**BTEC Business– Year 11 transition task**

**Topic: Marketing**

The aim of these induction tasks is to prepare you for the BTEC Business course, beginning in September. A unit you will study is Unit 2 Developing a Marketing Campaign. This unit is worth 25% of your overall grade. Shown below is a task which relates to this unit.

Read about the UK cinema market below- Starlight Classics needs your help in developing a marketing campaign. Study the information and complete the associated tasks below.

**Pop up Cinemas in the UK**

**What is a pop-up cinema?**

This is when a film is screened in a temporary cinema set up in a space such as the courtyard of a building, the garden of a stately home, an old factory or other suitable venue. Events are often based on the theme of the film being shown.

**The UK cinema Industry**

The cinema industry in the UK Cinemas in the UK generate revenues of over £2bn a year, a figure that grew by 2.7% between 2013 and 2019.

Revenues are increasing, but the number of customers is declining due to competition from streaming services such as Netflix. Traditional cinema chains increase their revenue through the promotion of value added services such as 3D or IMAX screenings. However, a number of smaller businesses have taken a different approach to adding value to the cinema experience.

Open-air cinema screenings during the summer months have steadily grown in popularity in the UK. Events such as the Channel 4 sponsored summer screenings at Somerset House in London are relatively well known, and other more specialised events also exist. For example, screenings in unusual locations such as a former prison in Shrewsbury. Other events have themes based on the films with staff and audience dressed as characters from ‘cult classics’ such as ‘Back to the Future’.

Over 60 000 people a year visit the outdoor screenings at London’s Royal Botanic Gardens, Kew. This venue charges around £10 to sit on the grass at the screenings. Customers pay extra for the use of seats and blankets. Premium packages, which can include drinks served by waiting staff and a gourmet picnic, cost hundreds of pounds. The exact cost depends on what the customer orders.

One of the largest organisers of pop-up cinema events in the UK, Luna Cinema, began trading in 2012. Since then it has regularly held screenings in a range of venues such as swimming pools, castles and on rooftops. It has experienced a growth in customer numbers of around 20% each year.

The main customers for pop-up cinema events tend to be:

• film enthusiasts aged 18 to 45

• families with children

• businesses that want to reward staff or entertain clients.

**Starlight Classics**

Starlight Classics runs pop-up cinema events throughout the UK. The business has organised screenings of cult classic films in venues including sports grounds, city parks and old industrial sites.

The business promotes its screenings as events that offer customers a unique experience. The customer experience may involve staff and audience dressing as characters from the film. There may also be games and competitions for the audience while they wait for screenings to start. Food and drink inspired by the film being shown can be purchased.

Customers are offered a range of pricing options.

• Entrance tickets cost £10 per person.

• The hire of a blanket for use on the ground costs an extra £5 per person.

• Food and drinks are not included in the ticket price but are available at an extra cost.

• Premium packages cost between £150 and £500 per person.

**Maximising revenues**

Customers purchase tickets for Starlight Classics events online. This allows the business to build a customer database. Starlight Classics also operates a Facebook group where it asks for ideas about future screenings.

The owners of Starlight Classics want to maximise their revenues over their main trading period of August and early September. The business currently has three venues booked, with each venue able to hold up to 150 customers. The owners plan to run 45 screenings at each venue using their current resources and staff.

Starlight Classics operates with a small full-time administration team who organise the events. It employs staff on short-term contracts to run the events.

The owners of the business are currently considering developing their product to include:

**EITHER 1.**

Additional premium services such as a ‘VIP package’ that includes red carpet arrival and a limousine ride to and from the event.

OR

2. Offering additional ‘bolt-on’ services such as the hire of chairs and cushions to customers who have bought cheaper tickets.

The marketing budget for the campaign is £45 000. The campaign should run for 26 weeks.

**Task 1- Marketing Aim**

Based on the information you have read from the case study.

**Identify the marketing aim of Starlight Classics and justify why you feel they have made this as a suitable aim** *(making reference to the business/case and the research data)***.**

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**Task 2- RESEARCH ANALYSIS**

Identify and interpret some of the key data given in the case study and analyse the potential impact on Starlight Classics.

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| **Information** | **Key Data**  *(utilise both quantitative and qualitative data & information)* | **What it means for Starlight Classics?** |
| **Market Size/ Value** |  |  |
| **Trends in the market** |  |  |
| **Target market** |  |  |
| **Competition** |  |  |

**Task 3**

Complete a situational analysis for Starlight Classics by completing the below table

|  |  |
| --- | --- |
| **STRENGTHS** (*INTERNAL & CONTROLLABLE in the case about the business )* | **WEAKNESSES**  *INTERNAL & CONTROLLABLE in the case about the business )* |
| What are the main strengths of Starlight Classics?*(make reference to the case study and explain why these are strengths)* | What are the main weaknesses of Starlight Classics? *(make reference to the case study, explain why these are weaknesses and how the business minimise or overcome these weaknesses?)* |
| **OPPORTUNITIES** *( EXTERNAL FACTOR in research information)* | **THREATS** *(EXTERNAL FACTOR in research information)* |
| What are the main opportunities for Starlight Classics? *(make reference to the case study)*  How can the business **capitalise** on them (i.e. use to their benefit/help?) | What are the main threats of the business? *(make reference to the case study)*  How can the business **avoid** or **minimise** (i.e. so they do not affect the business?) |