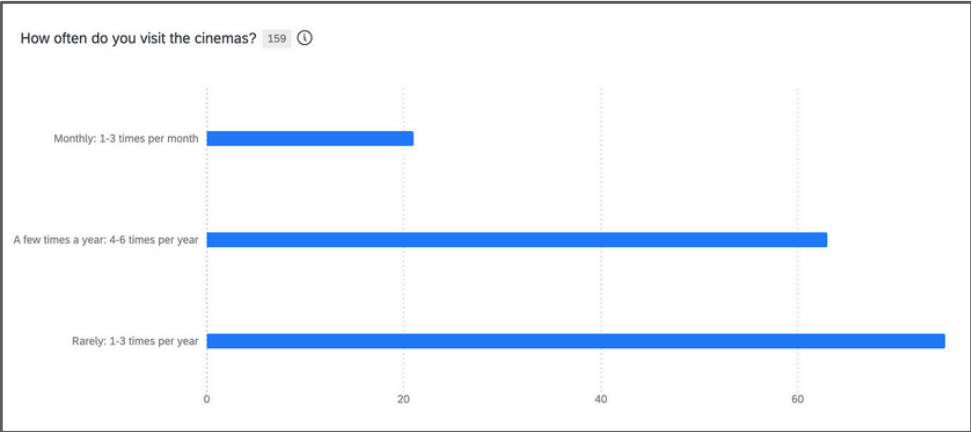
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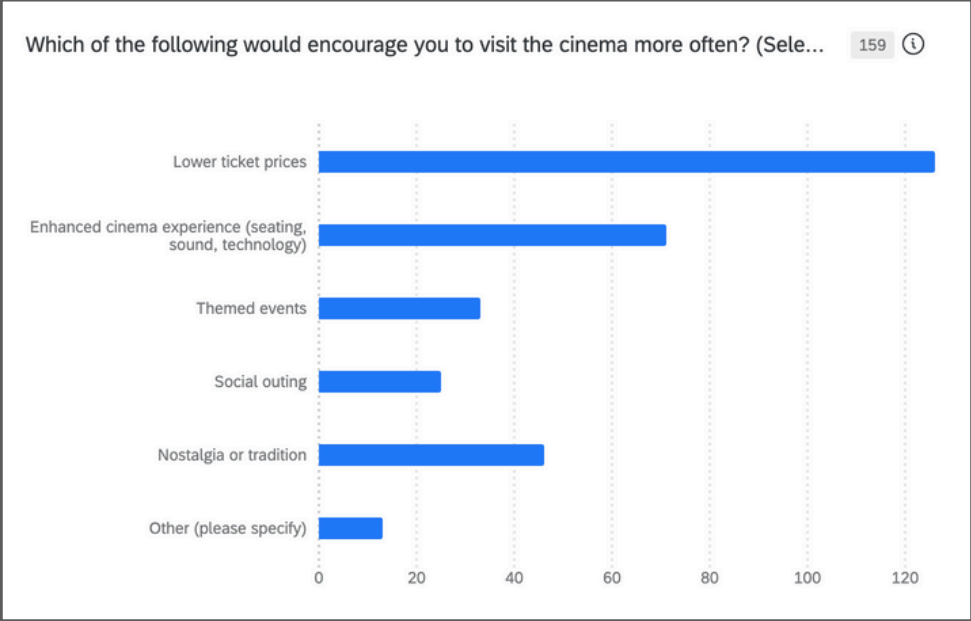
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12. APPENDIX



How satisfied are you with your most recent cinema experience? 157 ⓘ

How satisfied are you with your most recent cinema experience?	Average	Minimum	Maximum	Count
Level of Satisfaction	3.10	0.00	4.00	157



Which of the following would encourage you to visit the cinema more often? (Sele... 159 ⓘ)

Q4 - Which of the following would encourage you to visit the cinema more often? (Select all that apply) - Selected Choice	Percentage	Count
Lower ticket prices	79%	126
Enhanced cinema experience (seating, sound, technology)	45%	71
Themed events	21%	33
Social outing	16%	25
Nostalgia or tradition	29%	46
Other (please specify)	8%	13

Other Options:

Better movies x2, similar to what's being done with Interstellar, having older movies run in cinemas again, Food experience, Cheaper snack prices, Discounts on concession items, Free Parking,

What factors discourage you from going to the cinema? (Select all that apply) 158 ⓘ

Q5 - What factors discourage you from going to the cinema? (Select all that apply) - Selected Choice	Percentage	Count
High ticket prices	70%	111
Convenience of streaming services	49%	77
Health and safety concerns	3%	4
Lack of appealing movie options	48%	76
Outdated facilities	15%	24
Other (please specify)	9%	15

Other Options: food in rooms and noise x3, lack of baby sitter, sound of popcorn and coke x2, Expensive snack prices, Price of food and beverage served at cinemas, schedules x2, travel time/effort, distance from home x2, The lack of respect from other people in the room (bad etiquette/behavior)x2, Low variety of screened films/Low quality,

Has your frequency of going to the cinema changed in the last 3-5 years? 159 ⓘ ...

Q6 - Has your frequency of going to the cinema changed in the last 3-5 years?	Percentage	Count
Yes, I go more often	15%	24
Yes, I go less often	43%	69
No, it has remained the same	42%	66

How do you typically purchase your cinema tickets? 160 ⓘ ...

Q7 - How do you typically purchase your cinema tickets? - Selected Choice	Percentage	Count
Online (website or app)	43%	69
At the cinema	54%	87
Through third-party platforms	1%	2
Other (please specify)	1%	2

Other Options: Sometimes at the cinema and others online, depends on the movie and if is a spontaneous plan or not x2

Would promotions, discounts, or a loyalty program make you more likely to buy a ... 160 ⓘ

Q8 - Would promotions, discounts, or a loyalty program make you more likely to buy a cinema ticket?

	Percentage	Count
Yes	68%	108
Maybe	28%	44
No	5%	8

What do you consider to be the ideal ticket price for one person for a single movie session? 160 ⓘ ...

Q9 - What do you consider to be the ideal ticket price for one person for a single movie session?

	Percentage	Count
Less than €5	45%	72
€5 - €6.99	38%	60
€7 - €8.99	14%	23
€9 - €12	3%	5

Do you recall seeing any advertisements from Cinema NOS recently? If yes, what type of advertisement... 160 ⓘ

Q10 - Do you recall seeing any advertisements from Cinema NOS recently? If yes, what type of advertisement was it? (For example: discounts, promotions, upcoming movies, events, etc.) - Selected Choice

	Percentage	Count
No	53%	84
Yes but I don't remember details	41%	66
Yes and I remember (pls specify)	6%	10

Specifications:

upcoming movies, brands, events

Have you ever visited a Cinema NOS? 160 ⓘ

Q11 - Have you ever visited a Cinema NOS?

	Percentage	Count
No	28%	44
Yes	73%	116

How likely are you to recommend Cinema NOS to others based on your experiences? 115 ⓘ

How likely are you to recommend Cinema NOS to others based on your experien...

	Average	Minimum	Maximum	Count
Likelyhood	3.02	2.00	4.00	115

What is your age group? 160 ⓘ ...		
Q13 - What is your age group?	Percentage	Count
18-23	56%	89
24-27	17%	27
27-30	3%	5
31+	24%	39

What is your occupation? 160 ⓘ ...		
Q14 - What is your occupation?	Percentage	Count
High School Student	1%	2
University Student	51%	82
Employed - Full Time	44%	70
Employed - Part Time	1%	2
Unemployed	3%	4

What is your age group? 160 ⓘ ...		
Q13 - What is your age group?	Percentage	Count
18-23	56%	89
24-27	17%	27
27-30	3%	5
31+	24%	39

What is your occupation? 160 ⓘ ...		
Q14 - What is your occupation?	Percentage	Count
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Employed - Full Time	44%	70
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Unemployed	3%	4

APPENDIX: AI ASSISTANCE ACKNOWLEDGMENT

IN THE PREPARATION OF THIS REPORT, AI WAS USED TO ASSIST WITH IMPROVING LANGUAGE CLARITY, READABILITY, AND GRAMMATICAL ACCURACY FOR A POLISHED PRESENTATION. ALL IDEAS, ARGUMENTS, AND PERSPECTIVES ARE ENTIRELY THE ORIGINAL WORK OF THE AUTHORS.