

Forum Cinemas Facebook app

Coca-Cola Plaza cinema started rebuilding their biggest and most powerful cinema room number 1 in order to turn it into Scape – the most awesome cinema room in Estonia. Everything was replaced – chairs, sound system, projector, screen, walls and ceiling. To draw more attention to the new, Scape cinema room, we raffled the existing chairs via a Facebook application – having a real cinema chair is a dream come true to every movie fan.

To participate in a draw one had to choose their favourite seat and register in the raffle. The application was visually almost identical to the cinema's online purchase system to make a connection between the user and the cinema and his/her favourite seats. We recognised true cinema enthusiasts with one of the most important components of the perfect cinema experience.

Results

12 chairs were drawn. Every chair found their happy cinema enthusiast. Only a few posts were made on the Coca-Cola Plaza cinema Facebook page to draw attention to the Scape application. On that basis, 1023 unique users made their way to the Scape application. In 30 days the Scape app was opened 3419 times, which is over three times per user.

Video: <https://www.facebook.com/kinoklubi/videos/10154375143924947/>



1023

Unique
visitors



3419

overall
openings



3X

opened by
unique user