

SUCCESS STORY

UCI Cinemas

Leads and Conversion through movies' promotion

CLIENT

UCI Cinemas (United Cinemas International) is a cinema brand which operates in the UK, Austria, Germany, Italy, Spain, Portugal, Japan, China, Taiwan and Brazil.



OBJECTIVE

UCI Cinemas worked with Adglow to develop an impactful communications strategy which could provide users with an immersive experience through the promotion of movies on Facebook.

UCI Cinema's primary objectives were to generate new leads for CRM activities and to generate online movie ticket sales via their website.

STRATEGY

Adglow developed a complex strategy to deliver a high number of website conversions.

The core components the campaign consisted of:

Creating different types of campaigns for each movie sponsored, and tracking user behaviours on Page View, Add to Cart, Complete Registration and Purchase Events with Facebook Pixels.

Prospecting on audiences in Italy with the creation of ad hoc targets based on specific interests related to specific movies and re-targeting these users with Page Post Link Ads across Desktop and Mobile.

Using Custom Audiences built from UCI Cinema's CRM data and Lookalike Audiences and optimizing campaigns daily.

Each campaign led users to tailored landing pages which included interactive entertainment components which stimulated public participation.

