

MAILER:

Marcus Theatres

OBJECTIVE:


Marcus Theatres faced the challenge of increasing memberships in its movie rewards program.

SOLUTION:

Marcus Theatres wanted to increase memberships in its Magical Movie Rewards program and wanted to promote a special offer of 50 bonus points for new members who sign up using a special enrollment code. eTargetMedia planned and managed a strategic email marketing campaign that reached movie and entertainment fans in targeted zip codes around Marcus Theatres. eTargetMedia strategically selected the American Movie Enthusiasts file and sent the email campaign to the following zip codes 53129, 53130, 53132, 53151, 53219, 53220, 53221 and 53227. The creative featured the special 50 points bonus offer and included all of the perks of joining the Magical Movie Rewards program. A strong call to action motivated the frequent movie-goers to sign up now and start earning rewards right away.

OUTCOME:

The email campaign was very successful and generated a high open rate as well as interest in the rewards program. The campaign also helped Marcus Theatres to increase their rewards program membership.



MARCUS THEATRES

EXCLUSIVE OFFER

Sign up now to
EARN 50 BONUS POINTS
after your first transaction

Join now to start earning points for seeing movies and enjoying your favorite snacks at Marcus Theatres. Best of all, those points lead to \$, redeemable at the box office, concession stand or in-theatre dining venues.

More perks of the Magical Movie Rewards program:

- ◆ FREE popcorn on [\\$5 Movie Tuesdays](#)
- ◆ ZERO online or mobile ticketing fees
- ◆ FREE refills on fountain drinks
- ◆ NEW members-only concession stand discounts every month
- ◆ FREE invites to early movie screenings
- ◆ EXCLUSIVE special offers

And as a special thank you for new members, we'll give you **50 bonus points** after your first qualifying transaction—that's halfway to your first \$5 reward!—when you **enter this enrollment code at signup: ETM**

Sign Up Now

Keep your card on your phone. Download our App.

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