

7 DAYS IN HAVANA Case Study

Objectives of experiential events

The event screenings acted as an experiential, highly immersive talker programme. A dedicated regional PR and social media campaign existed around each event – supporting the film's national publicity campaign with 7 additional regional press campaigns.

The events provided guests with an authentic, enjoyable experience in which to view the film – with the aim to not only generate positive WOM about the events, but in turn influencing people's perception and hopefully therefore positive WOM about the *film*.

We worked with regional partner exhibitors on a redeemable voucher distributed to guests post-event – enabling them to encourage their friends to go and see the film through this offer. This voucher was highlighted to cinema managers and staff so they were all aware of the mechanism.

The events were managed by M&C Saatchi who also run the Jameson's Screening network and have experience in providing themed events.

Pre-Event Promotional Activity

Regional bloggers and listing sites targeted through M&CSaatchi PR. Knowing the film would be softly reviewed by national critics the regional activity was orchestrated to reach a different and local 'voice' so that we could encourage audiences at a grass roots level.

A four week promotion on Havana Club UK Facebook page (8,000 fans), posting film assets to drive awareness, dedicated event pages and competitions promoting the release. The competition

attracted a phenomenal third of all the fans (**4,015 entrants**).

Branded 7DIH promotional assets including posters, flyers and beer mats were in situ two weeks ahead of each venue's events

The bars' social media promotion also started two weeks before release



Activity Conversion

70 pieces of event-related press were attained and 15 bloggers attended the events

596 people attended the seven screenings, with two venues expanding the capacity of the events to meet demand (Shortwave Cinema, Showroom Sheffield)

The 77 film-related posts on the Havana Club Facebook had a reach of **742,493** and resulted in **307 likes**

Competitions on the Facebook page – to win posters and glasses from event – generated **3,698 likes**, supported by a Facebook ad campaign (10m impressions, 3,629 click throughs)

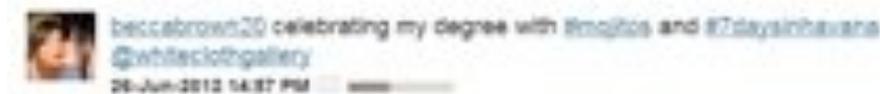


Social Media Buzz From Events

In addition to the Havana Club Facebook activity, the venues social media channels were also utilised to drive awareness of the screenings, generating an additional **110 tweets** about the screening event with a total of **155,200 impressions**.

Guests at the events were encouraged to Tweet and post messages on Facebook. This was done by putting the Twitter hash tag and Facebook URL on all marketing materials (poster, flyer, drinks mat) and up on the screen before and after the film commenced.

The events prompted very positive social media chatter about the film, with feedback left on the Facebook event pages and audiences sending **77 tweets**



Opening Weekend

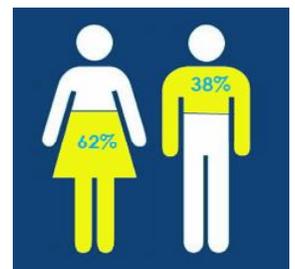
The opening weekend box office (6-8th July) was soft, with a screen average of £361 from the **31 sites** (26 sites on splits/one show, 5 sites on full shows).

7 Days In Havana performed below expectation in many of the sites, however the film performed exceptionally well at Sheffield Showroom, where a preview event had taken place. 7 Days In Havana was the top ranking film in this venue, in spite of strong competition from **The Hunter & Your Sister's Sister, Killer Joe** and **A Royal Affair**, and was the best performance for a Soda Pictures title at the venue in over a year, surpassing better reviewed films in 2012 such as **Monsieur Lazhar and Woody Allen**.

Sheffield Showroom went on to become the top performing venue for the film in the UK with 526 admissions and a box office of **£2,657**.

Audience Analysis

Exit polls from opening cinemas Sheffield Showroom and Rio Dalston showed a female dominated audience. 25-34 yr olds were the most popular age range, but there was a skew towards older audiences. Only 8% of attendees were under 25 (for details see Appendix).



To track the effect of the events on attendance, the exit polls were conducted on a Friday night at a venue with an event (Sheffield Showroom) and one without (Rio Dalston). In answer to the question 'why did you attend to see 7 Days In Havana' this evening', the Sheffield Showroom audience were 2.5 times more likely to respond that 'a friend recommended it' which suggests that WOM from the preview screenings did influence some attendees.

Over 70% of the audiences rated the film Excellent or Very Good (for details see Appendix).

Redemption Voucher

A redemption voucher was given to the attendees of the preview events to pass a free ticket to a friend at their local cinema.

Of the participating cinemas, the percentage of redeemers made up a very small proportion of the opening weekend audience: London (2%), Bristol (2.5%), Leeds (0.9%) and Sheffield (0.6%). In Manchester there were none and yet this was one of the cities that had the highest number in social media engagement.



Conclusions

-> The events were an excellent avenue to achieve regional pr and secure coverage in places that no longer have the budget to cover films editorially.

-> Even with competing events, such as the European Football Championships and some excellent summer weather, the experiential events proved very popular, with two venues (Shortwave and Showroom) needing to expand capacity to meet demand.

-> The audience for the events and from the opening weekend skewed older than expected. This demographic appeal was also reflected in the Facebook advertising campaign, which resonated with the 34-44 age range slightly more than the 25-34 yr olds.



-> Attempting to find a correlation between the experiential activity and the impact on local box office was problematic, as the evidence is contradictory: three regional cinemas that had events in locals bars - Showcase Manchester, Showcase Bristol and Showcase Leeds - were amongst the worst performing sites, each coming bottom in the screen ranking. However, at Shortwave Cinema and Sheffield Showroom, 7 Days In Havana was the best performing film.

-> We would therefore recommend creating in-cinema events to positively impact the local box office: offering something different to their customers is an effective way to utilise their communication channels and building up a regional buzz through social media.

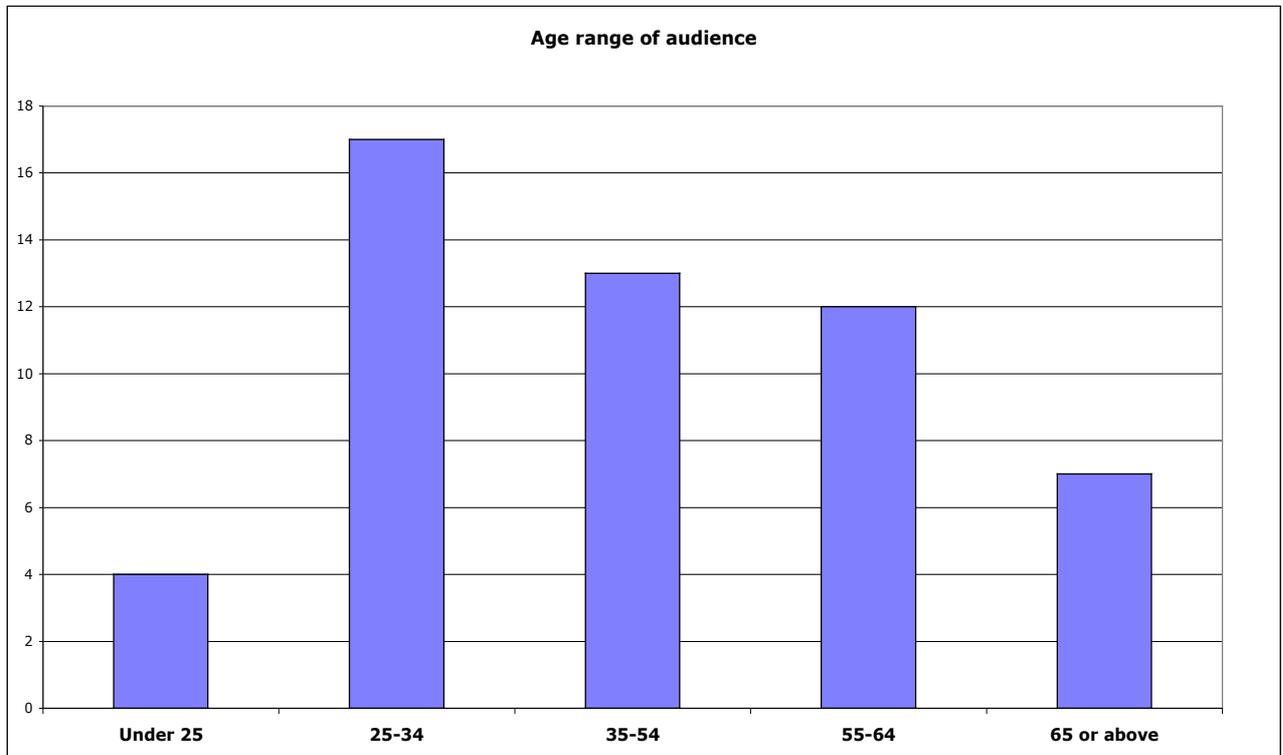
-> However the impact of the events set in bars onto cinemagoers is less impressive, with only a small take up in redemptions and weak box office despite the regional PR and social media activity. This may allude to a difference in lifestyle - those that frequent bars do not go to the cinema on the weekend - but more research would be needed here.

-> The redemption mechanic was unsuccessful and we would speculate that in future schemes, an electronic voucher would be better than a physical copy. This would allow attendees to easily send it to many of their friends at once and increase the chances of redemption.

-> The audience reached through the film-related activity had a greater impact for the brand than the cinema box office. Pernod Ricard were very happy with the increased social media activity they received from partnering with a film and they will be looking to invest in similar film partnerships in the future.



Appendix – Additional charts



Audience ratings of 7 Days In Havana

