

An Innovative Marketing Strategy for the Golden Apple Cinema in Zlín, Czech Republic

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Bachelor Thesis
2014



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur
akademický rok: 2013/2014

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Pavla Zajíčková**
Osobní číslo: **H11826**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Inovace marketingové strategie kina Golden Apple ve Zlíně, Česká republika**

Zásady pro vypracování:

**Zpracujte kritickou literární rešerši na téma marketingová strategie.
Charakterizujte aktivity multikina Golden Apple.
Analyzujte současnou marketingovou komunikaci multikina Golden Apple.
Navrhněte inovaci marketingové komunikační strategie multikina Golden Apple.**

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Hesková, Marie. Štarchoň, Peter. 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.

Fill, Chris. 2006. Marketing communications: Engagements, strategies and practice.

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Kotler, Philip. 2007. Moderní marketing. Praha: Grada.

Mooij, Marieke de. 2004. Consumer behaviour and culture: Consequences for global marketing and advertising. Thousand Oaks: Sage.

Vedoucí bakalářské práce:

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Ústav managementu a marketingu

Datum zadání bakalářské práce:

29. listopadu 2013

Termín odevzdání bakalářské práce:

2. května 2014

Ve Zlíně dne 22. ledna 2014



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ABSTRAKT

Bakalářská práce pojednává o marketingové komunikaci multikina Golden Apple Cinema a jejím cílem je návrh inovace marketingové komunikace. Teoretická část se zabývá základními termíny a definuje podstatu dané problematiky. Na tuto část následně navazuje analýza konkrétního subjektu a to multikina Golden Apple Cinema ve Zlíně. Analýza je tvořena také SWOT analýzou, dotazníkovým šetřením a hloubkovým interview s manažerem společnosti. Takto zde bylo dosaženo objektivních výsledků napříč všemi zájmovými skupinami. Závěrečná část této práce doporučuje konkrétní nápady k inovaci marketingové komunikace, jež byly zjištěny z šetření.

Klíčová slova: marketingová komunikace, marketingový mix, multikino, SWOT analýza, dotazníkové šetření, hloubkové interview.

ABSTRACT

A bachelor thesis deals with marketing communication of multiplex Golden Apple Cinema; its aim is to design an innovation of marketing communication. The theoretical part concern the basic terms and defines a core of the issue. Then, this part is followed by the analysis of a particular subject, namely multiplex Golden Apple Cinema in Zlín. The analysis is comprised of SWOT analysis, questionnaire survey and in-depth interview with a manager of the company. Hereby, there were achieved objective results across all interest groups. The final section of this thesis recommends concrete ideas for innovation of marketing communication that have identified from researches.

Keywords: marketing communication, marketing mix, multiplex, SWOT analysis, questionnaires survey, in-depth interview.

ACKNOWLEDGEMENTS

I would like to thank to my supervisor, doc. Ing. Miloslava Chovancová, CSc. for her advices, opinions and supervising during I was writing my bachelor thesis. Also I would like to thank to manager of the Golden Apple Cinema, Mgr. Michal Gaja for his help, advices, time, willingness and opportunity to write my thesis just about the Golden Apple Cinema. And last but not least, I thank to my family and friends for great support during my studies.

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INTRODUCTION

Nowadays, indispensable part of every company is a sophisticated marketing communication. Also position of entertaining industry is more and more disadvantaged because of state restriction or damaging behaviour of public in form of piracy. Despite of this fact, theatres, cinemas and other institutions try to maximize their profits using the effective marketing mix.

Despite the fact, multiplexes in Czech Republic are relatively new issue, gradually, they begin to break through and acquire to leading position in the market. Number of Czech multiplexes still increases but at a slower pace than in previous years. In most regional cities multiplexes have already operated, so the new multiplex will be opened mainly in smaller cities. With an increasing number of multiplex, competition has been increasing. Operators have been forcing to invent new strategies to attract customers. Marketing became an inseparable constituent of this industry.

One of regional multiplexes is the Golden Apple Cinema and the bachelor thesis is going to scrutinize just their marketing activities.

Bachelor thesis is divided into two parts; theory and analysis. The first one occupies in theory where terms are defined and facts which are essential for given topic are. Particularly, there is interconnected theoretical knowledge and their application for specific matter of multiplex.

How I already insinuated, the analysis makes a use of theoretical part in practice. There is described current marketing mix in large measure. There are also analysed opinions of public who the Golden Apple Cinema visits, in form of questionnaires and evaluated internal and external environment by means of SWOT analysis. It is necessary to find out direct problems and information, thus is pertinent to consult these things with Mgr. Michal Gaja, a director manager of the Golden Apple Cinema. On basis of all these kinds of researches, I suggested a few marketing communication innovations which the Golden Apple Cinema could employ in future.

I. THEORY

1 MARKETING COMMUNICATION

In a simplified way, a communication is a process of sharing information. Existence of feedback is significant and crucial for an effective function of a communication. (Karlíček, Zamazalová 2009, 5) Just feedback determines following actions of organisation.

A marketing communication can be perceived as all communication connected with marketing itself, supporting a marketing strategy. It is an every form of managed communication, which company uses to formation, persuading or influencing of consumers, intermediaries and some groups of the public. (Karlíček, Zamazalová 2009, 5) Beginning of many definitions is grounded in one-sided communication oriented on urging customers do buying of article and service. (Fill 2009, 15)

1.1 Communication process

Sender is a participant who sends a message to the other side.

Coding is a transferring of intended message or idea to a symbolic form.

Message is an assemblage of words, images and symbols which the sender transmits.

Media are a communication channels that transfer a message from sender to recipient.

Decoding is a process by means of them a recipient assigns a meaning to symbols which are coded by sender.

Recipient is a participant who accepts the sent message by sender.

Reaction is a response after a message exposure.

Feedback is a part of reaction which is conveyed to sender.

Buzz is an unintended tumult or misrepresentation during a communication process, which result in recipient get a different message. (Kotler 2007, 820)

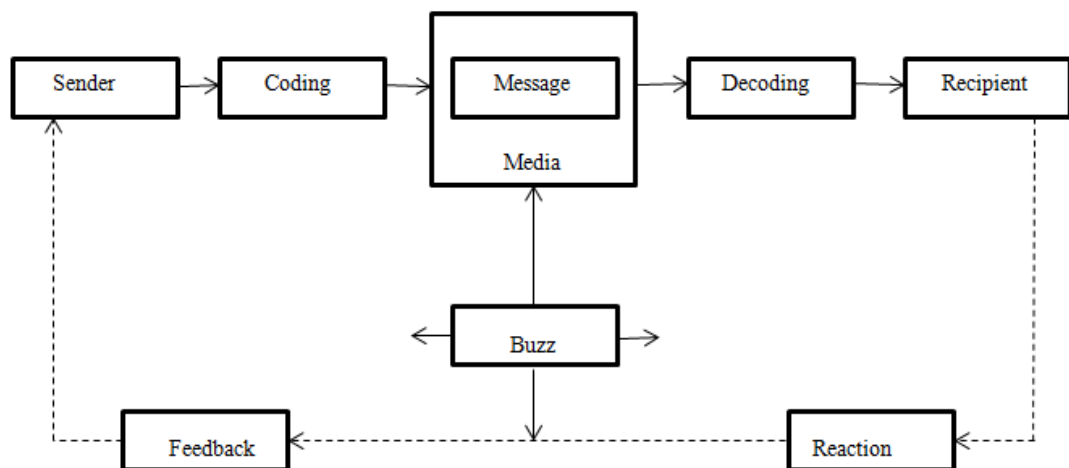


Figure 1: Scheme of communication process. Source: Kotler 2007, 819.

1.2 Goal of marketing communication

A clear specification of goal is one of main stage in marketing communication. Further phases depend on goals. A crucial element is a providing of information to new and existing customers about their products, its availability, advantages, utility and indispensability. It arouses and rises a demand even the article has the constant price. Nowadays it is really common that articles are homogenous. In this case, the aim is to be different and better than a competition and point out uniqueness. (Zamazalová 2010, 257)

A good marketing communicator must know the location of target audience and their phase of purchase (awareness, knowledge, sympathy, preference, persuading and purchase). (Kotler 2007, 822)

1.3 Developing communication

Main point of evolving a communication process is to determine recipient of notification. From this information, process depends and appropriate tools are used. Than marketers make expectancy clear and depending on this they choose the most suitable channel for their notification. After that they have to highlight product's merits and indispensability which for customer has. And finally marketers appraise impact on customers and efficiency of this action. (Blythe 2008, 218)

Communication is often narrowly connected with AIDA model. It is an acronym of four words: attention, interest, desire and action. It is a consecutive model when first of all, customer's *attention* have caught. Then communication must awake *interest*, and *desire* to

own this article or service. The desire intensifies so much that customer does an action of buying. (Blythe 2005, 218) This model situation should repeat over and over again for a proper business operation.

2 MARKETING

Marketing is term which has many definitions. It can differ in accordance social or managerial view.

One of the most respected persons in this field is Philip Kotler. He gave a contemporary form of marketing.

One of his definitions explains that it is a process where individuals or groups reach their needs or wants and in the same time they offer, exchange and buy products or services which have certain value for them. (Kotler 2007, 39)

Another very clear definition says that marketing is based on relation of seller and customer and concentrates on benefit of both subjects. (Kotler, Armstrong 2004, 29)

It is a process of control that marketers process customers' cognition, anticipation and so influence them. Thanks to this, marketing satisfies needs, wishes and secures a fulfilment of company's goals. (Kotíková, Zlámal 2006, 7)

Nowadays, marketing is considered mainly as satisfying customer's needs. Some marketers suppose that their main goal is to look for new customers but the most valuable is a strong relationship with existing customers. Costs for retaining an existing customer are lower than acquiring new customers. (Karlíček 2013, 18)

2.1 Marketing role

Every single company is in the operation for the purpose the reaching of given goals. One of main goals is to bring onto the market with good article or service. But none of them sells like hot cakes without a good promotion. Let say that basis of thriving business is a good publicity.

Marketing influences everyday life and it is an inseparable part of that. Nonetheless, it is a fundamental constituent of commerce. A thought itself, drafts, realisation, an intended image, price and way of proffering, all these aspects are subordinated to marketing concept (Lamb, Hair, McDaniel 2011, 15). Just a good marketing gives a certain perceived value and positive image and all these aspects which attracts attention and interest.

2.2 Relationship marketing

Relationship marketing is also known as customer relationship management. It is a new conception of marketing which devotes to relationship with customer. (Armstrong, Kotler, Harker and Brennan 2009, 16) This kind of marketing builds relationship between

customers and company. Cooperation is a very useful for both sides; company provides good services and articles and in return customers are devoted to them in the same time. Because acquiring a new customer is more expensive than their maintaining.

The relationship marketing is based on interplay, attentiveness and colloquy. All these activities should be carried out as a sequence. (Fill 2009, 207) Customer should not perceive it as a forced activity which is performed just for the purpose of profiting. Letters, emails, invitations for meeting, informative calls and others should assure customer of choosing a good partner for the business.

Companies also provide certain kinds of bonuses which attract an attention, increase activity and purchase advantageousness.

Just a good relationship helps to keeping a customer even during unfavourable periods and competition predominance.

2.3 Marketing mix

A marketing mix expresses a group of marketing tools which are focused on product, price, distributional and communication issues which allows tailoring an offer according to target customer's needs. (Kotler, Armstrong 2004, 105)

A marketing mix consists of all tools which company use to raise a demand. They are classified in four groups called "4 Ps": product, price, place and promotion. (Kotler, Armstrong 2004, 106)

A successful marketing program covers all tools of marketing mix to offer a top value to customer and to fulfil company's marketing goals. (Kotler, Armstrong 2004, 107)

The "4 Ps" model is rather simplified; it means a real market situation is pretty complex.

2.4 Product

The product should correspond to target costumers' expectancy and should fulfil their needs and wants to be satisfied and keen to come back. (Blythe 2005, 7) Product is a wide spectrum of things or services which is offered in the market by a particular company. Company represents its activity mainly by presented products and services. Product can be whatever that company offers to customers and customers are interested in it. Whether it is tangible or intangible thing, it should satisfy customer's needs and wants.

2.5 Price

Price is amount of money which customers have to pay for the product. It expresses a value of product which is customer willing to pay.

The price represents amount of wherewithal that is required for a product. It is the only part of marketing mix which sets profits to the company. All others parts set expenditures and costs. (Příkrylová, Jahodová 2010, 211)

Foret says that usually costs express the lower limit of price. The lower costs mean the lower can be price. The fixed costs are invariable. (Foret 2003, 143)

In marketing, a creation of price begins analysis of customer's needs, idea about value of product and price which is willing to pay. (Foret 2003, 144)

2.6 Place

Place includes all ways which supply move closer to customer. It is a distribution process when our product goes to the final user. A company makes different distributing activities to make a product easily accessible and attainable for target customer. The goal is that customers should get to the product the most comfortable as is possible. (Příkrylová, Jahodová 2010, 17)

In general, the basic function is a bridging of time, space and proprietary differences among producers of products and their users. (Foret 2003, 153)

A decision considering the ways of distribution to the market is one of the most important elements and influences a usage of other marketing tools. (Foret 2011, 221)

2.7 Promotion

Promotion is a controlled notification and persuading of target groups and so firms fulfil their marketing goals. (Karlíček 2013, 190) Nearly every product should have a promotion to get into buyers' subconscious. (Bělohávek, Košťan, Šuleř 2001, 294) A promotion should be creative as well. The more creative promotion is, the more consumers connect with a certain image. It is also the most difficult task at the same time.

Itself promotion has this own promotion mix also called marketing communication mix. It consists from:

- *Advertising*
- *Sales promotion*
- *Personal selling*

- *Public relations*
- *Direct marketing* (Dahlen, Lange, Smith 2010, 280 – 281)

2.7.1 Advertising

“Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.” (Armstrong, Kotler 2013, 385)

Generally, the advertising is understood as intentional efforts to induce inhabitants or possible customers to buying products or services. (Labská, Tajtáková, Foret 2009, 31)

The real target of the advertisement is an effective communication. (Labská, Tajtáková, Foret 2009, 33) It means that a final effect is the influence and change of attitude or behaviour of market. The most important fact is that advertisement has to be aimed.

The advertisement can be perceived as rational or emotional way of addressing. Emotional advertisements connect with sensations, influence of mood and try to empathize with given situation. While rational kind of advertisement is based on essential information and strict facts. (de Mooij 2011, 185)

There are a few elementary tools used for aiming at if possible the biggest number of the public:

- **Television**

A television abides the most visible, accessible and great media in this field. Unfortunately, because of high cost of this media, many companies cannot allow this kind of promotion. Another big disadvantage of this tool is a short revelation (just around 20 seconds) and a low alertness during commercial spots when recipients are rather passive than attentive (Hackley 2010, 150). Even they leave their television receiver during break between two programmes. In this instance, it is necessary to evaluate effectiveness.

On the other side, a high recognition is worth noticing and mainly huge amount of spectators. (Hackley 2010, 150) Also, a placing a commerce shot is narrowly connected with particular programme, no way it is random. Marketers place a shot near programme which watch target customers.

- **Radio**

Advertisements are one of main financial sources of radio broadcastings. Their costs for funding are cheaper than television broadcastings thus price for advertisement are lower.

Nowadays, the scale of radio broadcastings is wide thus a range of listeners is accommodated according to their age, taste, style, hobby, etc. ...

Radio is considered as a tool which takes listener's attention marginally and indirectly. Often listeners are working people or students who are getting ready to job or school, mothers on maternity leaves, pensioners or people who can allow listening music at work and the others. Radio accompanies during various activities and creates some kind of musical backgrounds.

Rarely, listening is a goal-directed activity. Just because of inattention to listening, repetition of message is inevitable. Repetition is surely profitable, but it decreases its cachet (Hackley 2010, 154).

- Press

A term *press* covers newspaper and magazines. Number of newspaper is very big, it includes national, local, newspaper offered for free, published daily, several times a week or weekly. (Hackley 2010, 154)

Magazines offer hugely wide range topics and are targeted to a particular group of people. Mostly, they are focused on genre, age, interests and hobbies.

Both of these have certain pluses and minuses. Big advantages of newspaper are frequent displaying and trustworthiness with its deep-rooted reliability. As disadvantages are seen diverse readers and high prices. Similarly, magazines have problem with high prices and unsatisfactory circulation. By contrast, targeting is quite specific and it causes a good efficiency (Hackley 2010, 150).

- Outdoor Advertising

It is also known as Out Of Door advertising. Two main types of outdoor advertising are painted bulletins (billboards) and outdoor posters. These two types are provided in various sizes and are placed in various locations. There are also motion boards, illuminated boards, three-dimensional boards and the others. (Altstiel, Grow 2006, 217)

A tool is appreciated for local positioning that is purposeful especially for some services. Even during traffic jam, this kind of advertisement attracts and awake interest. Again, as a minus is considered high price and impossibility to cover the whole area equally (Hackley 2010, 150).

- E-marketing

Internet has been happened the inseparable and essential part of life. It is no wonder, this phenomenon penetrates the marketing. In simply terms, e-marketing is marketing online.

E-marketing covers generally electronic media, particularly internet, mobile devices or digital television. (Hackley 2010, 286)

E-marketing belongs to modern trends category and in future, it has a great potential. It is narrowly connected with terms e-purchasing or e-commerce, etc. (Hesková and Štarchoň 2009, 37)

2.7.2 Sales promotion

It is a short-time impulse aimed to embolden and support buying or selling. (Armstrong, Kotler 2013, 385) Also, it has non-personal feature and it is hard to size efficiency up. (Fill 2006, 21)

A term includes a wide range of tools which are determined to motivate of selling effort of sales staff, the shop as an intermediary and an stimulation of buyers' buying. (Labská, Tajtáková, Foret 2009, 76)

Favourite tools are samples, coupons, refunds, multipacks, competition for prices, discounts, small exhibitions, tastings, events, etc. Their range is more or less unlimited. (Labská, Tajtáková, Foret 2009, 76)

2.7.3 Personal selling

Personal selling is a form of direct selling that seller presents the product in order to sell and build relationship up. (Armstrong, Kotler 2013, 385)

It is a process of support and persuading possible customer through oral speech. There is a direct feedback and consulting considering tips for using or other information. (Labská, Tajtáková, Foret 2009, 105)

2.7.4 Public relations

Public relation is broadly spreading of positive information between company and public. Main goal is to ensure a positive perception, a good image and reputation. It helps to manage unpleasant situations (e. g. slanders, temporary lack of success ...) (Armstrong, Kotler 2013, 385). In the case of false and negative information which goal-directly leads to damaging, company is less endangered.

Main public relation tools are press releases, product's publicity, company's notifications, lobbying and consultancy. (Kotler 2007, 810)

2.7.5 Direct marketing

Direct marketing allows direct addressing to precisely chosen group of consumers and elicit a prompt reaction and foster permanent relations. (Armstrong, Kotler 2013, 385)

A personal presentation is provided to company's seller for the purpose of selling and building of relationship with customers. (Kotler 2007, 810)

The emphasis is putted not only on establishing but maintaining of relationship with customer, particularly in long-term horizon. (Labská, Tajtáková, Foret 2009, 116)

2.8 The 4Cs

The 4Ps concept is applied from seller's point of view. More or less, 4 Ps is better described as 4 Cs because 4 Cs is described in buyer's point of view.

Product → Customer solution

Price → Customer cost

Place → Convenience

Promotion → Communication (Armstrong, Kotler 2013, 81)

3 SEGMENTATION

An adaptation of product to individual needs of every particular customer is called customized marketing. The opposite, an unconcern of differences between customers and offering of the only one standardized product for everybody, is called mass marketing. The compromise is a targeted marketing. It means company divides buyers into a few groups according to given criteria. (Karlíček 2013, 104)

Market is consisted of buyers and they differ mutually. Their wishes, means, residence, relation to shopping and shopping goings can differ. By means of market segmentation, company divides big heterogeneous markets in smaller segments which is possible effectively approach within products and services which correspond to their unique needs. (Kotler, Armstrong 2004, 458)

A big task is a gratifying to everyone, in a personal life as well as in marketing environment. That is the reason why is necessary to divide a wide public into smaller groups – segments.

3.1 Demographical segmentation

Buyers are segmented into groups according to age, gender, income, and phase of family life cycle, religion, sexual orientation, race, occupation, nationality and other demographical criteria. (Karlíček 2013, 106)

Demographical factors are popular basis for segmentation of customer groups. One of the most important fact is that needs, desires and wishes of customers as well as extent of using of a product, changes in a connection with demographical variables. (Kotler, Armstrong 2004, 466)

3.2 Geographical segmentation

A geographical segmentation means a division of market on geographical units, for examples nations, states, regions, regions and quarters. The company can decide to carry on one, more or all geographical areas. (Karlíček 2013, 109)

3.3 Psychographic segmentation

In the case of psychographic segmentation buyers are segmented on the basis of their lifestyle, values or personality. Marketers think that psychographic segmentation is more and more important. (Karlíček 2013, 110)

People in the same demographical group can have considerably different characteristics. (Kotler, Armstrong 2004, 470)

3.4 Behavioural segmentation

Customers are divided into groups on the basis of benefit which they await, rate of using of the particular product, loyalty, preparation to shopping, attitude to particular product, opportunity to using of a particular product and other similar criteria. (Karlíček 2013, 111)

4 MARKETING RESEARCH

Basic target of marketing research is an offering of essential and objective information about situation in the market. Mainly customers are basement of research. (Foret 2003, 71)

Good marketers should know their customers and should have an overview about gender, age, education, residence of costumers, what they buy, like and need and if they were satisfied with products or services. The competition is more and numerous so that's the reason why it is necessary to be still on alert. (Karlíček 2013, 83)

In past, the buying was based on immediate personal contact. Trader knew theirs buyers and knew their profiles, opinions and needs. This state of trading is a past and acquiring of this information is task for marketing research. (Foret 2003, 71)

Marketing research is divided into two branches. First type of marketing research is called primary research. This type is also known as "field research", it means that company collects information from the market by way of questioning, observation and experiment. (Karlíček 2013, 83)

Usually the collecting of primary data precedes secondary data. It is also called "research from the table". It uses information which was collected earlier by somebody to different target. We can put databases, annuals, magazines, and report from statistical offices, publications by economic chamber, researches, publication by associations and governmental agencies. (Karlíček 2013, 83)

This data is for free or with fees, in any cases, it is cheaper than gaining of primary data. The more economical is using of secondary research. It is stated that primary research is even ten times more expensive. Companies should approach to primary sources when primary information is incurrent, inaccurate, unreliable, uncompleted, too general or missing. (Karlíček 2013, 83)

4.1 Targeting

One of main tasks for managers is a defining of a target customer. Target customer is not always the most profitable one, but this one who is not paid so closed attention in marketing. There is a concrete study which cares about a choice of the most suitable segment. (Blythe 2005, 83)

- *Concentrated marketing (single segment)* - It is also well-known as niche marketing. Marketers orient for just one small customer segment in the field and try to be the best ones.

- *Differentiated marketing (multi-segmented)* - It directs their orientation at least two target groups and marketing mix is tailored to every single group.
- *Undifferentiated marketing* - Undifferentiated marketers are sellers who provide a basic article in which are interested nearly all segments. (Blythe 2005, 83)

The choice of best marketing strategy is not easy very often. Marketers should take account of these three factors:

- resources of the firm,
- peculiarities of products and its avail,
- specific of the segment. (Blythe 2005, 83)

4.2 Positioning

Positioning is a process of choosing and realisation of particular marketing strategy and tools leading to obtaining a relevant segment. (Kozel, Mynářová, Svobodová 2011, 35)

According to costumers' anticipation and perceiving, position of product is naturally created. (Blythe 2005, 87) Whereas buyers prefer price, quality or design depend just on their perception and values.

4.3 Methods of marketing research

Methodology of marketing research is based on seven main steps:

- 1) the definition of researched object and its chosen units (individuals, households, organizations)
- 2) the definition of researched problem which we observe
- 3) a layout of problem and definition of attributes, which we want to find out from units
- 4) a creating and testing of measuring tools (questions), thanks to them we find out values of every observed attributes of the unit
- 5) an own empirical finding out (measurement) by chosen units
- 6) a statistical finding out, summarizing of discover values of every unit to the summarized characteristic of whole aggregate (object)
- 7) an interpretation of results and practical implementing recommendation (Foret 2003, 72)

Questionnaire

A questionnaire is a very short, clear and unambiguous tool of marketing research. At the very beginning, introduction must speak to respondents to catch their attention to fulfil it up to the end. Questions must narrowly concern to a given topic. Of course, questions must be designed in that way to be possible to sum up them in appropriate way. They must be concrete, clear and should not be hypothetical or too personal. (Blythe 2005, 107-108)

4.4 Quantitative research

There are two kinds of marketing research. First of them is quantitative research. Quantitative method occupies with qualitative problems. It answers for typical question “how many”? It inspects a frequency of phenomenon. This kind of research works with a great sample of respondents (hundreds or thousands of respondents). The results are descriptively measurable information. It allows a statistical processing. (Karlíček 2013, 85-86)

4.5 Qualitative research

Second type of marketing research is a qualitative method. A qualitative research inspects causes and their relations. It answers for a question “why?”. It inspects causes and relations. This type of research works with a small sample of respondents (maximally several tens of people). It requires a psychological interpretation. The aim is an understatement. (Karlíček 2013, 85-86)

4.5.1 Sampling

Sampling is a process where information from wide population is gathered into smaller groups so that conclusion of the whole process was conveyed properly. Data processing of whole population is ineffective. Before the start of analysis, it is necessary to know what is researched and how it does. (Svozilová 2011, 187)

A choice of suitable correspondents is crucial. Mainly target segment should be monitored but the others as well. It is necessary to be objective in monitoring of market as whole. (Blythe 2005, 108) As a sample individual, household or firm are considered.

4.6 Research report

Although results of research can be complex, confusing or ambiguous, research report has to show a well done task and mainly provide clear results. (Sharp 2013, 171)

Research report should follow these steps:

1. Summarizing – it sums up crucial finding outs, facts, repercussions and advices. It is the most read part of report.
2. Survey settings – this part explains why the survey was made and what an incentive was.
3. Research aims – this part sketches what is the goal of research and what researcher wants to prove.
4. Research methods – it provides facts about respondents, e. g. target gender, age and other segmentation elements, how many respondents joined, why researcher chose just this group of respondents and kind of analysis applied for this research.
5. Finding outs – an arrangement of this part can be various; it hinges on kind of task. Mostly it offers simple information at the very beginning and finishes with more complex information.
6. Inference, advices and suggestions to the future.
7. Appendices – collection of attached materials which were necessary for working out. (Sharp 2013, 171)

5 SWOT ANALYSIS

Swot is a shortage of words: strengths, weaknesses, opportunities and threats. Swot analysis means a recapitulation and summarizing company's strengths, weaknesses, opportunities and threats. It is a part of strategic planning of company.

It is a complex evaluation which determines an objective review of company's matters (within the strengths and weaknesses) and market environment (within opportunities and threats). (Sharp 2013, 206)

Swot analysis processes data and emphasis a crucial items following from internal and external audit. It is focused on smaller amount of items which show where the company should focus their attention. (Kotler 2007, 97)

5.1 Strengths and Weaknesses

Strengths are positive inner conditions which allow acquiring predominance above the competition. Weaknesses are negative inner condition which can lead to lower organisational performance. (Bělohávek, Košťan and Šuleř 2001, 214)

Strengths and weaknesses are considered as internal constituent of appraisal. Strengths are these elements which provide a better position in the market. Thanks to this company is in advantage over competition. On the other hand, weaknesses push firm away behind the competition. It is a factor of business on which we should focus and try to make it better. (Sharp 2013, 450) Improving of current situation is sometimes long-term process requiring a great effort.

Taking into consideration that strengths and weaknesses are internal element, company is able to influence and change it.

A too long enumeration reveals an insufficient concentration and inability to diversify what is important or not. Strengths and weaknesses are relative, not absolute. (Kotler 2007, 99)

5.2 Opportunities and Threats

Opportunities are present or future conditions in environment which are advantageous for present or prospective outputs of organization. Threats are present or future conditions in environment which are unfavourable for present or future outputs of organisation. (Bělohávek, Košťan and Šuleř 2001, 214)

Marketers should evaluate every single opportunity on the basis of a potential attractiveness or probability. They should evaluate if in given case company would be successful or not. (Kotler 2007, 97)

Not all threats require the same attention or fears. Manager should judge a probability of individual threats and potential damages which can do. Then manager should focus on the most probable and potentially the most destructive of them and in advance work out plans, how to come to terms with them. (Kotler 2007, 97)

II.

ANALYSIS

6 METHODOLOGY OF THE ANALYTICAL PART

An objective of my thesis is a suggestion of a new marketing communication strategy of the Golden Apple Cinema. A methodology aids to proper proceeding, therefore there were executed following steps:

- a characteristic of the Golden Apple Cinema and its activities
- a SWOT analysis for finding out weaknesses and strengths
- an analysing of current marketing communication mix
- an outline of customer addressing
- a processing of attendance number and competitive ticket prices
- an analysis of marketing tools on the basis of questionnaire observation
- an in-depth interview with manager of company

Quantitative research was formed of questionnaire survey “Marketingová strategie multikina Golden Apple Cinema”. It contains 13 questions, that are:

- 2 questions dealing with turnout (whether respondents visit and how often)
- 5 questions dealing with marketing communication
- 2 questions dealing with Loyalty Club
- 3 questions dealing with demography (sex, age, education)

Questionnaire was answered by 319 respondents. Content of questionnaire is provided in Czech because of nationality of public.

7 CHARACTERISTIC OF COMPANY AND ITS ACTIVITIES

The Golden Apple Cinema is located in a shopping and entertaining centre Zlaté Jablko, in the centre of Zlín town. It is situated in náměstí Míru and connects Rašínova and Dlouhá streets. Construction started in 2006 and during two years, the whole complex had been finished.

Multiplex got its going on 15 May 2008. The 3D screenings have started on February 2009. Golden Apple Cinema (the GAC) was the first multiplex in the Zlín Region.

It is comprised of six screening rooms (including two 3D screens) with a capacity of 949 seats (there are twelve spaces for wheelchair users). Also two cash desks for sale of tickets or gift vouchers are part of the multiplex operation.

The GAC also operates Velké Kino in Zlín. A unification of both cinemas bellow one management allowed an enhancing of efficiency in programming. Thanks to this advantage, it allows to have control over close competitor. In past, the GAC operated the Kino Květen in Malenovice. Because of long-term low attendance, the GAC discounted operation activity. After that, Kino Květen was forced to closes down.

Name of entity:	GOLDEN APPLE CINEMA, JSC
Seat of entity:	náměstí Míru 174, 760 01 Zlín
Company registration number:	27721469
Standard mark:	B 4855 led by Regional Court in Brno
Date of registration:	2 March 2007

Table 1: Basic data about the Golden Apple Cinema, JSC. Source: www.rejstrik-firem.kurzy.cz.

Multiplex offers a projection of standard commercial movies for children and adults, special programme for children, projection for seniors also project called ART FILM (independent, non-commercial and demanding films).

The management of the GAC also offers Metropolitan Opera and ballet in Velké Kino in Zlín.

7.1 Services

The GAC offers following services:

-
- cinema offers audience up to twenty daily screenings;
 - during weekends, there are around thirty-five screenings;
 - on working days, cinema is opened from 13:00 to 24:00 and on weekends from 10:00 to 24:00;
 - GAC rents rooms for corporate presentations, conference, live transmissions, some theatre performance and VIP projections;
 - GAC also offers special screenings for schools that may be suitable for their teaching;
 - the audience can buy drinks and snacks at the buffet, which is included in the multiplex;
 - GAC collaborates on the International Film Festival for Children and Youth in Zlín.

8 SWOT ANALYSIS FOR THE GAC

A SWOT analysis is a valuable device which is helpful to focus on some internal and external issues in connection with operation of company. Thanks to the SWOT analysis, company complexly evaluates its operation; finds problematical areas of business or new possibilities for company's development. The SWOT analysis occupies an important position in strategic direction of company.

In following lines are described particular strengths and weaknesses which are important constituents of Golden Apple Cinema:

Strengths

- a location in centre of Zlín, in shopping centre
- a transport accessibility
- an opening hours (morning and late evening projections)
- a wide offer of primary and secondary services
- a loyalty club and other concessions
- a modern environment of multiplex
- an online booking payment of tickets

Weaknesses

- higher prices
- paid parking spaces
- payment cards
- an old appearance of website

In following lines are described particular opportunities, threats which arises or endanger multiplex Golden Apple Cinema. It is necessary to became aware of fact that it is not possible to minimize or maximize threats or opportunities, but crucial is to decrease or increase their influence.

Opportunities

- radio promotion of loyalty club and other concessions
- an introduction of card payment
- more digital screening rooms

Threats

- film piracy
- DVDs
- a display of crisis and recession
- digitization in smaller local cinemas (Uherské Hradiště, Uherský Brod, Kroměříž, Veselí nad Moravou, Přerov, Vsetín...)
- progressive technologies in form of home cinemas and televisions (3D)
- political interventions

8.1 Conclusion of SWOT analysis

From a coherent overview is evident that the GAC is endowed with bigger amount of strengths than weaknesses. A great location in centre of Zlín is founded as the biggest competitive advantage. On top of that, it is situated in a shopping and entertaining centre. This fact give a cue this complex is frequent place in the town centre and visitation is often spontaneous.

Number of inhabitants in Zlín is over 75 000. Around 100 000 inhabitants live in Zlín agglomeration. Also, Zlín is a university town and TBU attends around 13 000 students. All these numeral figures enhance position in the market. Just because of great location, another advantage is a good accessibility transport. To Zlaté Jablko shopping centre leads a several means how to get in. Customers use many trolley buses, buses lines. Bus and train stations are situated in immediate proximity of Zlaté Jablko, approximately it is five minutes' walk from here. Last but not least, visitors can transport by car and make a use of contiguous cark park.

The GAC offers screenings in morning and late evening time during weekends. This merit use parents with children (often occurrence of cartoons) or people who cannot visit a performance because of their busy afternoon plans. It is not ordinary in cinemas of regional character.

A loyalty club is a rather new matter in cinema running. Amount of interested persons increase step by step and it advantages attract more visitors. The programme is focused on very loyal customers and proffer discounts after registration and payment of entrance fee.

Another important virtue is nice environment which cinema offers. There are comfortable armchairs with ample space in front of. Also supporters of smaller cinema screening rooms are satisfied thanks to various capacities in every single room (from 88 to 438 seats). An

inseparable component is buffet situated in middle of entrance hall and offers a diverse variety of snacks that can be beard away to projecting rooms.

An entrant in the GAC is a system which is providing an online booking and payment of entrance tickets online. This system is becoming more and more common in modern cinemas. Visitors appreciate a comfortable purchase and possibility to come directly before projecting without waiting in a queue.

What can be founded as a negative aspect for customers, are higher prices. In most of regional cinemas near GAC prices are little bit lower. An average variance adds to up 40 CZK. Customers are often very sensitive for price and prices can be deciding in choice of cinema. Also, customers can be sensitive to paying for parking spaces. It represents an additional expense for visitors.

Unfortunately, cinema does not allow paying by card immediately at the cash desk. The GAC has not founded a suitable banking company with acceptable conditions. Nonetheless, this drawback decreases offered comfort.

Last weakness which was discovered is a bad arrangement of website. An inexperienced customer can be confused of arrangement and does not find required information. The known fact is that website is six years old and needed renewal is very costly issue which nowadays multiplex cannot allow.

In consideration of disadvantage – impossibility to pay by card, multiplex could use it as its opportunity in near future. Costs for entrance tickets are often high and this change would be a welcomed movement. Another possible opportunity is a digitalization of more screens than so far is.

Threats cover the most of external problems. Cinema contends with problems as is film piracy and DVD industry which are hardly suggestible even by state. This bad habit of society extends every single day and manifests itself as financial leakage. However, with vice of this kind, every single facility faces in its fullness.

An economic crisis and recession often leads to problem that population is not accommodating to invest money in culture and rather download a movie on the internet. Regional cinemas have been gradually changing during last four years. Their equipment had been digitized and interest inhabitants of more remote have not had to commute to Zlín. State of uniqueness has gradually vanished in the market and receipts do not reach such amount. Hand in hand with this problem, goes the fact the occurrence of 3D televisions or home cinemas is completely prevalent phenomenon.

Always there is a possibility of tax hike and other political issues which change prices or even regulation.

9 ANALYSIS OF CURRENT MARKETING COMMUNICATION TOOLS IN THE GAC

Current communication mix is tasked with attracting new customers and ceaselessly satisfying their existing customers to keep a favour.

The GAC cooperates with their marketing partners in form of paid promotion and barter. The term *barter* means (in the case of the GAC) an offering of advertising spaces and free entrance tickets for projections.

Nowadays multiplex is endowed with following marketing communication mix:

9.1 Advertising

Advertising is integral part of the GAC; it covers the most of activities thanks which customers found out multiplex activities. In advertisements, cinema represents its program, alternatively events.

- Radio

The GAC uses services mainly of Kiss Publikum radio which is one of multiplex media partners. In Kiss Publikum, daily program is broadcasted forty times a day, for a duration of two minutes. Radio also provides cultural tips, where projecting or different kinds of events are covered. During broadcasting, listeners compete with tickets, around thirty tickets per month. Also, the GAC cooperates with Rádio Zlín which is more oriented on family programmes and programmes for seniors which are rather occasional.

- Press

In newspaper, programme and events are announced regularly. It is another way how public come to know multiplex activity.

Mladá fronta dnes and *Zlínské noviny* (dailies) show a programme for every week and tips for visit. Daily programmes also occur in various newspapers, as a regional cultural supplement, e. g. *Lidové noviny*. *Sedmička* (weekly) offers tips for films for particular week. Magazines *In Zlín* and *Magazín města Zlín* (monthly) show tips for films; programme is not put because it is devised always from Wednesday to Tuesday by multiplex.

- Leaflet and poster

Leaflets and posters are classic and standard ways of programme providing. They are published weekly and offer a programme always from Thursday to Wednesday. Leaflets are distributed in the GAC, shopping centre Zlaté Jablko and its surrounding, at schools and

Tomas Bata University and also at train stations in Zlín and Otrokovice. There are mentioned summaries of topical films, programme for particular week (there is also covered programme of Velké Kino), ticket prices and overview of prepared events.

Posters are newly created from small size-posters of topical films with programme information and prices. Posters are situated in multiplex and the other public places in Zlín and its surrounding.

- outdoor marketing

The GAC uses this kind of marketing communication in collaboration with centre Zlaté Jablko. Billboards of Zlaté Jablko also include a mention about the GAC. The multiplex owns one outdoor billboard which attracts for the GAC Loyalty Club (located in suburb).

- E-marketing

Main media which the GAC uses, is their official website. [Www.gacinema.cz](http://www.gacinema.cz) shows a present programme always from Wednesday to Tuesday. Also, website informs about special events which are preparing or participate in. Website is favourite marketing tool which is used by customers. It allows examining website everywhere and any time that is highly appreciated. A turnout is around 4 000 people per day.

Another e-marketing tool is website www.vychytane.cz which informs about programme, prepared events and provides reviews. A turnout is around 6 000 people per day.

9.2 Sales promotion

Sales promotion is a providing of certain benefits to consumers (mainly economic in the form of discounts) associated with the use or purchase of the product and gives consumers a direct incentive to buy.

2D screening

- Basic price for ticket amounts to 169 CZK.

3D screening

- Basic price for ticket amounts to 199 CZK

Only about 40% of ticket price belongs to multiplex.

Children's discount – this discount is available for children until 15 years and it functions every day excluding Tuesday (because of Cheap Tuesday programme). Price for 3D screening is 169 CZK and for 2D, 139 CZK.

Student's discount – this discount is possible to use only after production of valid student card. A discount is applicable on working days only. Price for 3D screening is 169 CZK and for 2D, 139 CZK.

Cheap Tuesday – every Tuesday, entrance tickets are at a reduced price 99 CZK for 2D screenings and 159 CZK for 3D screenings.

Senior film club – movies are projected every Monday, Saturday or Friday, from 10 a. m. to 2 p. m. Tickets for 2D screening are for 40 CZK and 3D screening for 60 CZK. Also, there is a loyalty bonus in form of every sixth entrance ticket for free (after production 5 older tickets).

Children's club – in January 2014, the GAC introduced a new program focused on the youngest visitors of multiplex. Performance takes part every last Sunday in month in 1st hall (the biggest one) and offers interactive entertainment with various thematic specializations for children and their parents. It is offered at a reduced price, 40 CZK. This programme meets with great success.

Extra advantage for O2 customers – thanks to cooperation of the GAC and O2, the GAC offers 1 + 1 free ticket. The discount is provided once a half-year and discount can be used on Tuesday and Wednesday.

Loyalty club – it is form of loyalty programme which offers three kinds of concession in form of loyalty cards.

- GAClub (basic) – there is provided 30 CZK discount for every screening, every tenth entrance is for free. A registration fee amounts to 60 CZK a year.
- GAClub EXTRA – there are same advantages as in GAClub (30 CZK discount, every tenth entrance for free), enriched with 10% discount for the whole range of products in buffet. A registration fee is 560 CZK a year.

- GAClub VIP – an unlimited entrance for one person (card is non-transferable) and 10% discount for the whole range of products in buffet. A registration fee is 9 999 CZK.

Loyalty club is connected with Film Club Zlín and Klub českých turistů. When customers produce a membership card of Film club Zlín or a valid touristic discount card, a holder receives a basic GAClub card. All advantages also apply to Velké kino Zlín. But discounts of loyalty club don't apply to Cheap Tuesdays and Senior film club.

There are other advantageous offers which occur only at extraordinary events. For example:

- Filmanie – multiplex offered a special price for projecting in the first half of December or last May at the occasion of 5th birthday of multiplex. Prices range from 80 CZK to 130 CZK.
- Discount coupons are offered on the reverse side of receipt in Tesco store
- Bonuses in form of advantageous prices of snacks, often take part at the occasion of midnight premiere
- possibility to acquire free entrance tickets within a competitions in regional radios

9.3 Personal selling

A personal selling, in the other words – face to face selling, is provided by means of multiplex employees. Just employees are one of first impressions which multiplex makes on customers. Therefore, a nice bearing and active communication are basic elements of employee's character. Employees make efforts to gratify customers. Their goal is to render all possible information which customer demands as well hear all remarks and observations. Personnel are highly trained and try to oblige maximally.

9.4 Public relations

As a public relations tool is possible to include Facebook, Twitter, Foursquare and + Google accounts. Accounts contain very actual information about programme, events, news, titbits, trailers, recent news from film industry. Fan or follower of social networks is an active receiver.

There falls into public relations a logo of the GAC. It is a combination of yellow-red font with a symbol of star and semicircle which symbolize a cut apple. It is catchy way how to fix in customers' minds.



Figure 2: Logo of multiplex the Golden Apple Cinema. Source:
www.gacinema.cz.

9.5 Direct marketing

Direct marketing is a form of marketing communications at which customers are addressed by direct address (e-mail, mail, phone or face to face). From various kinds of direct marketing, the GAC use just e-mail communication, in the form of newsletters. Newsletters are absolutely voluntary matter. Customer can register on website of multiplex to getting e-mails by means of a filling out a line with e-mail address. After that, customers receive present schedules, news, invitations, discounts, coupons or bonuses.

The Golden Apple Cinema cooperates with following marketing partners:

Website:

- **www.zatejablko.cz**
 - official website of shopping centre
- **www.vychytane.cz**
 - a party website
 - the website which is oriented on young people with
 - attendance of 6 000 people a day
 - critical reviews for current movies, competitions, banner campaigns, PR articles
 - mutual cooperation
- **www.zlin.cz**
 - notifications for events and competitions

- in future, daily programme
- **www.rodinavezline.cz**
 - partner of family programmes, Sundays for children and children theatre

Radios:

- **Kiss Publikum**
 - regional radio for young listeners
 - marketing partner since 2009 (previous partner – Rádio Zlín)
 - a regular week broadcast with manager of the GAC, Mgr. Michal Gaja
 - notifications for daily programme (every 15 – 20 minutes)
 - competitions for tickets
 - reviews about present movies
 - mutual cooperation
- **Rádio Čas**
 - regional radio
 - notifications for target groups: families and seniors
 - promotion of events for families and Senior club
- **Český rozhlas Brno**
 - teasers and invitations for Metropolitan Opera in HD quality and Bolšoj Balet in Velké Kino

The other cooperating radios: **Rádio Zlín, Rádio Rock MAX**

Newspaper and magazines:

- **Mladá fronta dnes**
 - daily
 - regional supplement – Zlín region
 - daily programme
 - “tip of editorial board” section
 - mutual cooperation
- **Zlínský deník**
 - critical reviews for current movies, competitions

- daily programme
- **5 + 2**
 - regional weekly newspaper
 - film tips for particular week
 - week programme table
 - mutual and paid cooperation
- **In Zlín**
 - town and programme monthly magazine
 - distribution on more than 150 places, 10 000 copies
 - monthly overview of premieres
- **Náš Zlín**
 - monthly magazine for Zlín
 - 44 000 copies
 - Announcement of premieres, events
- **Magazín města Zlína**
 - monthly
 - monthly overview for premieres

The other partners:

- **Zoo Zlín**
 - connection with ZOO Zlín Family (ZOO loyalty club)
 - after production of ZOO Zlín Family card – 30 CZK discount ticket (whole year), up to 5 discount tickets
 - four times a year, ZOO day in the GAC (chosen Saturdays in winter), during these days – 30 CZK discount (adults) and 60 CZK discount (children), popcorn and coca-colas for free
- **14|15 Baťův institut**
 - connection with Klub přátel 14|15 Baťova institutu ((loyalty club)
 - after production of Klub přátel 14|15 Baťova institutu card – 30 CZK discount ticket (standard 2D projections), up to 5 discount tickets
- **Svah Zlín**
 - partner of children Sundays
 - competitions

- in summer period - summer cinema
- **O2**
 - for its customers every Tuesday and Wednesday 1 + 1 ticket for free
 - after submission of discount coupon
 - reduced use - once a six months only
- **Tomas Bata University**
 - cooperation on university events

How listing outlines, the GAC occurs in a wide field of activities. The fact is that current society insists on diverse ways of marketing communication. Every single target group responds to different tool. This is reason why marketing activity has to be active, inventive and progressive.

10 CUSTOMER ADDRESSING

A marketing targeting is necessary part of communication. A particular segment requires a specific attitude to address.

A marketing aiming of the GAC is quite complex because of wide age scale of customers. Firstly, the GAC focuses mostly on schoolchildren, teenagers, students and younger adults. These people attend schools or they already started to work, they are single and childless. Mostly, they are caught on social networks (Facebook, Twitter) and use modern and new gadgets. As adults is possible to consider teenagers and students as well. They especially make a use of Cheap Tuesday and student card discounts.

Second targeting group are families with children, particularly children are prime movers who attract their parents. These families are biggest providers of takings, as concerning the taking from entrance tickets, so takings from buffet merchandise. Children often receive gifts to a particular film (puzzle, lego toy, toy, film cup, etc.). Thanks to sponsorship of various companies (nowadays Noventis Company), gifts can obtain also parents.

Also merchandising is specially designed according to current hit (Ice Age, Mr. Peabody & Sherman, Rio 2, etc.). They visit multiplex on occasion of Sunday children programmes, cartoons, 3D projections, etc. Also children's parents are crucial group of customer thanks to the fact they bring along the children to the cinema. Parents escort them and invest extra money for entrance ticket even they would not watch movies or events of their own accord. They are as well visitors of films which are determined for them. Generally, adult visitors are the most frequent customers. The reason is they visit performances in their free time and the range of programme offer is wide.

The multiplex also appreciates comings of senior visitors; they are next segment of targeting. Because of that, the GAC provides the possibility to be a part of Senior Club, the club which is based on advantages offered to registered seniors. There exists also another segment of 40+ years old and they are hardly approachable. Just because of them, the GAC cannot omit media such as weekly or weekly magazines, newspapers, etc.

A target customer location is mainly surrounding towns and villages of Zlín. Cinema is also visited by inhabitants of more distance areas but their costs are higher about value of transport.

Cinema provides certain advantages to regular customers in form of Loyalty Club. Of course, its intention an attracting of new or occasional customers.

Younger and older adults as well as seniors are attracted by radio and press speak, while posters and leaflets have an informative impact for wide public.

Overall, marketing addressing is a complex issue where weighing of main recipients, strength of promotion and financial possibilities is necessary.

11 COMPARISON OF ATTENDANCE IN MULTIPLEX GOLDEN APPLE CINEMA AND COMPETITIVE TICKET PRICES

11.1 Comparison of attendance in multiplex for six years

As is usual by companies as is the GAC, their main goal is the largest attendance as is possible. The GAC have gone through various flows of turnout. Results of attendance for first six years of the multiplex life are processed below.

First column represents year of company operation, while second column indicates a position in ladder of nearly 200 cinemas in the Czech Republic. Third column expresses number of performances in particular year and the fourth one expresses the number of viewers. The fifth item shows receipts that means an income for sold tickets; last two columns indicate an average number of viewers per one performance and the average price for ticket.

Years	Order	Performances	Viewers	Receipts (in CZK)	Ø viewers	Ø price for ticket (in CZK)
2008	19.	5 549	148 671	17 445 325	26	117
2009	20.	9 555	257 558	31 177 610	26	121
2010	17.	9057	315 583	42 217 996	34	134
2011	16.	8923	233 581	30 969 300	26	133
2012	17.	9080	230 538	32 514 042	25	141
2013	18.	8561	222 587	31 788 099	26	143

Table 2: Attendance results, years 2008 – 2013. Source: Own creation, internal information of multiplex GAC.

How overview represents, the lowest receipts are in year 2008. The reason is clear; multiplex was opened in 2008, particularly on 15th May. Taking into consideration this fact, situation is very positive and population takes interest in new rendition of cinema. Multiplex was completely new matter in this area and in this time. Visitors were curious about news which multiplex provides. In comparison with other years, results of viewers

and receipts are parallel. They are ranging around 31 000 000 CZK per year. Year 2010 is considered as an extraordinary when receipts reached more than 40 000 000 CZK.

A table shows an order - a notional ladder, of almost 200 cinemas in the Czech Republic (whether one-projection hall or multiplex). The GAC has kept in second ten what is respectable position in amount of competitors. Another interesting fact is a column with number of performances. It says that there does not work a direct proportion of receipts and performances. In 2010 and 2012, the number of performances is similar, but the distinction in receipts is nearly 10 000 000 CZK. There plays a big role attractiveness of movies and economic situation.

11.2 Comparison of ticket price in competitive cinemas

In the course of time, also other regional cinemas have been changing their equipment and have started their systems of screenings or even have reconstructed projection halls and even the whole premises. Despite the fact that regional cinemas are endowed with only one projection hall, they take an advantage of lower prices for entrance tickets. As main competitors within the regional one projection hall are considered cinema Vatra in Vsetín, cinema Panorama in Rožnov pod Radhoštěm, cinema Nadsklepí in Kroměříž, cinema Svět ValMez in Valašské Meziříčí, cinema Hvězda UH in Uherské Hradiště, cinema Máj in Uherský Brod and cinema Svět Hodonín in Hodonín. These cinemas were chosen for their competitive character and are in maximal distance of 65 kilometres from Zlín.

The overview of average price (in CZK) for entrance ticket in chosen surrounding cinemas is below.

Year	Vatra	Panor.	Nads.	SvětV	Hvěz.	Máj	SvětH	Velké	GAC
2008	64	64	67	62	72	-	82	73	119
2009	64,71	77,51	67,71	61,87	68,25	-	81,96	93,69	121,05
2010	79	72	69	69	77	58	106	100	134
2011	97	72	70	87	80	89	109	116	133
2012	100	90	100	84	94	86	111	113	141
2013	107	103	92	90	106	92	118	99	143

Table 3: An average price for entrance tickets. Source: Own creation, internal information of multiplex GAC.

Explanatory note:

Vatra ... Vatra in Vsetín

Panor. ... Panorama in Rožnov pod Radhoštěm

Nads. ... Nadsklepí in Kroměříž

SvětV ... Svět ValMez in Valašské Meziříčí

Hvěz. ... Hvězda UH in Uherské Hradiště

Máj ... Máj in Uherský Brod

SvětH ... Svět Hodonín in Hodonín

Velké ... Velké Kino in Zlín

GAC ... Golden Apple Cinema in Zlín

Velké Kino in Zlín was put into overview just because of the fact that both with the GAC belong to the same management how has been already mentioned.

Cinema Máj in Uherský Brod was closed for more than two years because of modernisation. That is the reason why space for years 2008 and 2009 are empty.

Difference between these competitors is clear. Taxes are higher every year and it causes higher prices which customers perceive differently.

In 2008, the highest average price is offered by the GAC and the lowest one by Svět ValMez. The distinction is roughly 48 %. Some customers appreciated a new and nice environment and certain comfort which have been providing by the GAC. It is necessary to take 6 projection rooms and first year of operation into consideration which the GAC offer and 3Ds projections which average increases. In this time, 3Ds projection had no competitors in surroundings. However, all mentioned surrounding cinemas acquired needed digitalization until end of 2011 that increased their levels.

Nowadays, the highest prices from one-projection rooms are in cinema Svět Hodonín, on the other hand, the lowest average price is Svět ValMez. As well the steepest growth of prices has reporting in cinema Vatra in Vsetín during six years, particularly by 43 CZK. The lowest growth of prices has been reporting in cinema Nadsklepí in Kroměříž during six years.

There is a strong influence of preferences. Some people are not willing to transport to take themselves places. Advantage of people living in surrounding cinemas is that they save money for transport and even for entrance tickets. There emerges a question if the people living close to Zlín transport to “cheaper towns” despite the fact they spend money for

transport. Nevertheless, the GAC make a use of its location, populating and presence of students.

12 RESEARCH RESULTS

12.1 An appraisal of questionnaires

On following pages, there are appraise results of questionnaires which were focused on effectiveness of marketing communication of the Golden Apple Cinema. By means of questionnaires, the goal was a finding out which marketing tools recognize more or less. Also awareness of Loyalty Club is covered into research.

A 13 questions questionnaire called “Marketingová strategie multikina Golden Apple Cinema” has just Czech version because customers’ nationality, an English one would not be understandable for most of respondents. An age group of respondents was largely aimed in range 16 – 24 years old and gender was wholly random. A research was focused on population of Zlín region a near surrounding.

Distribution of questionnaire has put via website www.vyplnto.cz or directly given in printed version to respondents. Website www.vyplnto.cz was used because of easy access of young people and printed versions were fulfilled at Tomas Bata University, in centre of Uherské Hradiště and Uherský Brod. All data were united and evaluation covers the both. All information is anonymous.

Number of respondents comprises 319. A proportion of personal and online of filling out is nearly half-and-half, 160 respondents (personal) and 159 respondents (online). Online questionnaires have been accessible for 14 days and people were appealed mostly via Facebook.

Questionnaire is inserted into appendix in the end of bachelor thesis.

Bellow, there are evaluations of particular questions.

Question 1: Do you visit a Golden Apple Cinema?

First question was put to 319 respondents. It is two-choice question with option *yes* or *no*.

In case of negative answer, I tried to find out a relevant reason.

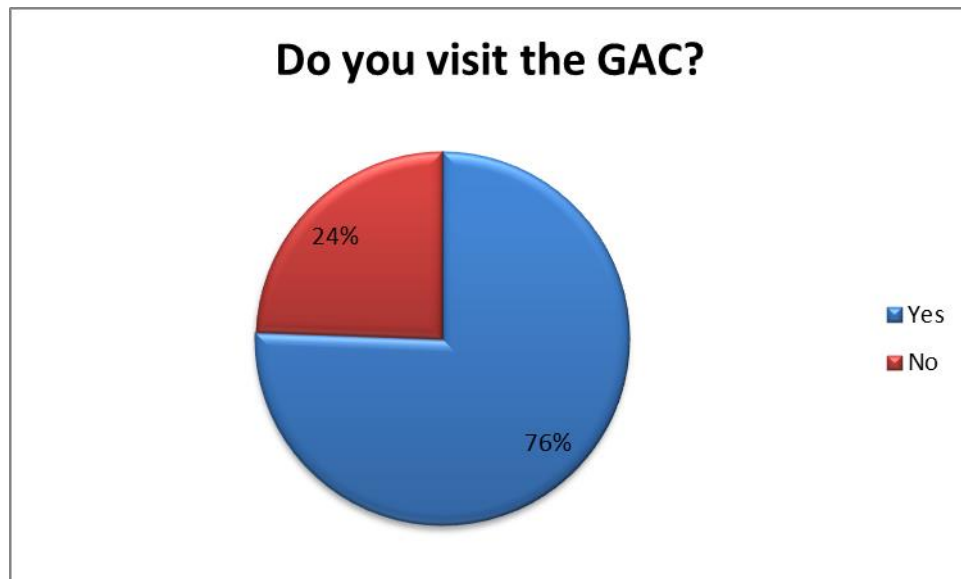


Figure 3: Do you visit the GAC? Source: Own research.

A two-choice question “Do you visit the GAC?” is hint to next question “how often?”. Most of respondents answered *yes*, particularly 75, 5% (241 people) and just under one fourth, 24, 4% (78 people) answered *no*. A complementary question “why not?” compels to express the reason. An often reason was found *nearness of local cinema, far away, I download movies at home, only one real (big) cinema auditorium* and last but not least, the most frequent reason is *high ticket prices*.

Question 2: How often do you visit the GAC?

Second question is an after-effect of first question. In second question, there continue just 241 respondents (76 % from original number of respondents). It means only visitors of the GAC. It is a multiple choice question with options: *once a week, once month, several times a month, once a half year, once a year, or others*.

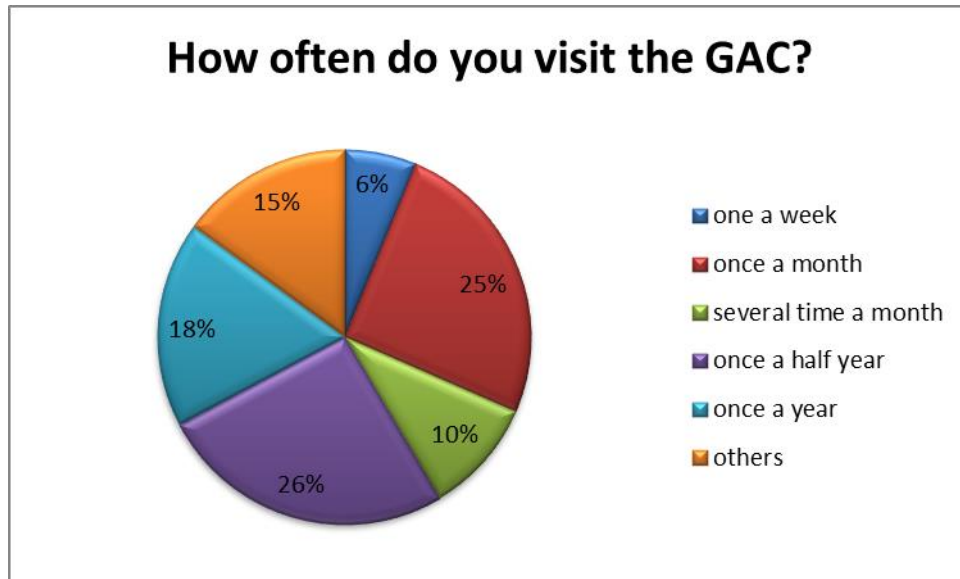


Figure 4: How often do you visit the GAC? Source: Own research.

In question “How often do you visit the GAC?”, there was a various range of responses. As the most frequent options were classified options: *once a half year* and *once a year*. Then, there were chosen an option *once a half year* chose 26% (62 people) and once a month 25% (61 people). These two choices are very balanced. There is *once a year*, on the third position, with a representation of 18%, it means 43 people. Similar results have option *others*, 15% (36 people). Respondents mentioned options as *once per three months*, *a few times a year or rarely*. The fourth post came in option *several times a month* with 10% (24 people) and on the very last position is *once a week* with 6% (15 people).

Question 3: How do you come to know about a programme of the GAC?

Third question is first of five questions which deal with marketing communication of multiplex. There were 241 respondents and chose one from eight options: *official website*, *Facebook*, *Twitter*, *radio*, *press*, *week programme (leaflets)*, *posters* and *others*.

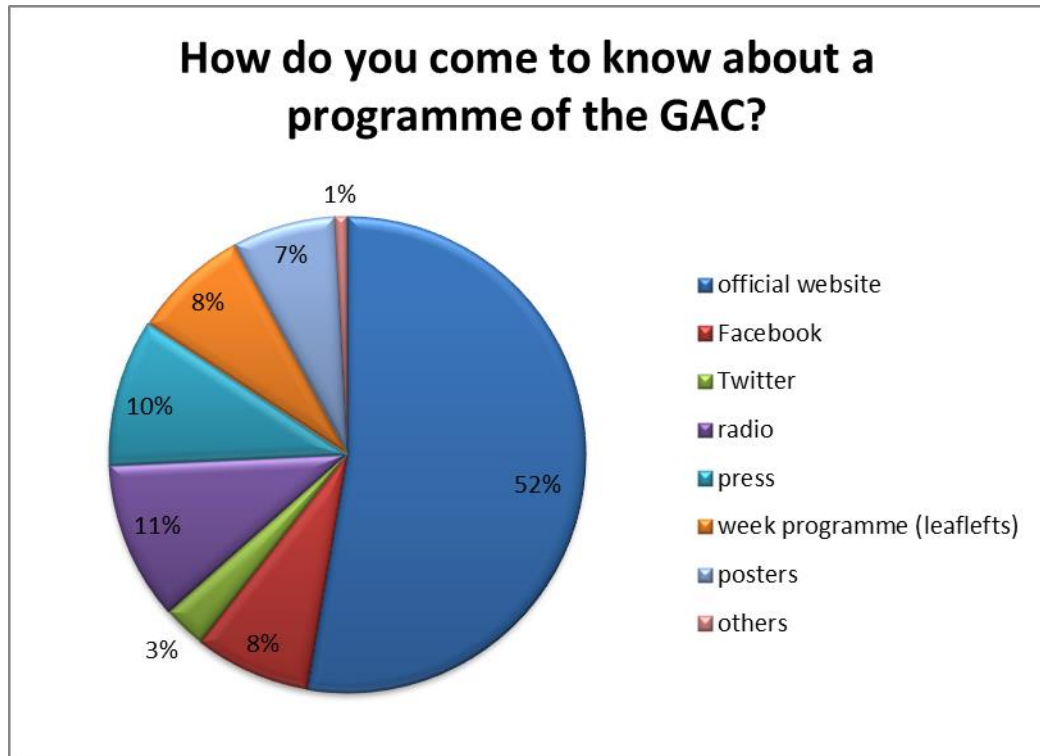


Figure 5: How often do you visit the GAC? Source: Own research.

More than half, 52 % of multiplex visitors come to know about programme thanks to *official website* of Golden Apple Cinema, www.gacinema.cz. The GAC is aware of this fact and try to provide as many information as is possible. Portions of *radio* and *press* are quite balanced and cover 11% (26 people) and 10% (24 people). *Radio* and *press* belong to classical way of providing information. The most often used radio is Kiss Publikum and Rádio Zlín, the most often used *press* is Mladá fronta. Other balanced items are *Facebook* and leaflets with week programme, both have 8% (19 people). Similar result has *posters* with 7% (17 people). The smallest part of chart pie cover *Twitter* with 3 % (7 people) and others, 1%. As example of *others* was mentioned application FDb.cz.

Question 4: Are you satisfied with way that you come to know about a programme of the GAC?

Fourth question solves a riddle of the most frequent used marketing tool. A two-choice question is answered by 241 respondents. Participants of research have to confirm (*yes*) or disprove (*no*) their satisfaction.

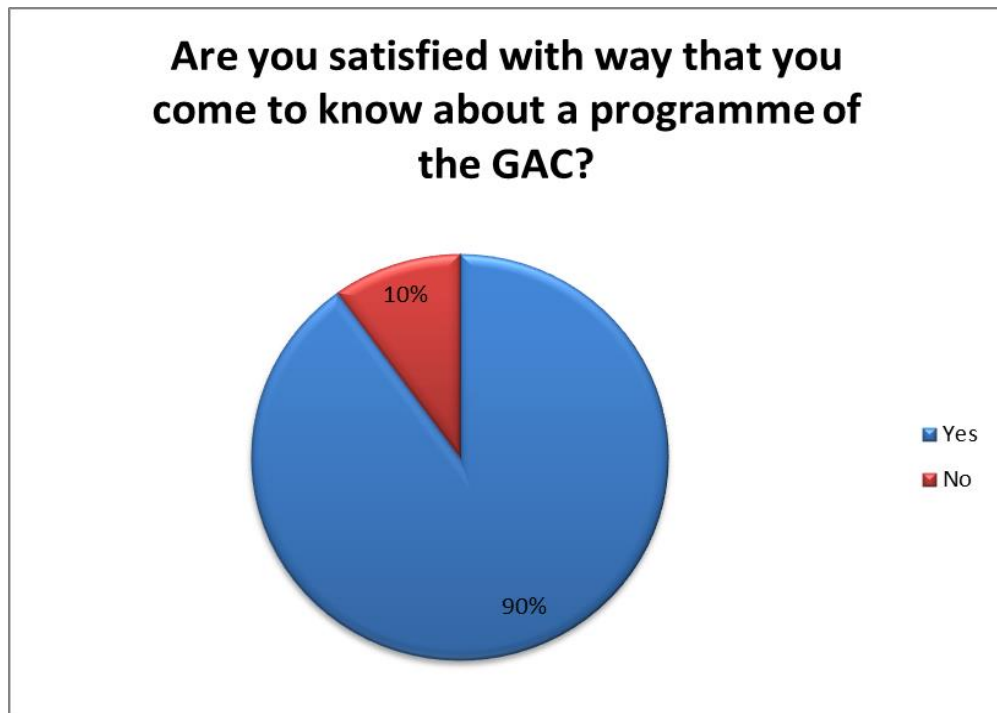


Figure 6: Are you satisfied with way that you come to know about a programme of the GAC? Source: Own research.

Majority opinions claimed that they are satisfied with way that you come to know about a programme of the GAC. The 217 respondent out of 241 claimed *yes*, it is 90%. The rest of respondents 10% (24 out of 241) said *no*. Reasons are various and the most frequent answers are *undistinguished promotion for movies and event* and *bad arrangement of website*.

Question 5: Are you a fan of the GAC on Facebook?

A question focuses on users of social network Facebook. Also it takes people who do not use Facebook into consideration. From these reason, there are three possibilities of answer: *yes, no, I do not use Facebook*.

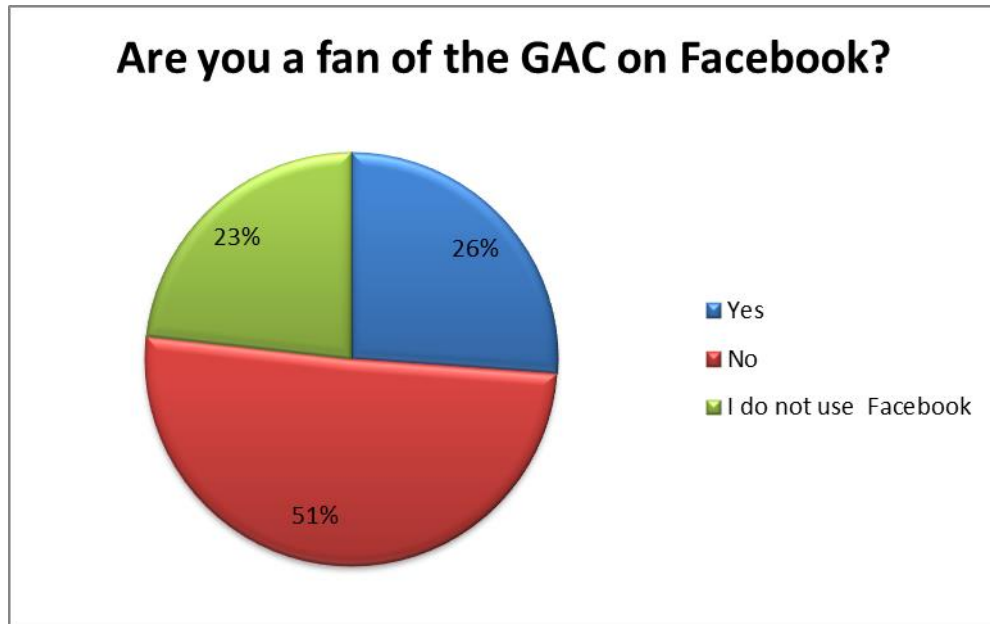


Figure 7: Are you a fan of the GAC on Facebook? Source: Own research.

More than half (51%) of pie chart cover answer *no*, it answered 122 of 241 respondents. From this reason, Facebook is considered as relatively deficient tool of providing information. Respondents mentioned they *have not occurred to give a “like” to multiplex*, they give a “like” rarely, they *do not find it necessary* and *website is sufficient*. Only 26%, 63 from 241 respondents replied they are fans of multiplex of social network Facebook. The rest of responders are not part of this social network. This option chose mostly people up to 35 years old who are not so interested in activities of this kind.

Question 6: Which of following marketing communication tools do you find as least effective?

Sixth question tries to find out a least effective and the most peripheral marketing tool of multiplex. Participants chose only one option from eight possible: *official website*, *Facebook*, *Twitter*, *radio*, *press*, *week programme (leaflets)*, *posters* and *others*. Options are the same like in question number three.

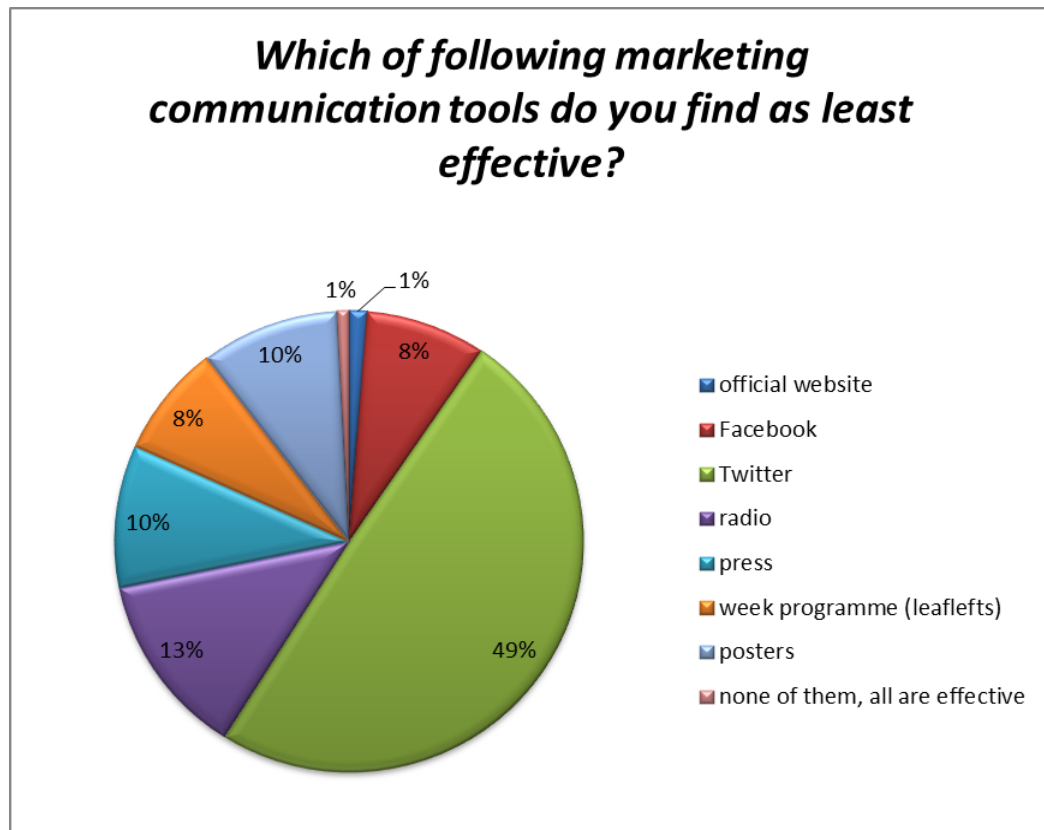


Figure 8: Which of following marketing communication tools do you find as least effective? Source: Own research.

This multiple question was asked in negative way. It was focused on customers' point of view, particularly which marketing tools are seen as least effective. Majority, 49% (119 people) of respondents found *Twitter* as inefficient. I suppose the problem that Czech population is not accustomed for this kind of social network. This phenomenon (popular mostly abroad) gets gradually and slowly there. On the second position, there is a *radio* with 13% (31 people), later *press* (24 people) and *posters* (23 people), both 10%. On the fourth position, there are *Facebook* (20 people) and *leaflets with week programme* (19 people), both 8%. On the very last position, there are responses: *official website* of multiplex (3 people) and *none of them, all are effective* (2 people), both have 1%.

Question 7: Are you satisfied with design of website?

Question number seven alludes to design of website. Multiplex is aware of its outdated version and finds out impression which website leaves. Question is multiple-choice and provides two options: *yes*, *no*, *rather yes* or *rather no*.

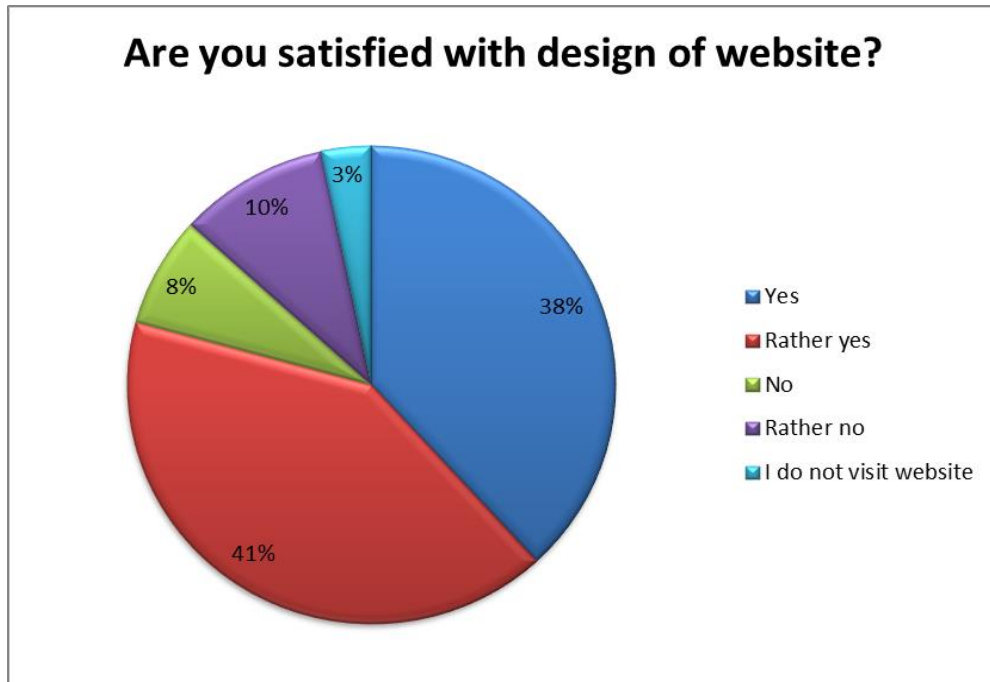


Figure 9: Are you satisfied with design of website? Source: Own creation.

On the whole, respondents are mostly satisfied with design of website. Particularly, 41% of respondents (99 people) chose option *rather yes* and 38% (92 people) of participants claimed *yes*. On the other hand, 10% of respondents (24 people) are not rather satisfied and chose *rather no*, while 8% (18 people) chose *no*. Respondents evaluate a design negatively because of *confusion* and *bad arrangement*. From the whole, 3% (8 people) of respondents do not use official website. Reason of dissatisfaction can be an old web version which is six years old. Costs for new web version are currently too high for multiplex.

Question 8: Are you aware of advantages which provide Loyalty Club of the GAC?

A two-choice question with an ordinal number eight alludes to a quite recently established system of loyalty bonuses for regular customer. Question inquires an awareness of customers and has two options: *yes* and *no*. In case of positive answer, it leads to question number nine.

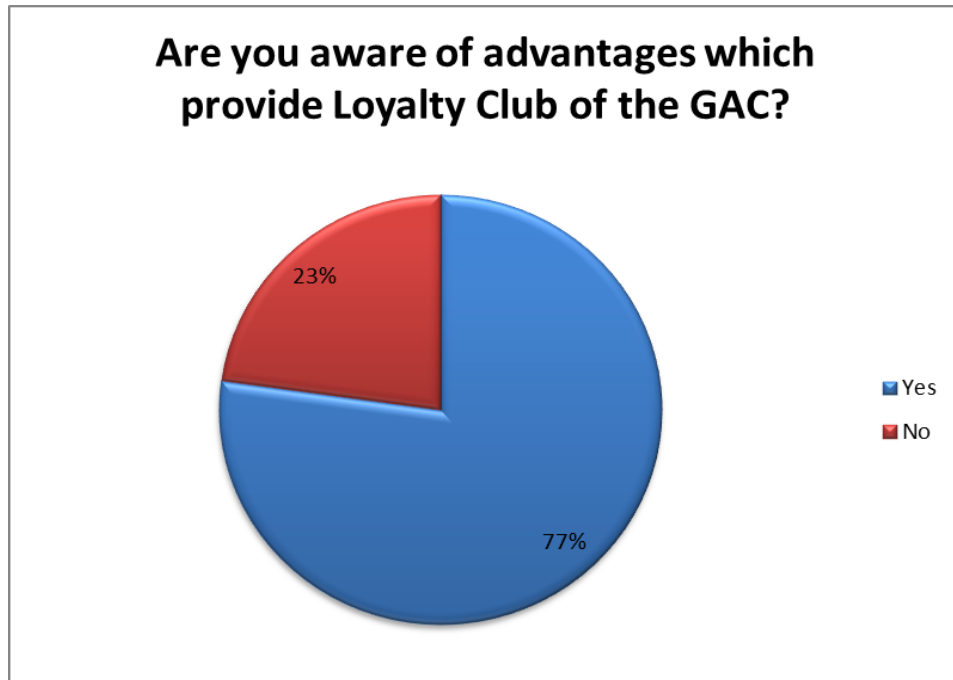


Figure 10: Are you aware of advantages which provide Loyalty Club of the GAC?

Source: Own creation.

This question focuses on quite new is that is a Loyalty Club. Unfortunately, there are too many customers who do not have any inkling about possibility like this. There is 77 % of respondents (186 people) who claimed *no*. These respondents did not answer for following question. Reasons are following: *I do not know about this system, I do not find it useful in consideration of frequency, there was not an occasion to registration and entrance fee*. The rest, 23% (55 people) answered they know a system of Loyalty Club. Only for these respondents relates following question.

Question 9: Are you a member of Loyalty Club of the GAC?

Question number eight is a very lasts from section regarding inquiries about multiplex. It looks into effectiveness and success rate of this program. Again it is two-choice question with choices *yes* and *no*.

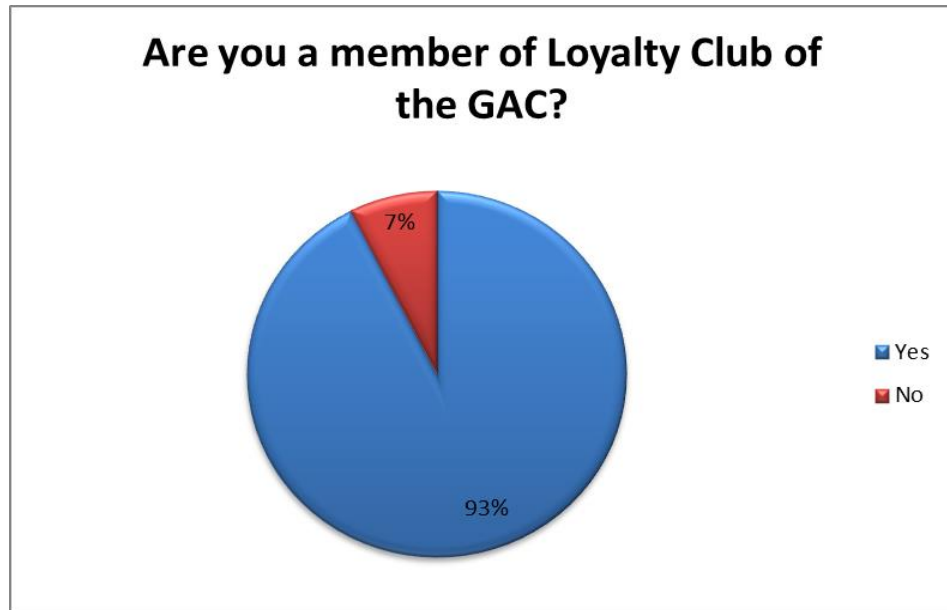


Figure 11: Are you a member of Loyalty Club of the GAC? Source: Own creation.

This question was determined to people who are aware of system of Loyalty Club. Remaining respondents were asked whether use this loyalty bonuses. An overwhelming majority, 93 % (51 people) do not use bonuses providing by Loyalty club. Only 7 % (4 people) are club members. An original number was 55 people.

Question 10: Gender

First from demographical questions investigate gender representation of respondents. A proportion of men and women do not correspond to a real attendance. It only expresses active and positive attitude of women which is reflected into results.

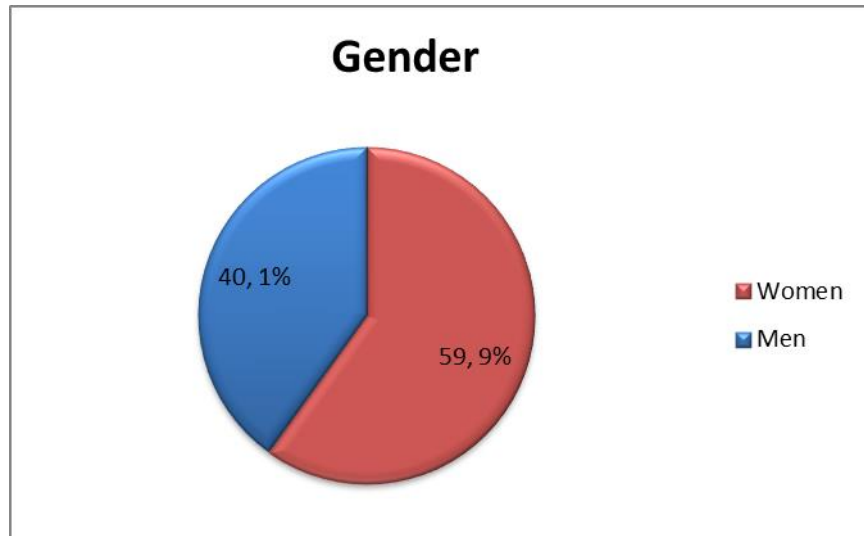


Figure 12: Gender representation. Source: Own creation.

At the very beginning, the total number of respondents was 319 which cover 161 women (51%) and 158 men (49%). Because elimination of people who are not visitors (241 of 319), gender representation changed into proportion 60% (145 women) and 40% (96 men).

Question 11: Age

Eleventh question classifies respondents into five age groups: *less than 15*, *16 – 24 years old*, *25 – 34 years old*, *35 – 49 years old* and *more than 50 years old*.

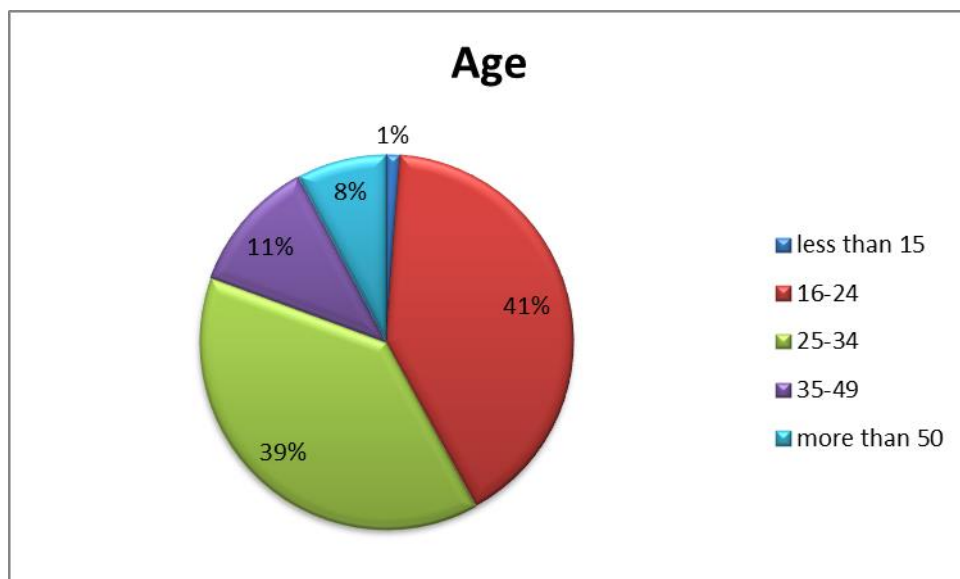


Figure 13: Age representation. Own creation.

A sample of respondents was chosen intentionally to become involved the most important groups of customers. A graph express that the biggest representation has a range between *16 and 24 year old people*, 41% (99 people). Second position belongs to another crucial segment of costumer which is range *25 to 34 years old* with 39% (94 people). The reason of position of these two can be imputed to a way of hearing about questionnaire. On the other side the both segments are considered as significant. Also there is a representation of age group *35 – 49 years old* with 11% (27 people) and a group of *50 year old people and older* covers 8% (19 people). The rest of group makes up an age group *younger than 15 years old*; they occupy 1 % (2 respondents).

The aim is a covering of all age group of people, regardless gender. However a number of representatives, in crucial segments were wilful.

Question 12: Education level

An education level is a second question from demographical section and tries to incorporate respondents according their educations. There are mentioned five types of education level: *primary*, *secondary with leaving exam*, *secondary without leaving exam*, *higher* and *university*.

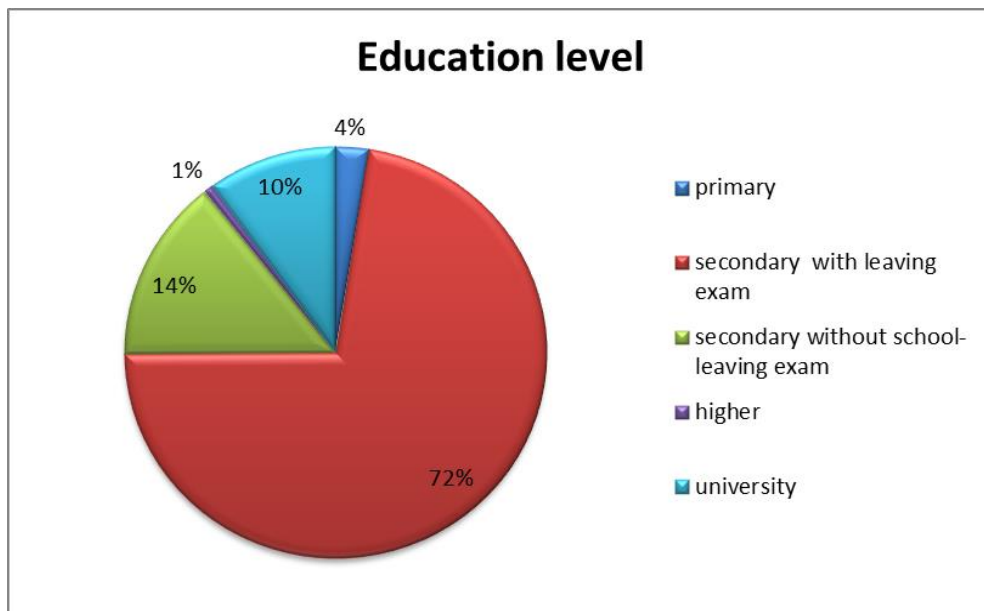


Figure 14: Education level. Source: Own creation.

The most frequent education level is a *secondary with a leaving-school exam* which covers 72, 4% (231 people). Generally, the occurrence of this type of education is the most

frequent in p population. On second position, there occurs a *secondary education without a leaving-school exam* with 14, 4% (46 people). *University* absolvents occupy 10% (32 people) from the whole. The rest of pie chart is completed *primary* education with 2, 5% (8 people) and *higher* education with 0, 7% (2 people).

Question 13: Residence

Thirteenth and last question of questionnaire classifies respondents into five categories according to their residence. They chose from five choices: *Zlín and surroundings*, *Kroměříž and surrounding*, *Vsetín and surrounding*, *Uherské Hradiště and surrounding* and *others*.

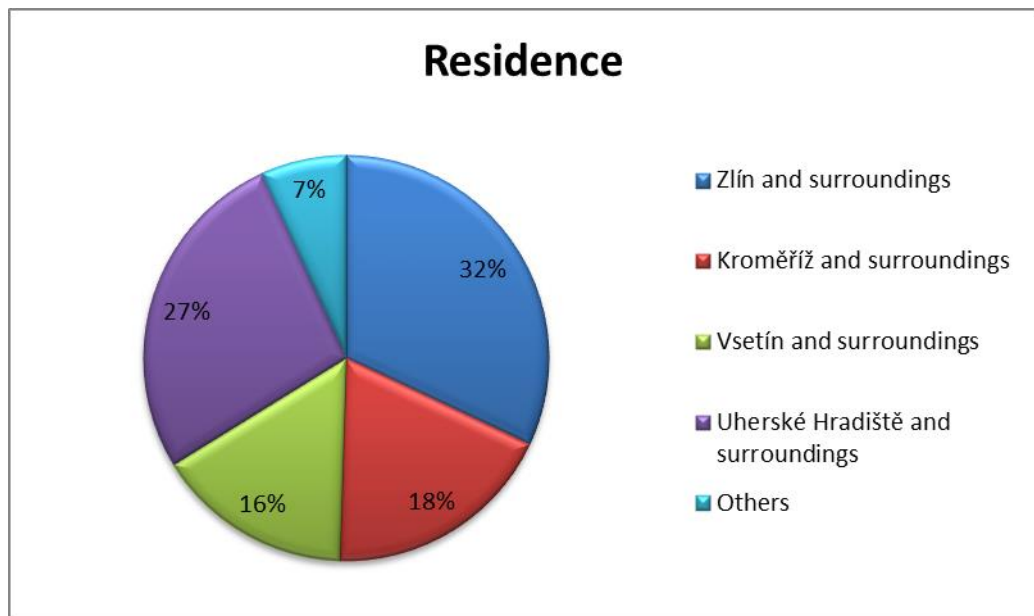


Figure 15: Residence. Source: Own creation.

The biggest representation in terms of residence is Zlín and its surroundings. That is an appropriate fact taking into consideration a location of the GAC. Zlín and its surroundings cover 32 % (102 people). On the second position, there is Uherské Hradiště and its surrounding with 27% (86 people). Town is merely 30 kilometres far and a local cinema is one of main competitors. Roughly same proportions on pie chart have *Vsetín and its surrounding* 15, 7% (50 people) and *Kroměříž and its surroundings* 18, 5% (59 people). The rest, 7 % comprises *other* locations of respondents, whose residences were various, thus impossible to classify to groups.

12.2 In-depth interview with manager of company

Mgr. Michal Gaja is a marketing director of Golden Apple Cinema, Zlín and Golden Apple Cinema in Liptovský Mikuláš (Slovakia). Broadly, he deals with all marketing issues which are enhanced in both multiplexes.

He gave comments for current marketing situation of multiplex (the GAC in Zlín) and their future plans. For instance, he revealed their plan to set off a new version of official website. Current version is six years old and is not compatible with smart phones or tablets. Michal Gaja is aware of the fact that the website has an old arrangement. Also he said that common lifetime of website is approximately two or three years.

Then he explained why multiplex cannot already provide so many free entrance tickets as in past. The reasons are external restrictions (since 1st January 2014) which caused a reduction of free tickets. Currently, they can provide just 2% of sold tickets for one projection. Concerning the fact they have to pay to distributor and rent. For this reason, such providing of free tickets is disadvantageous. Another restriction is by Facebook itself which banned using their pages to competing. Nowadays competitions are mostly focused on members of Loyalty Club.

Another thing which I was interested in is a usage of Loyalty Club. Unfortunately, promotion of Loyalty Club is minimal, from this reason people do not know about these advantages. Again, there is a reason for minimal promotion. Multiplex has to pay the rest of tickets (in case 9 + 1, they have to pay the tenth one). Because of the fact, they are single unit multiplex; they cannot attract a great number of people.

Michal Gaja disclosed that in near future, the multiplex wants to enrich a newly designed posters with QR codes (for every movie, one QR code) which should connect smartphones with multiplex website (user gets on a movie card on website). Final evaluation and suggestions for innovation of marketing strategy

As a great disadvantages Mr. Gaja sees an insufficient number of marketing employees. He claimed there are three times more events for one last year than in past but another person in their team would be too costly.

In Mr. Gaja's opinion, another disadvantage is a small amount of sponsors. In case of new partners they could allow an organizing of new interesting occasion. Last but not least, he reminds a bad arrangement of website.

13 SUGGESTIONS FOR INNOVATION OF MARKETING STRATEGY

My suggestions for innovation of marketing communication proceed from current marketing communication and my analytical research consisting from a SWOT analysis, a questionnaire research and an in-depth interview with manager of company. As the others companies, also the Golden Apple Cinema needs some innovations to provide as many competitive advantages as is possible. My suggestions are just thoughts based on already mentioned researches.

1) Payment by cards

My first suggestion is an implementation of payment by cards as a way of payment at cash desk. For such company as is the GAC should be an essential matter. Reason why management of the GAC has not been begun yet is financial. Every company has to settle a charge for mediation of service. The most prevalent bank in the Czech Republic (such as Česká spořitelna, Komerční banka, ČSOB, Unicredit a Raiffeisenbank) provide this service for a charge of 0,5 % up to 4,5 % of price. A height of proportion depends on size of company. The bigger company, the smaller percentage has to pay.

Advantages of payment by card are:

- higher value of the purchase (a customer is not limited by the amount of cash)
- impulsive, unplanned purchases
- easy payment for foreign customers
- increase the prestige of business place
- reducing the risk of receiving fake banknotes

I chose the Česká spořitelna as a provider of these services. The reason is a wide extension of this bank and the fact that Česká spořitelna is accommodating to provide a reduced percentage for service to their customers. Banks give an exact numbers only to serious applicants.

Payment terminals are provided free of charge, in case there is a mutually agreed monthly volume of transactions. Also installation, maintenance and operator training are for free. The only cost (how was already mentioned) is charge from each transaction. The GAC cannot afford to pay another cost. It means, in case of buying by card, customers pay a

price for a ticket and on the top of that a particular percentage from ticket price. Customers should be warned for this situation to avoid to possible disgruntlement.

2) Change of loyalty programme system

In my opinion, a loyalty club needs some changes to create system more effective and attractive. I would suggest implementing of collecting points which are exchangeable for certain articles. There counts points for entrance tickets and goods from buffet. There would be left three levels of current Loyalty Club (GAClub, GAClub Extra and GAClub VIP).

In case of basic GAClub loyalty card, there would still be paid 60 CZK as a registration fee and left 30 CZK discount for every ticket. The innovation is in adding of 10 % from customer's purchase by way of points.

Similar situation would come with loyalty card GAClub Extra. Customer pays 560 CZK, he receives 30 CZK discount for every ticket and 10% discount in buffet. As a new benefit, he acquires 20% from his purchase by way of points.

A holder of GAClub VIP (who paid 9 999 CZK) automatically acquire a privilege to gain every three month from bonus programme. He still has advantage of 10% discount in buffet.

For the demonstration, in case that customer would buy 1 standard ticket for 2D screening and big popcorn, customer without any loyalty card pays 228 CZK (169 CZK + 59 CZK). A holder of GAClub after using of discounts, he receives 19 points (139 CZK + 53 CZK x 10%) and a holder of GAClub Extra; he receives 38 points (139 CZK + 53 CZK x 20%).

Collected points would be changeable for free entrance tickets, free articles and buffet and merchandising to popular movies (mostly children blockbusters).

- 150 points – entrance ticket for free (2D screening), Golden menu popcorn, or entrance ticket to ZOO Zlín for adult and children
- 250 points – 2 entrance tickets for free (2D or 3Dscreening), voucher to buffet for 300 CZK, or free ticket for Metropolitan Opera in Velké Kino
- 400 points – merchandising packet to current movies (t-shirt, key tag, bottle, stuffed toy, pens, notepads, DVDs, etc) or 3-month subscription to digital version of Mladá Fronta Dnes

At the beginning of this change, I suggest that cashiers would directly and briefly inform customers and automatically attach an informative leaflet with application to entrance tickets.

3) Re-establishment of family entrance ticket

Family entrance ticket has already implemented, but after period of time, it was rescinded. My suggestion is based again on Loyalty programme. With usage of whichever two loyalty cards, customers can use a reduced family price of: 469 CZK for 2D film (for 2 children and 2 adults) or 559 CZK for 3D film (for 2 children and 2 adults). It is necessary to present two loyalty cards.

4) Thematic programming

Another idea how to enliven a programme could be a thematic programming. Thematic programming would go on every month, for example every second Friday in three cinema screening rooms. The all-day programme would be focused on a particular topic, which would consist of films, documentaries, lectures leaded by expert, competitions and other accompanying programme. I suggest a realization of following thematic days: Action movies day, Science fiction day, Historical day, Black and Minority Ethnic day, Day of war films, Musical movies day, Mysterious day, Day of crime stories or Horror film day.

I put forward tickets for films at a reduced price. The reason of a reduced price is a fact that movies are not latest and from this reason not so valuable for many people. Suggested prices are following:

- films – 139 CZK
- documentaries – 119 CZK
- lectures leaded by expert – 99 CZK

The whole intention would involve costs for advertisement and the other stage properties (thematic accessories for employees). An advertisement would be oriented to website, notification in radio, newspaper and magazines.

5) Preview and midnight premiere with bonus

Some projections have their previews so cinemas have the advantage to realise them ahead of time or there is possibility of midnight premiere. These situations are relatively common

but why this experience does not live up. My idea resides in possibility to pay extra money for extra bonus. Customer pays 199 CZK instead of 169 CZK and for example they acquire the small popcorn and non-alcoholic beverage (0,3 l), a gift from current partner (Noventis, International Film Festival for Children, etc.). As an extra bonus is an involvement in competition for a prize related to particular film (DVDs and other merchandising articles, or vouchers for goods and services). A drawing would take place at the beginning of projections and there would be incorporated just customers with bonus ticket.

6) A Douglas Ladies Night in multiplex

My very last suggestion for innovation is an implementation of Ladies Night. How a name indicates, projection of film is destined to women public. It brings them a pleasingly spent evening with their friends. At the occasion of Ladies Night, the accompanying programme, tombola, attractive gifts would be prepared. There would set up cooperation with Douglas perfumery which is the biggest shop of its kind in shopping centre Zlaté Jablko. Douglas would be involved in promotion and organisation of evening. Douglas perfumery would acquire a steady position on screen in form of unpaid advertisement. The other partners would be various for every single Ladies Night.

Ladies Night would be under way roughly once a month or two, an exact date would be putted out the website (the GAC and Zlaté Jablko), Facebook and Twitter, into regular weekly leaflets, radios, newspaper, according to topical offer of films.

Evening would start with welcome drink by the entry to screening room, than there would follow tombola. In tombola, there would participate sponsors (shops located in Zlaté Jablko) such as Neoluxor (books or vouchers), vouchers by H&M, Orsay, Bijou Brigitte, KFC, Golden Café, TamTam or gift parcels by Manufaktura, Benu Lékárna, etc. As the accompanying programme, within the after party, Ladies Nights could be also connected with smaller fashion shows for promotion of present collection, short make-up training courses by make-up artist or tastings and degustation.

Price is estimated for 209 CZK. Cooperation with should run on the basis of barter.

7) A tightening of rule: reserved tickets sale

I found a big dissatisfaction of customers in situation that reservation time for tickets expires. It is stated that customers have to pick tickets up no later than 30 minutes before

start of screening. The fact is that originally reserved tickets are available just 10 minutes before start. My only suggestion is a tightening of rule in this case, in other words, strictly observe limit of 30 minutes.

CONCLUSION

Today's market is glutted of various kinds of advertisements. That is the reason why marketers have to choose suitable tools for specific segment of customers. Thus, it is hardly feasible to apply one effective marketing tool for wide public with various features. Target of a bachelor thesis was innovation of marketing communication strategy in multiplex the Golden Apple Cinema (the GAC).

In my bachelor thesis, I was examining a customers' satisfaction with marketing communication of multiplex the GAC. On the basis of a few researches, I was able to come to an objective of my thesis which was a suggestion of several marketing communication innovations. These innovative ideas should lead to higher attendance, satisfaction and attractiveness of multiplex.

At the very beginning of my analysis, I described the GAC itself and its activities in the market. One of crucial parts in analysis also analysis of current marketing communication mix consisted and an outlining of customers' addressing where specific tools and target segments were particularized. After that, I analysed an attendance of multiplex in first six years of its operation and analysed the competition from a ticket price point of view.

As a principal part of my thesis, I executed three kinds of research. Firstly, I covered a SWOT analysis where internal and external environment are evaluated. Secondly, I performed a questionnaire observation for objective opinions of public and discovery of basic shortages (and also assets). Last but not least, I had an opportunity to interview with manager of company and he provided me a seminal insight into problematic issues and future plans.

Generally, an evaluation was very positive, it means multiplex does well. Anyway, I found some slight shortages which could be rectified. These suggestions (a payment by cards, a change of loyalty programme system, a re-establishment of family entrance ticket, a thematic programming, pre-view and midnight premieres with bonus, a Douglas Ladies Night and tightening rules in reserved ticket sale) could be used in future for quality improvement of services.

I hope that my suggestion will be found as useful and helpful for multiplex and contribute to customers' satisfaction.

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LIST OF ABBREVIATIONS

2D	two dimensional
3D	three dimensional
a. m.	ante meridiem
CZK	Czech koruna
DVD	Digital Versatile Disc
e. g.	exemplī grātiā
GAC	Golden Apple Cinema in Zlín
GAC	Golden apple Cinema
HD	High-definition
Hvěz.	Hvězda UH in Uherské Hradiště
Máj	Máj in Uherský Brod
Nads.	Nadsklepí in Kroměříž
p. m.	post meridiem
Panor.	Panorama in Rožnov pod Radhoštěm
QR code	Quick Response Code
SvětH	Svět Hodonín in Hodonín
SvětV	Svět ValMez in Valašské Meziříčí
TBU	Tomas Bata University
Vatra	Vatra in Vsetín
Velké	Velké Kino in Zlín
VIP	Very Important Person
www	World Wide Web

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APPENDICES

P I A questionnaire – Czech version

APPENDIX P I: A QUESTIONNAIRE

Vážené dámy a pánové,

jmenuji se Pavla Zajíčková a jsem studentkou třetího ročníku Univerzity Tomáše Bati ve Zlíně (obor Anglický jazyk pro manažerskou praxi). V rámci své bakalářské práce provádím dotazníkové šetření zaměřené na marketingovou strategii multikina Golden Apple Cinema (GAC). Tímto bych Vás chtěla požádat o spolupráci prostřednictvím vyplnění tohoto dotazníku. Všechny informace v dotazníku jsou anonymní a slouží pro potřeby GAC a mé bakalářské práce.

Děkuji za Váš čas a pomoc,

Pavla Zajíčková
studentka oboru Anglický jazyk pro manažerskou praxi
Fakulta humanitních studií
Univerzita Tomáše Bati ve Zlíně

1. Navštěvujete GAC?

- a. ano
- b. ne, proč? _____ -> pokračujte k otázce č. 10

6. Jak často navštěvujete multikino GAC?

- a. 1x týdně
- b. 1x měsíčně
- c. vícekrát měsíčně
- d. 1x za půl roku
- e. 1x ročně
- f. jiný časový interval (uved'te) _____

7. Jakým způsobem se dovídáte o programu GAC?

- a. webové stránky multikina
- b. Facebook
- c. Twitter
- d. rádio (jaké?) _____
- e. tisk (jaký?) _____
- f. týdenní program (leták)
- g. plakát
- h. jiným způsobem (prosím, upřesněte) _____

8. Jste spokojen (a) se způsobem, jakým se dovídáte o programu multikina GAC?

- a. ano
- b. ne, proč? _____

9. Jste fanoušky multikina GAC na Facebooku?

- a. ano
- b. ne, proč? _____
- c. Facebook nevyužívám

10. Která z následujících komunikací GAC se Vám zdá nejméně účinná?

- a. webové stránky multikina
- b. Facebook
- c. Twitter
- d. rádio
- e. tisk
- f. týdenní program
- g. žádná, účinné jsou všechny

11. Jste spokojeni se vzhledem webových stránek?

- a. ano
- b. spíše ano
- c. ne, proč? _____
- d. spíše ne, proč? _____
- e. nenavštěvuji webové stránky

12. Jste obeznámeni s výhodami věrnostního klubu GAC?

- a. ano
- b. ne -> nevyplňujte otázku č. 13

13. Jste členem věrnostního klubu GAC?

- a. ano
- b. ne, proč? _____

1. Pohlaví:

- a. Žena
- b. Muž

2. Věk:

- a. Méně než 15 let
- b. 16-24
- c. 25-34
- d. 35-49
- e. 50 a více

3. Nejvyšší dosažené vzdělání:

- a. základní
- b. střední bez maturity
- c. střední s maturitou
- d. VOŠ
- e. VŠ

4. Bydliště:

- a. Zlínský kraj - okres (doplňte) _____
- b. jiné – doplňte (kraj + okres) _____