

Case Study

service

Market Research

ethnicity

Asian American/Canadian Asians

client

China Lion Film Distribution

market

North America

challenge

China Lion brings the latest Chinese theatrical releases exclusively to North American movie theatres. In spite of a demand for such movies among the overseas Asian population, the client experienced **limited number of movie attendees in theatres**. An effort to bring movies representing different genres resulted in mixed results without a clear understanding of what works and succeeds in this market. The existing potential to grow the market was untapped ready to be explored.

strategy

It was determined that the client's marketing and movie selections would be more effective if they were targeted to the right audience. Understanding the **media consumption habits** of the movie-going Asian demographics was key as well as knowing the **consumer lifestyle and entertainment preferences**. The third essential component would be **partnering up with the movie theatres** to effectively interact with the community at the point of entertainment consumption.



All's Well, End's Well 2012 movie poster



solution

Ameredia collaborated with Australasia based client and its North American theatre partners, AMC Theatres and Cineplex, to conduct a **5-city media consumption and lifestyle survey** across New York, Los Angeles and San Francisco in USA and Toronto and Vancouver in Canada.

Questionnaires were developed, translated, and administered at 5 movie theatres over a popular weekend movie release through a team of trained survey conductors and managers under agency supervision.

results

Vital findings were revealed during the survey. It enabled the client to understand the precise media consumption habits and lifestyle preferences of its core audience by region. Learnings among others included, preferences for **cultural-specific marketing, media usage** and consumption patterns, **entertainment channels of choice, movie genre preferences** and **demographics distribution**, providing the client enough insights to bring about changes in their marketing and customer acquisition strategies for future growth.