



Kosmos Cinema IMAX Launch

September 2014-January 2015

Strategic communication - positioning of revamped cinema.

Marketing Communication - Launching of the cinema and ticket sales

Work conducted and presented by PR Concept, PR Agency

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Project objective / client brief

Since the cinema market is fairly saturated, a large-scale, visible and special PR project needed to be carried out to ensure the cinema a secure place in the Estonian cinema theatre scene. The goal was to cultivate a reputation for Kosmos Cinema as a desirable cinema theatre space in which to spend one's free time.

Materials utilised / info:

Kosmos Cinema is one of Tallinn's most symbolic buildings.

PR project budget 19 000 EUR + VAT (Agency fees, event technical costs are not included).

A brief description of the selected strategy

Since the new owners are not local residents and did not speak Estonian, it was decided that a careful choice had to be made as well as a non-robust strategy should be used. The fact that the building is of symbolic significance for Tallinners, needed to be taken into account. However, the utilisation of the latest in modern technology required an innovative approach, which would create visitor anticipation and excitement for the new cinema. We were guided by the principle of "Always the best in our time!" We chose appropriate spokespersons, working in parallel with the Estonian and Russian media from different angles. In addition to traditional media relations, we set up accounts for Kosmos Cinema IMAX in popular social media forums (Facebook, Instagram, Foursquare, Twitter, YouTube), and thus started to create a youthful and innovative image of the cinema.

A brief summary of the work

We analysed the available information and developed a message strategy.

The tactical plan was proportionally distributed between the messages and calendar.

The basic starting point was the exclusive transmission of significant milestones to various media outlets by types of media (online, print, TV).

- During the renovation, we communicated the quality of work going into the building of the revamped cinema
 - We provided information about IMAX technology and sound systems.
 - We presented the cinema owner and her previous film industry experience.
 - We introduced the cinema manager; he became the spokesperson for the Estonian media.



- In order to better involve the media and the public, we organized a contest, which was open to all, to name two of the theatre halls. Hundreds of variations were submitted and the winners were awarded a free one year pass to the cinema.
- Opening gala was set up in cosmic & red carpet style
- To highlight and emphasize the historical continuity, we involved Guno Kaljula, the very first employee of Kosmos Cinema, as a spokesperson and the public face of the campaign; he ceremoniously opened the cinema together with Tatiana.
- A pre-opening press conference was organised, which was attended by more than 70 journalists.
- Gossip column and celebrity news journalists were invited to attend the opening gala to which key Estonian film industry people were invited in order to position Cinema Kosmos on the film industry map.
- The result of the renovation of the cinema building was communicated with a separate focus to the design and interior design media, which resulted in a number of lengthy overview articles in magazines.

Throughout the period and despite the projected strong positive messages, we were also subject to criticism (the cinema owner, Russian language signage on the building and sound volume). All were diffused proactively in order to avoid a blow up. For example - After the opening, the subject of sound volume, which was argued could be damaging to hearing, arose. Instead of beginning to repel arguments (as would be expected), and to stand up for the cinema's rights, we put forth an explanation of IMAX technology characteristics and the physiology of the human ear, we also broadcasted the message that the volume of high-quality sound can be better tolerated by giving the ears a rest before the show. As a sign and proof we opened a "silence room" with a press conference and talked about the volume settings and IMAX standards. Coverage was good and the topic faded instantly, receiving positive feedback from the target audience about the ingenuity of the solution.

Overview of results of the Project / Campaign

Number of media mentions: ca 180, contacts: approx. 3.8 million

Overview of media coverage and statistics: Oct-January

https://www.dropbox.com/s/o7ntmxub1n2fuhx/coverage_SUM_%202014_15.pdf?dl=0

Social Media Review: January 2015:

<https://www.dropbox.com/s/493tb8rvwhe127u/Kosmos%20IMAX%20social%20media%20dec-jan.pdf?dl=0>

Youtube summary: https://www.youtube.com/watch?v=dpXrw90S_M0

Project cost efficiency assessment



Given the extent and tone of the media coverage, the project can be considered very successful. Articles were explanatory and extensive; these helped develop the legend of the dignity of the cinema building and highlighted the uniqueness and innovation of IMAX technology. All this was essential in order to excel in a competitive cinema market, and to bring in cinema fans despite the higher price of movie tickets. The first month of operations showed that the public regards the theatre as attractive and that the number of visitors to the cinema was more than expected (January- 24, 000). In addition to cinema visits, the building is proving an attractive place for the organisation of events, generating significant additional income and also receiving much additional positive post-opening media coverage. Not to mention personal relationships, emotions and contacts which usually develop at events.

Assessment of creativity and originality of the solution

During the interest creation phase, we built on the expectations of the public and played with the periodic sequence of messages. The opening gala was distinctive from other media events due to the interior design created by an artist, who created a cosmic atmosphere which was undeniably recognisable in the gossip & celebrity news media, creating much chatter. The presentation of the opening gala was a mix of TV solutions and presentations - meaning the filmed solution transitioned smoothly into a live on-site presentation, whereas the difference was not recognisable to the attendees.

Post-opening, the communication solution which can be highlighted would be the solution of opening the "silence room", which responded to the sound volume scandal in an unexpected and new way. It continued the already established image and confirmed the cinema's image of youthfulness, ingenuity and innovation in the eyes of the target groups.