

LG IMAX Theatre Sydney

HSC BUSINESS STUDIES – Student Activity Sheets

You have been appointed as a management consultant to review the status of the LG IMAX Theatre Sydney. In preparing your report, you will need to complete the following questions:

LOCATION, LOCATION, LOCATION

1. Describe the location of the LG IMAX Theatre Sydney:

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2. What are the advantages of this location? Are there any disadvantages?

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A GIANT BILLBOARD



Look at the design of the building and the use of exterior signage eg. banners on the building and on pylons under the freeway.

3. What role does this exterior signage play in:

- **Creating brand awareness generally:**

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- **Promoting individual films:**

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4. Describe the layout and features of the theatre as listed below. What promotional tools are used in each area?

Mezzanine Foyer (box office & candy bar)

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Auditorium (ie. seating, screen, use of trailers, pre-film introduction, film style etc)

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THE IMAX POINT OF DIFFERENCE

5. From your experience at the Theatre, how does The IMAX Experience differ to mainstream cinema? (ie. What is the IMAX 'point of difference'? What makes IMAX special/ different?)

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PEOPLE POWER

Theatre Floor staff and Box Office staff are universally known as 'Cinema Workers'.

6. Describe the functions of floor staff observed in the theatre. What important role do Cinema Workers play in the successful operation of the business?

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7. The Cinema Workers at the theatre are multi-skilled. What does this mean? How is this reflected in the activities undertaken by staff at the theatre?

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WHAT'S ON?

8. What films are currently screening at the IMAX Theatre? (Hint: Refer to a What's On brochure available at the Box Office, or screens in Theatre foyer.) List titles below:

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9. How do these films compare to mainstream cinema? (ie. subject matter, duration etc)

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10. How do visitors receive information about film titles and timetables:

Prior to their arrival:

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Once inside the building:

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11. List admission prices and options for discounts. Research prices at mainstream cinema as a comparison.

	2D/3D film	Feature Films
Adult		
Child		
Concession/ Seniors		
Family Ticket		
School Group (per student)		

12. Using information gathered in the above listed questions, carry out a SWOT Analysis on the LG IMAX Theatre Sydney:

<p>Strengths</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Weaknesses</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>Opportunities</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Threats</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

13. Choose an IMAX film and develop a marketing mix that will enable you to maximise ticket sales for your target:

Name of film:

Target Market: (be specific, eg. families, tourists, schools)

<p>PRODUCT</p> <ul style="list-style-type: none"> • What is the name of the film? • What is special about it? • What angle of the film do you want to highlight? • What elements of the IMAX experience will you highlight as part of this film? 	<p>PRICE</p> <ul style="list-style-type: none"> • What prices will apply? • What special deals, if any will you offer? • How do prices compare to conventional cinema
<p>PLACE</p> <ul style="list-style-type: none"> • Where can people see this film? • Where/ how can they find our information about this film? 	<p>PROMOTION</p> <ul style="list-style-type: none"> • How will you promote this film to: <ol style="list-style-type: none"> 1. New IMAX customers ie. prior to arrival 2. Existing IMAX customers ie. once inside the building • Use a combination of: <ul style="list-style-type: none"> - Advertising: tv, radio, print - public relations: media coverage & giveaways - theatre banners - direct mail - brochure distribution - events - in-theatre promotions - word of mouth via preview screenings - internet - marketing to niche groups

Complete this Marketing Mix activity on separate sheets.