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**CREATING AND IMPLEMENTING NEW COMPETITIVE BRANDS TO
IMPROVE THE QUALITY OF SERVICES ON THE CINEMA
MARKET REGARDING SATURATION OF THE MARKET**

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In today's world the film industry is highly developed. However, the market is clearly oversaturated, although the quality of services is not always good enough. It raises the urgent question of providing new services involving new technologies that satisfy the demand of consumers and which used to be competitive in the market.

The purpose of this paper is to describe the developed brand of a new unique cinema complex «SOFT cinema», which has no analogues in the market of Krasnoyarsk and to describe its system management.

The study was conducted in the period from December 2012 to December 2013. The object of investigation was chosen a former cinema "Pikra", located on the 29 Perensona Street.

During a consumer research of services on the market was found the task force for the created brand: people aged 17-25, with an average income, preferring to go to the cinema in the evening, presence of the effect 3D is not rather important for them; they would like to watch the movie with friends, in a more informal way with a supply of food and drinks to the audience.

The question of serving food and drinks in the hall stood up due to the fact that some visitors do not use the bar because they don't like to stand in line or don't want to late for a session. This leads to losses of profits. To address this shortage the "Great Hall" was decided to equip the automated ordering and delivery system of products from the bar during the session, which will reduce queues at the bar. It will also increase profits by those visitors who would like to buy products at the bar, but do not do it because that they don't want to interrupt while watching a movie.

In the back of the rear seats mounted the conveyor belt upon which is situated the LCD monitor with «R Keeper». Before each chair there is a button "call monitor" that, when it is clicked, moves the monitor in the direction of the customer. The consumer makes an order and sends it to the host computer in the bar, where the barman takes it and sends it back to the customer in a special container, which moves in the same conveyor belt. Upon receipt of the order the visitor pays his cash through the terminal, integrated into a container. Payment can also be made with a card «SOFT discount».

The main novelty of the «SOFT cinema» is the availability of the hall «SOFT room», where instead of seats a sofa area of 168 square meters is located to view movie in a «free lay» format, which is consisting of mattresses, where visitors can take a comfortable position.

The "SOFT room" also has a delivery system of food and drinks from the bar, but it is different to the "Great Hall." In a corner of the hall there is a niche with the department for automated elevator, which delivers an order from the bar.

Visitors are also given a cinema booking service with a choice of repertoire, the demonstrated in the hall.

In the cinema is situated the «PIE» bar. Production feature is the inclusion of the bar menu pies with different fillings in addition to "standard set" of menu of the cinema. Bar name is translated as "pirog", it is based on the main menu bar product Cineplex «SOFT cinema». On the territory of the cinema is located a play area, which includes the modern slot machines.

The project of the Cineplex «SOFT cinema» is planned to offer the interested entity, which has large sums of money in its assets. Based on the calculations, which were carried out during the work, the total cost of opening the cinema is about 270 million rubles. The approximate amount of equity investments shall be 90 million rubles. As an example of organizations able to implement the project can be a major federal network of cinemas, which has plans to enter the market of regions. To ensure the flow of capital from alternative sources, we propose to attract investors with a total contribution of 100 million rubles and total equity share in the company to 24 %. In addition to investments it is offered to resort to credit - 80 million rubles.

The Cineplex daily accommodate is about 2320 people. Given this, it is calculated that the profit in the first year of operation will be negative - 52 million rubles. But after calculating return on the cinema, it was found that the payback period of «SOFT cinema» is for 3 years, which is the short term for this kind of enterprises.

However, in order to justify such a short payback period for the cinema it should be developed an effective branding system: the development of corporate identity and ways to promote the cinema and capacity assessment branding.

The development of corporate identity based on the preferences of the cinema and the color perception of the target group of consumers of its services.

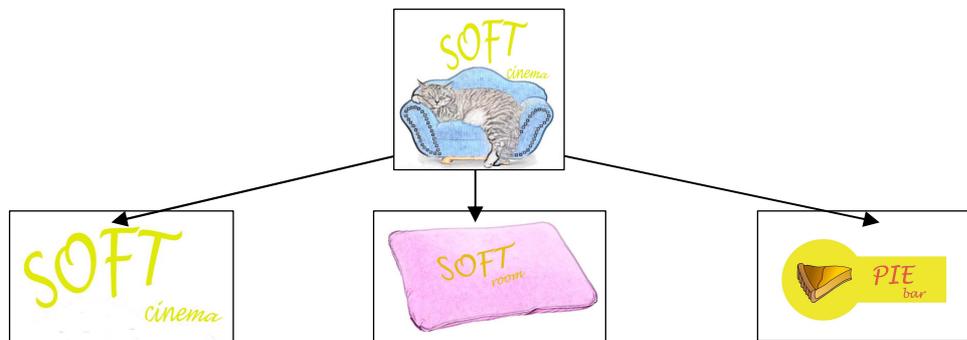


Fig. 1 - Logos units of a Cineplex «SOFT cinema»

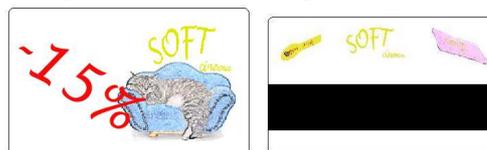


Fig. 2 – The layout discount card «SOFT discount» of a Cineplex «SOFT cinema»

To advertise the «SOFT cinema» it is needed to find such advertising themes and images that would be combined with the general policy of the company. Since our brand slogan: "The main thing in the movie – is comfort" advertising campaign need to submit so that consumers have formed an idea of cinema as something comfortable, and cozy home.

Also, there will not be a successful business if its internal structure won't set values that should be broadcasted by staff. The main setting for the staff, as well as for consumers, is the desire for comfort and convenience. This means that the company must provide all conditions for this.

In order to analyze the potential «SOFT cinema» branding was conducted online survey respondents belonging to the target group. Based on the survey results, we can conclude that most of the respondents no matter the external and internal design of the cinema. Therefore, to increase the capacity of branding it should be increased the loyalty of potential visitors of the cinema, and it should be included in the management activities.

Loyalty Management is a systematic set of measures to preserve, maintain and increase the degree of consumer loyalty to a product or brand as a whole. The complex

includes activities such as discount programs, bonus programs, raffles prizes and gifts, coalition programs, etc., which must be implemented within a specific timeframe (Table 1)

Table 1 – Measures for increasing customer loyalty to the brand of the Cineplex «SOFT cinema»

The period of event	Measures for increasing customer loyalty to the brand	Justification of measures for increasing customer loyalty to the brand
Before the opening of the Cineplex	Editing logos based on the willingness of consumers	If the consumer enjoy logo, he remembers it and, as a result, trusts it
The first month after opening	Issuance discount cards Cineplex services with maximum discount	The purpose is to attract to familiarize themselves with cinema as the greater number of consumers
Constantly	Increasing the quality of services	The more often the client indicates that he is important, the more he feels his importance
Constantly	Conducting campaigns and special offers to mark the various holidays and memorials	Such activities have a positive impact not only on increasing loyalty, but also on the general level of popularity of the brand
Weekly for movies and monthly for special offers	Regular delivery of special offers and new products to customers	The more the client knows about the servants of the company, the greater the likelihood that he will use them

In order to understand the effectiveness of using and managing the loyalty programs it is necessary to assess their economic impact, which is reflected in increased sales, reduced costs, etc. Since this article describes the startup project, the economic effect of customer loyalty will be a reduction in the payback.

To develop more specific measures to manage customer loyalty it is necessary to run the project in action and regularly conduct researches of current customer loyalty to the brand Cineplex.