

ArLight Cinemas, a division of national exhibitor Pacific Theaters, is considered to be one of only two premier movie theater chains in the country. The other is IMAX.

With just two locations in Los Angeles, the ArLight has become the go-to theater for new and speciality movies. The two theaters attract hundreds of thousands of movie-goers every year from as far as fifty miles away.

The ArLight surpasses other theater experiences for many reasons. The JBL speaker systems, already far superior to most set-ups, exceed THX requirements. Kinoton projectors, in every screening room, are considered to be the best in the world and are only in a handful of other theaters.

The ArLight also boasts extra wide stadium seating for one of the most comfortable viewing experiences, and allows patrons to reserve seating thus avoiding frustrating lines prior to the movie.

Mission Control was asked to provide a presence for ArLight among its diverse fan base. This includes movie-goers who prefer tentpole films, those who enjoy small independents, and all other interests in between.



Through review of ArcLights' marketing data, it was clear the common denominator among their patrons is enjoying a superior movie experience.

To ensure we captured the essence of ArcLight - not just a movie, but an experience - we suggested building a Facebook page. The page would serve as an opportunity for fans to interact easily with the brand and extend their enjoyment of movies beyond the screen, creating a conversation with them.

Our first post was a Wikipedia entry about the ArcLight, providing details of the theater, its' history and the equipment used.

Then, we added links to third-party blogs about movie theater experiences and reviews of the theater itself, followed by videos and photos featuring the state-of-art equipment used to create the overall experience.

As the Page fan count grew, tone became especially important. We did not want to alienate anyone, but did not want to have the voice of the ArcLight be corporate. Therefore MC moderates both positive and negative reviews with a light and friendly tone, without removing any fan posts, winning over many fans.

MC also takes the time to directly respond to fans who are having issues with ticketing and the like, garnering kudos from ArcLight management for deft handling of potentially negative situations.

ArcLight Cinemas People just like Cinemas experience, whether it's 1 delicious popcorn and gourmet sn one of the best sound systems on

Arclight Cine
Source: www.l
ArcLight Cinem Oaks, CA - Uu Cinemas at the discover Shern

May 26 at 10:42pm · Comment · Like

ArcLight Cinemas Here is the wik Cinema in Hollywood. Kind of cool
<http://en.wikipedia.org/wiki/ArcLi>

ArcLight Hollywood - Wikipedia, the free encyclopedia
Source: en.wikipedia.org
The ArcLight Hollywood is a 14-screen multiplex located at 6360 Sunset B United States B seating, and c picture presen

May 26 at 4:37pm · Comment · Like

3 people like this.

John Hill at 3:21pm June 1
I love the snack bar's apple sau watermelon bbq sauce...yum!

Write a comment...

ArcLight Cinemas JBL Speakers. This company's products parallel the history of cinema itself and set the standard of excellence for the auditory aspect of film experience. You'll hear state of the art sound from JBL speakers at both the Hollywood and Sherman Oaks locations.

http://www.l.jands.com.au/brands/jbl/cinema_sound

Cinema Sound
Source: www.l.jands.com.au
The history of JBL Cinema Speakers is the history of cinema itself. When a company has a legacy nearly eight decades long, there's little doubt that its ear is planted firmly on the ground. In fact, its namesake and founder James B. ...

June 17 at 11:42am · Comment · Like · Share

24 people like this.

Show 8 more comments...

Kelley Hoolihan at 10:26am June 17
I love going to ArcLight; however, if the movie goes could give up on text-messaging during movies, that would make the experience even better...I know they are not all cardiac surgeons following up on their caseloads...put the phone down for 2 hours, c'mon.

Rennie Cowan at 4:14pm June 16
The ArcLight is one of the greatest theaters around.

Write a comment...

ArcLight Cinemas The Cinerama Dome has been an important anchor to film-goers in Los Angeles since 1963. Its history is briefly outlined here, including the renovation and modernization it experienced in 2002 when it became the centerpiece of ArcLight, Hollywood.

http://www.losangelestheatres.googlepages.com/cinerama_dome

Historic Los Angeles Theatres - Cinerama Dome | Hollywood
Source: www.losangelestheatres.googlepages.com
The Cinerama Dome is still an arresting sight at Sunset and Vine. Note the new 14 screen ArcLight complex showing at the near.

June 16 at 12:49pm · Comment · Like · Share

52 people like this.

Show 20 more comments...

BushA Groove at 11:26am June 21
SoCal Movie Fanatics has hosted a plethora of movie events for its' members over the years and considers ArcLight Hollywood its' unofficial' homebase. Does ArcLight have any interest sponsoring SCMF Network for film screenings or movie swag? <http://bit.ly/OdwCj> & <http://bit.ly/n37JX>

Cheryl Bourbeau at 1:45pm July 3
PLEASE PLEASE PLEASE do more Cinerama movies. At least once a year! Twice would be great!


Write a comment...

To secure the initial fan base, MC used Facebook ads, which simultaneously promoted upcoming films such as Disney/Pixar's UP, Michael Bay's "Transformers: Revenge of the Fallen" and Warner Bros. "Harry Potter and the Half Blood Prince". Targeting based on location and keyword helped drive fan conversion to over 60% from clicks.

MC also gave fans inside scoops on special events happening at the theater, such as Michael Bay introducing the first screening of "Transformers 2", a Q&A with actors from the cast of "Hurt Locker" and in-theater exhibits like the costumes from "Public Enemies" and models from "Star Trek".

MC then went a step further to continue interactions by asking fans to post about these events. Fans continue to respond enthusiastically and each post typically has dozens of comments.


ArcLight Cinemas



Buy tickets for Pixar's "Up" at ArcLight Sherman Oaks, and you could win some great giveaways at the theater! This weekend only!

Cj Josell is a fan.

Become a Fan

Ad Preview	Targeting
<p>ArcLight Cinemas</p>  <p>Buy your tickets now for Transformers 2 at the ArcLight! Reserved seating and the best popcorn anywhere.</p> <p>Cj Josell is a fan.</p> <p>Become a Fan</p>	<p>This ad targets users:</p> <ul style="list-style-type: none"> • who live in the United States • who live in Los Angeles, CA • who like action movies, blockbusters, megal fox, michael bay, movies, shia laabeouf, transformers, transformers movie or transformers revenge fallen • who are not already connected to ArcLight Cinemas

ArcLight Cinemas Who got to see Michael Bay introduce Transformers: Revenge of the Fallen last night at the Dome? Anybody have video or an image they'd like to share?
June 24 at 3:09pm · Comment · Like

13 people like this.

View 24 more comments

Martin Se... Didn't see in the ha to go. I k friends t

Nader He... I did... It v

Write a comment

ArcLight Cinemas The ArcLight Hollywood is exhibiting the bomb squad suit work by Jeremy Renner in The Hurt Locker, along with a photo display. Don't forget that Jeremy will be doing a Q&A moderated by Stuart Townsend tonight at 7:40 after the movie.
June 26 at 12:32pm · Comment · Like · Share

10 people like this.

Shawnte McCall at 5:27pm June 26 Report X
Ladies and gents, if you can, please go peep this flick... the seriously underrated Kathryn Bigelow has done it again!

Justin Chien at 6:13pm June 26 Report X
Don't waste your money on Transformers...Hurt Locker is the real deal, it's awesome

Raymond Audelo at 7:17am June 27 Report X
Is this movie going to get a wider release????

Write a comment...

ArcLight Cinemas Transformers 2 coupon for \$2 | June 22 at 1:38pm

16 people like this

View 54 comments

Write a comment

ArcLight Cinemas Time Magazine on The Hurt Locker: "A Near-Perfect War Film." You can attend Q and A with several members of the cast this weekend at ArcLight Hollywood. See details on posting below
<http://www.time.com/time/arts/article/0,8599,1838615-2,00.html>

"The Hurt Locker": A Near-Perfect War Film - TIME
Source: www.time.com
From the Venice Film Festival, a dynamite cinematic drive through the Iraqi occupation

ArcLight Cinemas of the Fallen. R... your coupon for a large popcorn for \$2 if your seeing it at ArcLight Sherman Oaks. Good until July 9th.
Jun 21, 2009 9:02pm
Length: 0:32

June 21 at 9:02pm · Comment · Like · Share

15 people like this.

When MC spends advertising dollars for new movie openings, the conversion rate from click to new fan is approximately 60%. When advertising is down, the site grows at approximately 100 new fans a day as well. In the eight weeks since launch, the fan base has grown to over 22,000, allowing MC to expand outreach. Fan engagement has increased since including information about special screenings and giveaways.

As an example, for the AFI screening of "Die Hard", MC posted a request for fans favorite quotes from the film. Within three hours the page received 33 responses and the theater sold out the screening by the end of the day. For the new Harry Potter film, MC posted two quizzes for a pair of free tickets and over 350 people took them, with more than half taking both.

By continually interacting with the audience, the ArcLight Facebook page has become a place where fans can create conversations about their favorite movies and let the world know what they think about them.

The ArcLight has extended the campaign through the year.

ArcLight Cinemas Win two tickets to The Half Blood Prince and some great promotional items for taking our Harry Potter quiz. The link below is for quiz #2.

Take both quizzes to be entered twice. The first quiz is half-way down the page.

After you take the quiz, add a comment AND your favorite (or least favor) below to start quiz #2.

Drawing will be on Thursday.

Good luck!

apps.facebook.com
Source: apps.facebook.com
Tue at 6:54pm · Comment · Like · Share

13 people like this.
View 127 comments

Write a comment...

ArcLight Cinemas Take the quiz for a chance to be entered into a drawing where one fan will win 2 tickets to Harry Potter and the Half Blood Prince as well as a special promotional gift for the film.

After you take the quiz, add a comment with the character you are AND your favorite question. Only both answers will qualify you to win.

Click the link below and then hit "start quiz!"

apps.facebook.com
Source: apps.facebook.com
Mon at 3:00pm · Comment · Like · Share

15 people like this.
View 255 comments

Write a comment...

facebook Home Profile Friends Inbox Q Jovell Settings Logout

ArcLight Cinemas
Wall Info Photos Boxes Video +

What's on your mind?
Attach

ArcLight Cinemas Just Fans Settings

ArcLight Cinemas For those of you going to see Die hard on Monday 7:30 at the ArcLight Sherman Oaks (we'll be there), we need your favorite Die Hard quotes. Here's ours again: "Ah Mr. Takagi, I could talk about industrialization and men's fashions all day, but unfortunately, work must intrude. I have several questions to ask you... more like fill in the blanks type questions, actually..." H Cruber
June 25 at 3:35pm · Comment · Like

8 people like this.

- Sean Kroyck at 3:35pm June 25 "Now I have a machine gun... Ho. Ho. Ho." Report
- Jose Gutierrez at 3:35pm June 25 okay, so how many times do you think you'll see "yipee kaiyah mutha#FSJ" Report
- Eric Gustin at 3:35pm June 25 Come out to the coast. We'll get together, have a few laughs. Report
- Scott Bradley at 3:35pm June 25 It's more of an exchange, but "Woo-hoo, just like Saigon, eh Slick?" Report
- Tuner Girls at 3:25pm June 25 "I was in junior high, dickhead." Report
- Christopher Devine at 3:25pm June 25 "Dooo and the quarterback is TOAST!" Report
- Stewart Morris at 3:25pm June 25 "Dooo and the quarterback is TOAST!" Report
- Stewart Morris at 3:25pm June 25 You should have heard your brother squeal when I broke his fucking neck. Report
- Joshua Ehrenberg at 3:25pm June 25 These guys are mostly European judging by their clothing labels and... cigarettes. Report
- Jake Madfis at 3:25pm June 25 we're gonna need some more FBI guys, I guess. Report
- Stacy Hall-Kimney at 3:25pm June 25 "I'm not the one who just got butt fucked on national TV-Dwayne." Report
- Danya Michael at 3:25pm June 25 Fans with your toes. Report

2.3 Post Quality
499 Interactions This Week

Most Active Cities
Los Angeles 176
View All

Most Active Countries
United States 360
View All

Insights are visible to page admins only.

Fans
6 of 11,434 fans See All

Kevin · Chryshon · John