Agenda

- Entertainment Industry intro
- Entertainment in Numbers
- Why Entertainment is important?
- What is Entertainment Segments?
- What is FEC?
- What is FEC Marketing?
- Revenue Streams
- Client or Customer!
- Decision Makers
- FEC Marketing Key Goals
- FEC Marketing Strategies
- FEC Challenges
- Technology

Entertainment Industry intro

- The entertainment industry is a dynamic and diverse field that includes a wide range of artistic and commercial businesses committed to offering audiences all over the world leisure and entertainment experiences.

- The entertainment sector contributes significantly to the development of trends, culture, and the economy. It supports global economies with billions of dollars and millions of jobs globally.

Entertainment in Numbers

- KSA
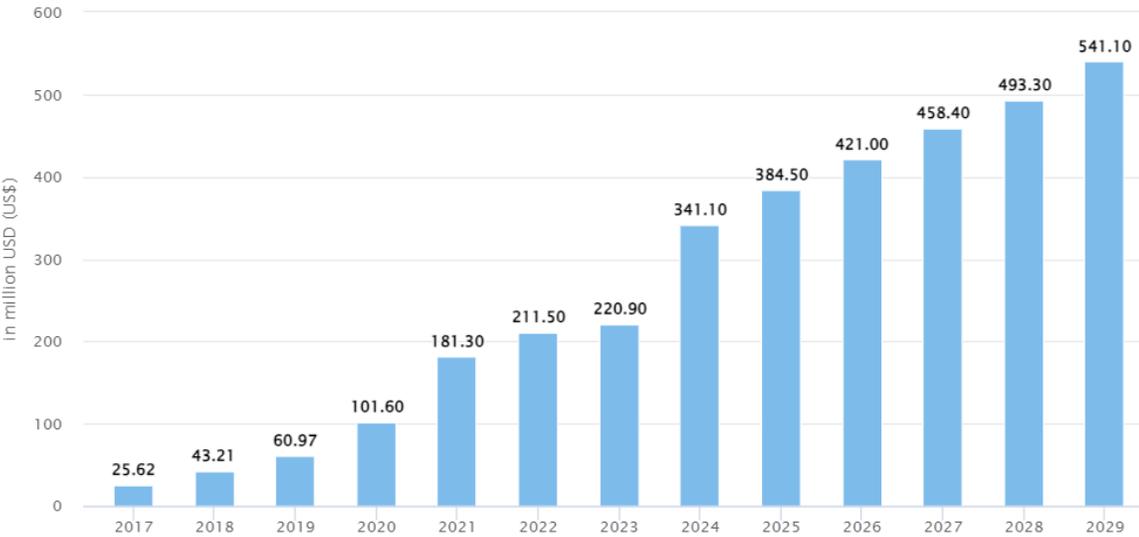
Revenue
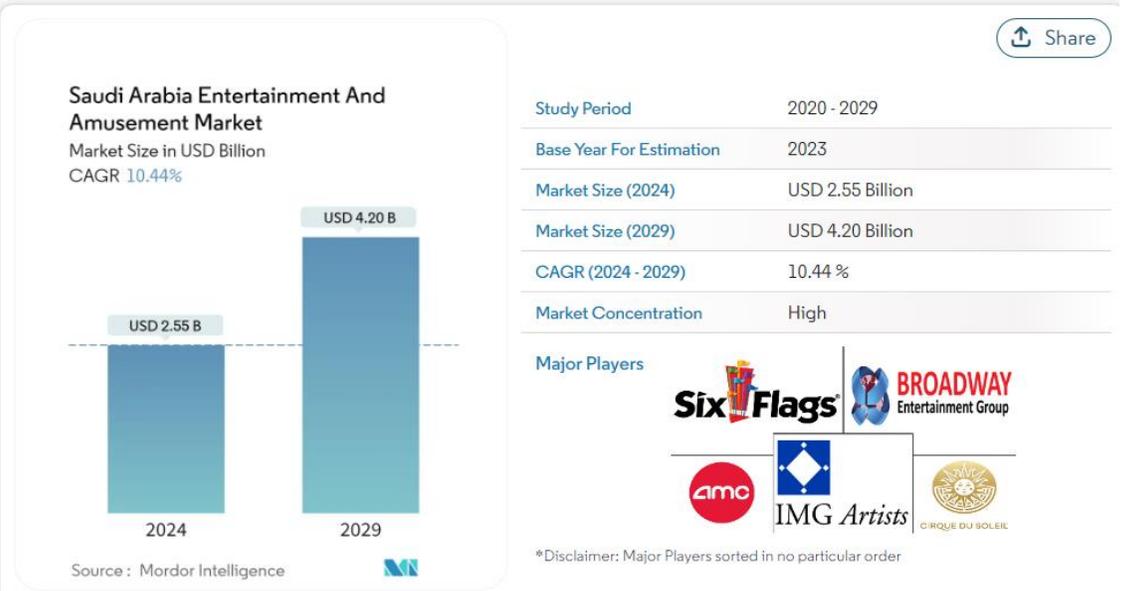
Market Size

Why Entertainment is important?

- Entertainment is often a key ingredient in the recipe for happiness

What is Entertainment Segments?

- Attractions (FECs, Water Parks, Zoo, etc)
- Cinema
- Museums
- Events (Music, Performance Arts, Cultural events)
- Video & Electronic Games
- Sports

What is FEC?

- Family Entertainment Centers

What is FEC Marketing?

- Family Entertainment Center (FEC) marketing is all about creating excitement and attracting families to your center. It involves crafting compelling messages, utilizing various channels, and offering enticing promotions to drive foot traffic and create lasting memories.

Revenue Streams

- Ticket/ Product Admission

- Group Sales

- Parties

- Per Capita Growth (F&B, Media, Merchandise, Loyalty)

- Industry Partners

Client or Customer!

- Guest Experience Factors:
  - Pre- Arrival
  - Arrival
  - Personalized Experience
  - Departure
  - Post Experience

Decision Makers

- Mothers decision Dimensions
  - Price
  - Safety
  - Clean
  - Quality
  - Long Stay
- Kids:
  - Kids Influence Parent's decision 49.2% - 70%
  - Kids have Purchasing Power
  - Future Customers

yes

no

maybe

Decision Makers

- **Marketing to Kids Techniques:**
  - Brand Name Loyalty- Say it out loud
  - Branded Items
  - Schools Visits
  - Indirect Marketing:
    - Movies
    - Music
    - Games
    - Toys

FEC Marketing Key Goals

- Attract new customers

- Increase customer loyalty

- Drive revenue

- Build brand awareness
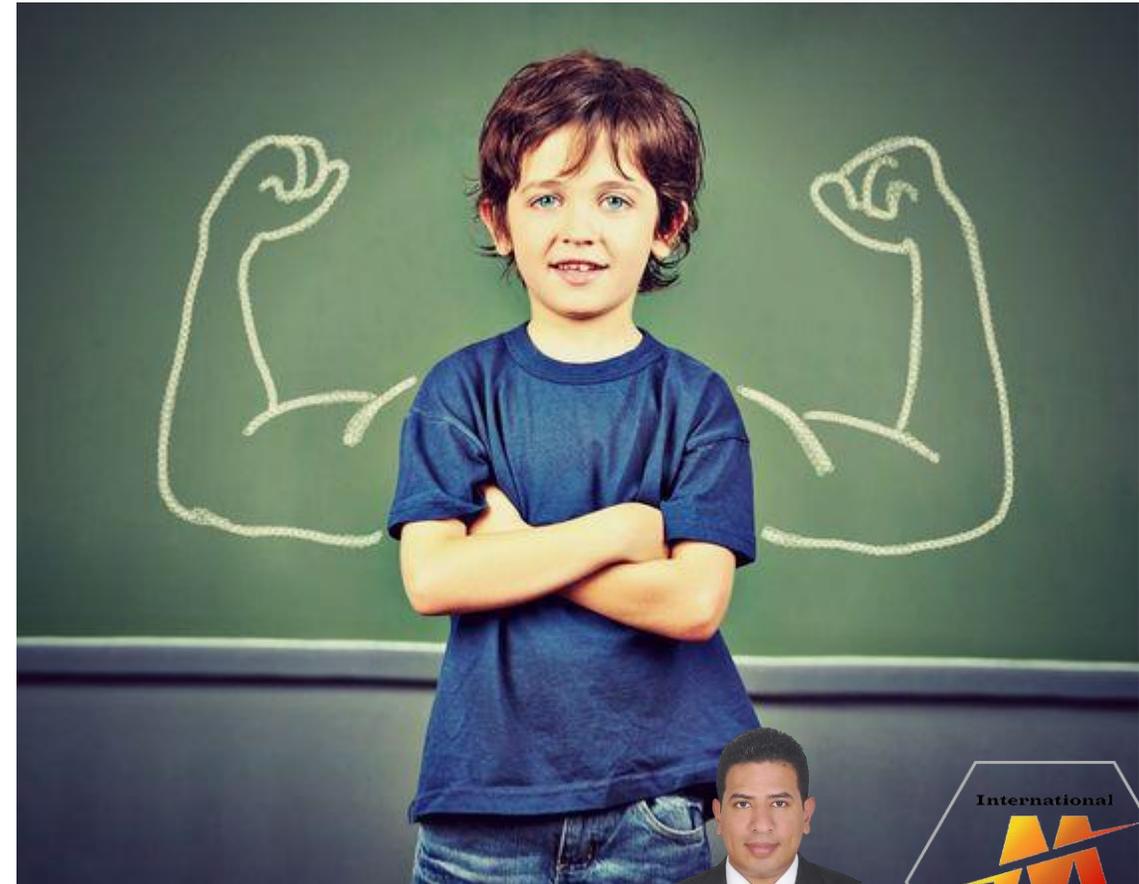
FEC Marketing Strategies

- Know Your Target Audience:
  - Identify your primary target demographic (e.g., families with young children, teenagers, adults).
  - Understand their preferences, interests, and needs.
- Create a Strong Brand Identity
  - Develop a memorable and engaging brand story.
  - Design a visually appealing logo and color scheme.
  - Create consistent messaging across all marketing channels
- Effective Social Media
  - Utilize platforms like Facebook, Instagram, and TikTok to connect with families.
  - Share engaging content, behind-the-scenes glimpses, and customer testimonials.
  - Run contests and giveaways to increase engagement.

International
Marketing Club
Sharpen Your Skills

FEC Marketing Strategies

- Offer Compelling Promotions:
  - Create attractive packages and discounts for families.
  - Offer special deals for birthdays, holidays, and school breaks.
  - Implement loyalty programs to reward repeat customers.
- Industry Partners:
  - Payment Methods
  - Cross Promotion with complementary businesses
  - Discount Apps
- SEO
- Data Base & Digital Tools

FEC Marketing Strategies

- **Focus on Customer Experience:**
  - Provide exceptional service to create positive word-of-mouth.
  - Ensure clean and well-maintained facilities.
  - Train staff to be friendly and helpful.

- **Measure and Analyze:**
  - Track the performance of your marketing campaigns.
  - Adjust your strategies based on data and analytics.
  - Seasonality

- **Crisis Plan**

FEC Challenges

- High Competition

- Seasonal Fluctuations

- Operational Challenges:
    - Staff Shortage
    - Staff Training

- Spare Parts

- Cost Increment

- Safety and Liability Concerns

Technology

- Technology Goals:
  - Enhance the guest experience
  - Improve operations
  - Drive Revenue
- Technology Examples
  - Interactive Attractions (VR, AR)
  - Mobile Apps
  - Digital Signage
  - CRM
  - Loyalty Apps
  - Vending Machines

Thank You

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