

MAILER:

AMC Classic Movie Theaters

OBJECTIVE:

AMC Classic faced the challenge of increasing online sales of their annual popcorn bucket.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign for AMC Classic that reached Movie Enthusiasts within a 5-mile radius around each AMC Classic theater. Over 245 locations across the country were geo-targeted. The campaign included an A/B creative split with a value-added second wave mailing deployment featuring the winning subject line for the AMC Movie Theaters initial campaign deployment. The creative featured AMC Classic's Annual Popcorn Bucket which allows AMC Stubs members to purchase an annual popcorn bucket for only \$20.99 and get fresh popped refills all year long for only \$4.49 each. The campaign included a limited time, special price for email recipients who purchased the popcorn bucket by December 31.

OUTCOME:

The email marketing campaign resulted in exceptional open and click through rates and delivered a large spike in promoting awareness of AMC's annual popcorn bucket promotion.



Get Poppin'!

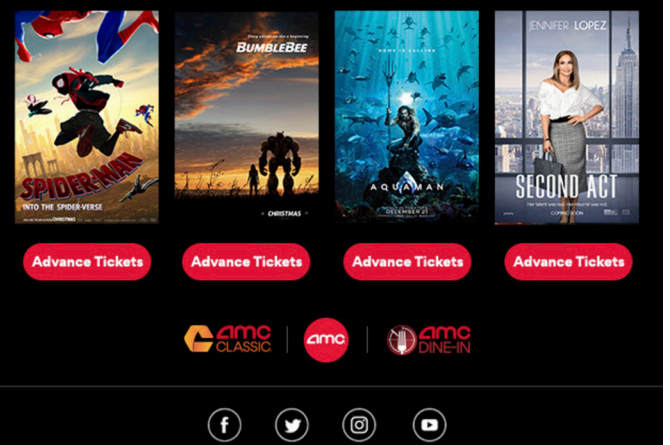
The Annual Popcorn Bucket will fill you up with fresh-popped cheer all year. As an AMC Stubs® member, you can get one now for just \$20.99 (\$24.99 for non-members*) at your AMC CLASSIC™ Theatre. Refills are just \$4.49 each through December 31, 2019!



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