

Anthony Albers

VMT Web Design and Social Media Strategy

Executive Summary

The COVID-19 pandemic has significantly changed the way the world works. Less people are going out, more people are working from home, and thousands of businesses and industries have been greatly impacted. One of these industries that has been struggling during the pandemic is the movie theater business. With the tight, enclosed, not-COVID safe rooms and buildings, along with the rise of streaming services, movie theaters are dying with record-low ticket sales. This is what leads me to introducing the Virtual Movie Theater (VMT). VMT is a service that will allow movie-goers to enjoy the theater experience right at home. This service will bring back life into seeing a movie for the first time, second time, or thousandth time by allowing users to utilize virtual reality to place themselves within a complete virtual theater. Through the sheer excitement of movie enthusiasts along with additional services such as VMT brand popcorn, snacks, and experience enhancements, VMT will be able to bring back the movie theater industry back into the forefront of the motion picture market.

Research

Design concepts I would like to include in the VMT website are:

- Grid layout
- Mesh, blurred, gradient background
- Quick and simple menu and site map
- Search bar
- Simple colors

Competitors' Websites

Competitors to the VMT would include AMC Theaters, Netflix, and Hulu. In terms of their websites, Netflix and Hulu are pretty lackluster. They are primarily intended on directly streaming movies and shows through the site, so there is not much information except for what the service is, how to purchase a subscription, and how to login. AMC on the other hand has a great site which includes movies currently playing and upcoming, ticket purchasing options, exclusive movie content, and more.

Competitors' Social Media

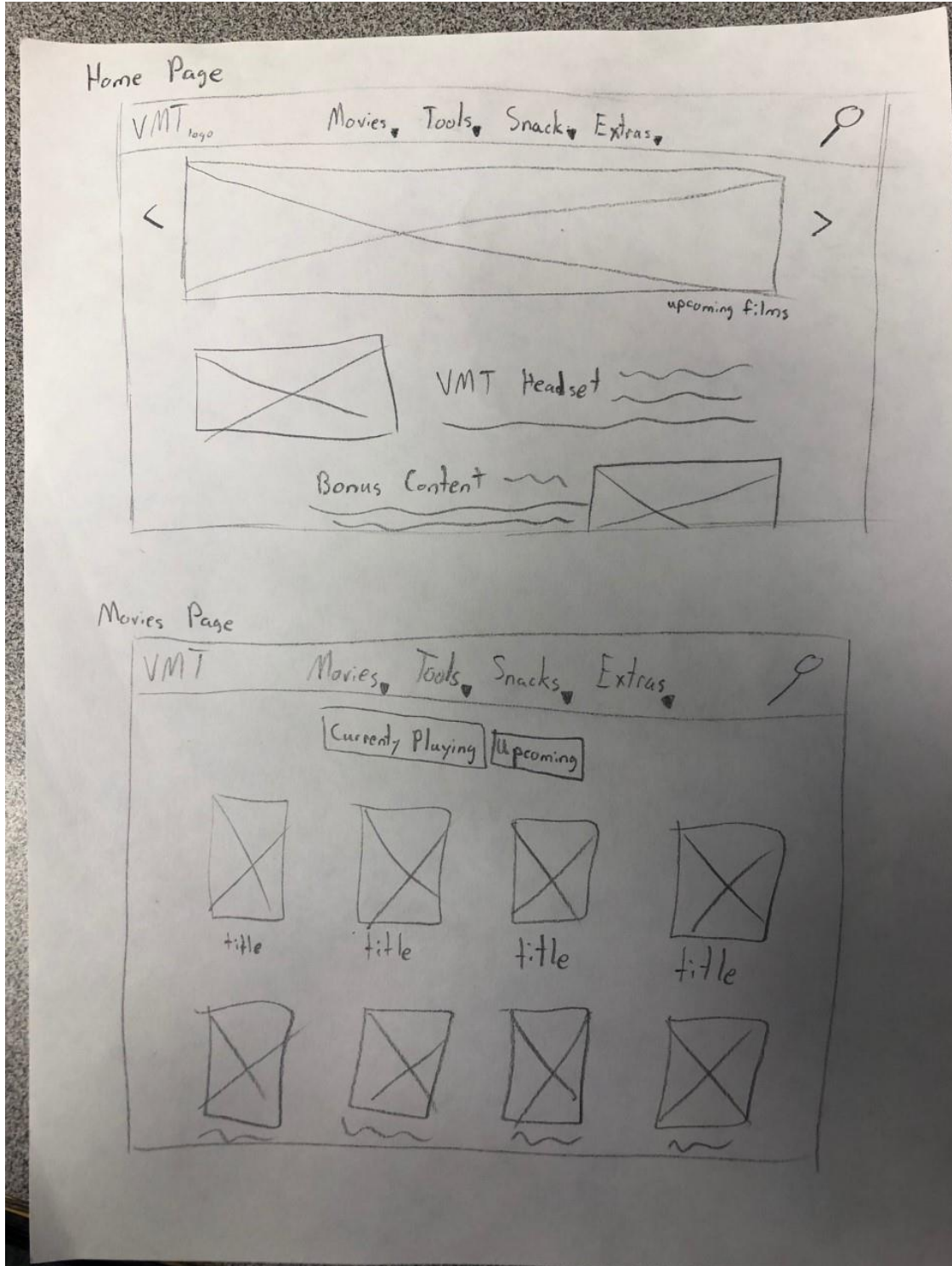
From the social media platforms used by AMC Theaters, Netflix, and Hulu, there is always a consistent message of upcoming movie/show promotion, but each company uses a different approach to doing so. AMC is the most basic in that they mainly just show trailers and movie posters throughout their social media. Netflix heavily attempts to include consumer interaction through memes and relatable contents that has to do with Netflix shows and movies. Hulu relies on showing a lot of exclusive content and behind-the-scenes videos to promote their service.

Social Media


The two social media platforms that VMT will use are Instagram and Twitter. Instagram will be used to reach the younger demographic and also because it is one of the greatest social media platforms to promote entertainment, the industry of VMT. Twitter will be used to target the older side of VMT's target demographic as well as being able to quickly and easily promote movies that are upcoming and use more relatable/funny content for consumers.

Web Design


Wireframes:




Mockups:




Movies Equipment Snacks Extras

Search 




Purchase Tickets Today




What is VMT?


Virtual Movie Theater (VMT) is the newest and best way to experience the newest releases of films wherever you are! All you need is a VR headset (or our easy and cheap phone adaptor headset) and some snacks and you can enjoy your favorite upcoming films!




Movies Equipment Snacks Extras

Search 


Currently Playing Upcoming



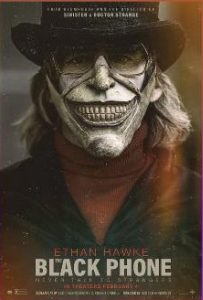
Spiderman: No Way Home



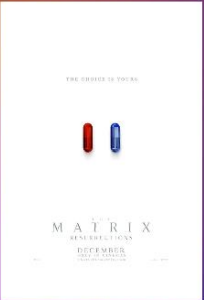
West Side Story




Encanto



Black Phone



The Matrix Resurrections



Social Media Design

Instagram Profile Picture:



Twitter Banner:



First post for Twitter:

Watch movies wherever you want, whenever you want...in a movie theater!?! That's right! With Virtual Movie Theater, you can easily watch the newest films not yet on Netflix. Try it today!!!

Picture with post:



First post for Instagram:

psst Hey...you want to see that new Matrix movie, but you can't go to the theater?

VMT has got your back bro! Get your tickets today and watch *The Matrix Resurrections*!!

Maybe get some popcorn while you're at it.

Picture with post:



Strategy

The primary strategy that VMT will use to take on the film market is promote the newest movies and highlighting the fact that you can watch “only in theaters” movies right at home. The use of Twitter will be more direct marketing tactics with movie posters and text of upcoming films to get excited about. Instagram, with its younger demographic, will have more relatable content such as memes and/or funny captions. There will still be promotions of upcoming and current films to watch, but to drive more consumer interaction on Instagram, comedic content will be mostly used.