Profiling Cinema

Interview with Lionello Cerri, Anteo Palazzo del Cinema (Milano, Italy)
by Stefano Radice

Getting to better know your audience.
Profiling Cinema: a first step towards innovation in digital cinema communication, with thanks to Marketing Automation.

Anteo Spaziocinema, in addition to being one of the most important cinema venues in Italy in terms of quality cinema, has also long been at the forefront of communication with the public. Further proof of this is its participation in the Profiling Cinema project as part of Collaborate to Innovate 2023. We talk about this with the founder of Anteo, Lionello Cerri.

Why did you choose to launch this project?
We wanted to create a network of cinemas with which to develop a new working methodology that would enable them to develop useful information to create and nurture their respective audiences. The participating cinemas possess a substantial pool of users, acquired over the years thanks to their own effective cultural offerings and their respective communication, promotion and sales processes. To date, however, these contacts are not managed and, therefore, qualified. The new approach provided by this project allows the creation of a structure, marketing and then sales process, that gives value to the initial contact, which is so highly profiled. The project represents a first step towards innovation in the digital communication of theatres, in particular with regard to their relationship with their audiences. Thanks to Marketing Automation, which is at the heart of our project, we reduce the distance between theatres and their audiences, i.e.: the moments when users, after having performed certain actions, freeze, not continuing with their ticket purchase.

What is your goal?
With this project, we want to create new ways of connecting the audience to the cinema and enhancing audience experience through the possibilities provided by digital innovation. By 'experience' we don't only mean the moment of the viewing of the film, but also the periods before and after, i.e., that of the search for information and that of the impact the film has on the spectator.

What are the main features of Profiling Cinema?
The project consists of the implementation of a Customer Relationship Management (CRM) system by the participating network cinemas. It is customer information management software that is able to innovate digital communication and, more widely, the working methods of each participating cinema. Specifically, the Bitrix24 CRM platform will be installed and implemented to make available, to the entire network (consisting of a total of 15 cinemas), a useful tool for gathering customer information and its subsequent use for profiling and audience engagement within the Marketing Automation processes. Through the implementation of this CRM system, each cinema will be able to better understand its audience.

How can this project respond to the characteristics of the Italian audience?
This project is designed on the basis of the characteristics of the audience, since it will be possible to adapt the cinemas' offer to the interests and preferred modalities of the spectators, identified with the use of CRM. In this way, a plurality of audiences will be involved, with a view to increasing their social diversity as well. Customising the offer puts the viewer at the centre, supporting their uniqueness.

Which audiences are you addressing?
Great attention is paid to the younger audiences, the first recipients of the project due to its nature as a 'digital native' tool. A continuous contact experience can be built with young people, as they rely on their smartphones to perform most tasks. The project is also dedicated to an aging audience, who are not as digitally acclimated, as it facilitates their search for content on the web and online operations more widely (purchasing, booking, etc.).
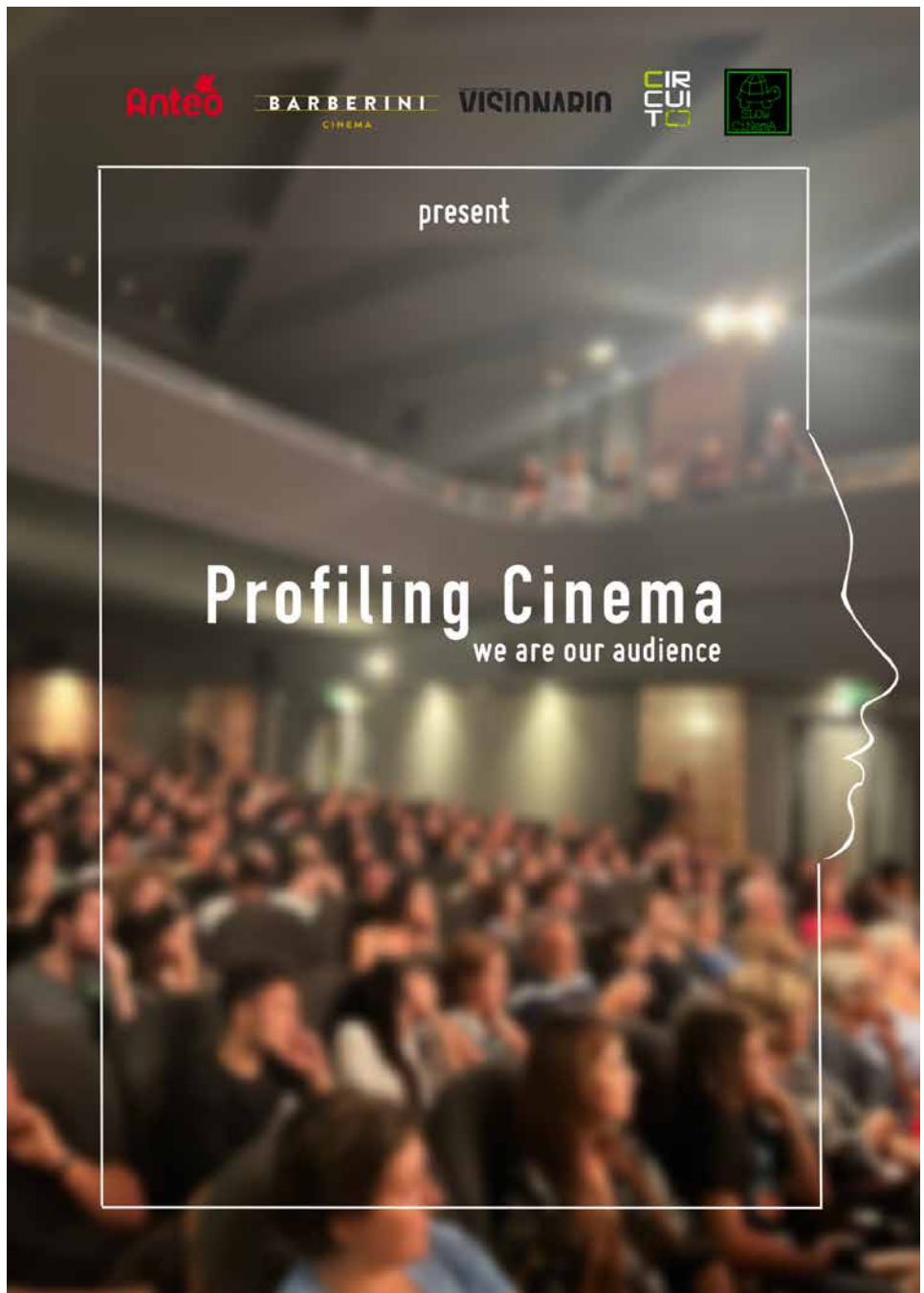
Can Profiling Cinema have an impact at a local and national level?

Profiling Cinema already has an impact on a national level since the network includes cinemas located all over the country (in particular, gathering the catchment areas of Rome, Milan, Turin, Genoa, Udine). Moreover, the sharing of information fosters collaborative initiatives between cinemas, such as a series of benefits for users, no longer based exclusively on the 'territorial' profile of the individual cinema, but on a shared database.

Partner cinemas:

Anteo Palazzo del Cinema, Milano (Coordinator)

Ariosto Anteo spazioCinema, Milano

Capitol Anteo spazioCinema, Monza

Visionario, Udine
Centrale Arthouse, Torino
Fratelli Marx, Torino
Due Giardini, Torino
Cinema Barberini, Roma
Sivori, Genova
City, Genova
Ariston, Genova