

EPAM CONTINUUM

Transforming the entertainment experience with Vue

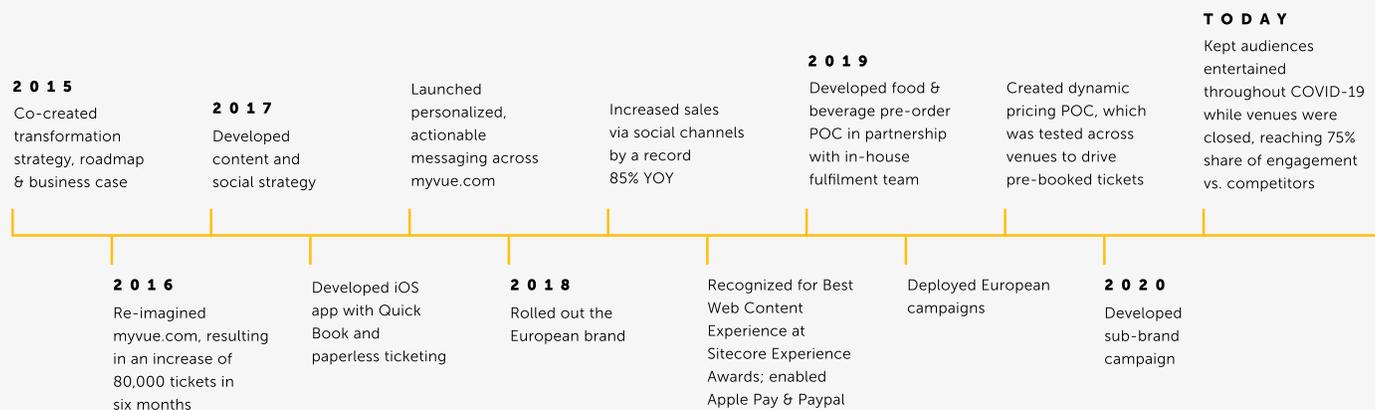
Giving customers the star treatment
across every touchpoint



How do you stand out in a marketplace where your competitors have the same products and same marketing collateral?

That's the challenge faced by the cinema industry. EPAM Continuum has been working with Vue since 2015 to reimagine the movie-going experience for its customers. We spent three months working with the executive team at Vue to co-create a three-year transformation strategy, roadmap, business case, enterprise architecture and underpinning capabilities that would help us deliver a truly differentiated proposition.

OUR PARTNERSHIP WITH VUE

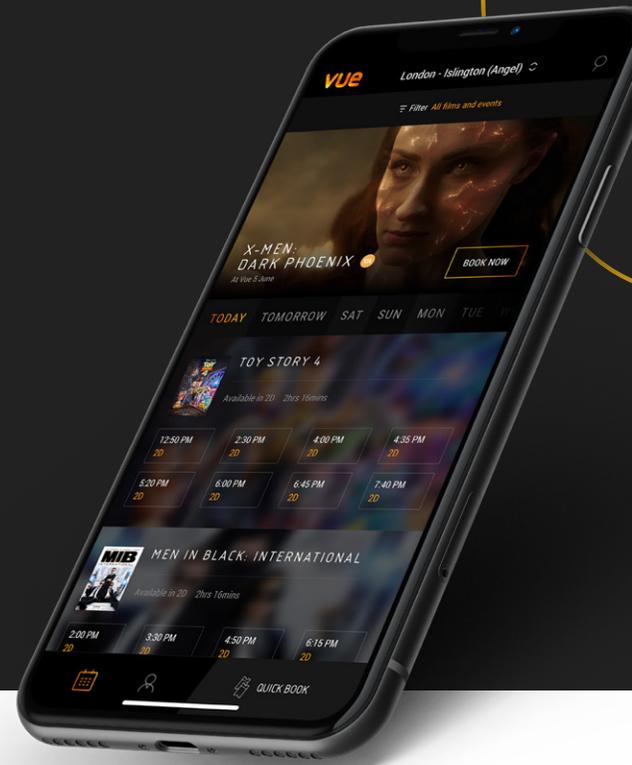


Our vision

From the outset, our goal was to outpace the competition with innovation: breaking out of sector norms to redefine customer expectations of cinema. We would act like a disruptive start-up, focusing on the experience, usability and personality of the brand to create genuine differentiation.

Introducing the Big Screen Concierge

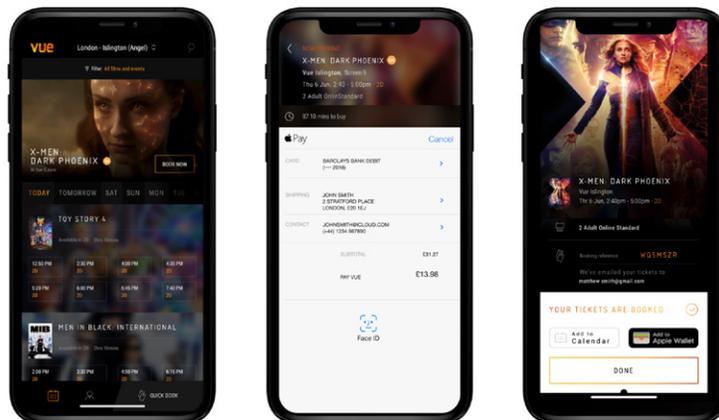
At the heart of our strategy is the idea of the Big Screen Concierge—the creation of digital services and tools that serve each customer in a way that is uniquely theirs. It differentiates in the marketplace by going beyond the movies themselves and instead focusing on the experience of going to the movies. We wanted to create a single, seamless Vue experience by building a service around a target segment of one.



Together, we have delivered a personal and frictionless customer experience

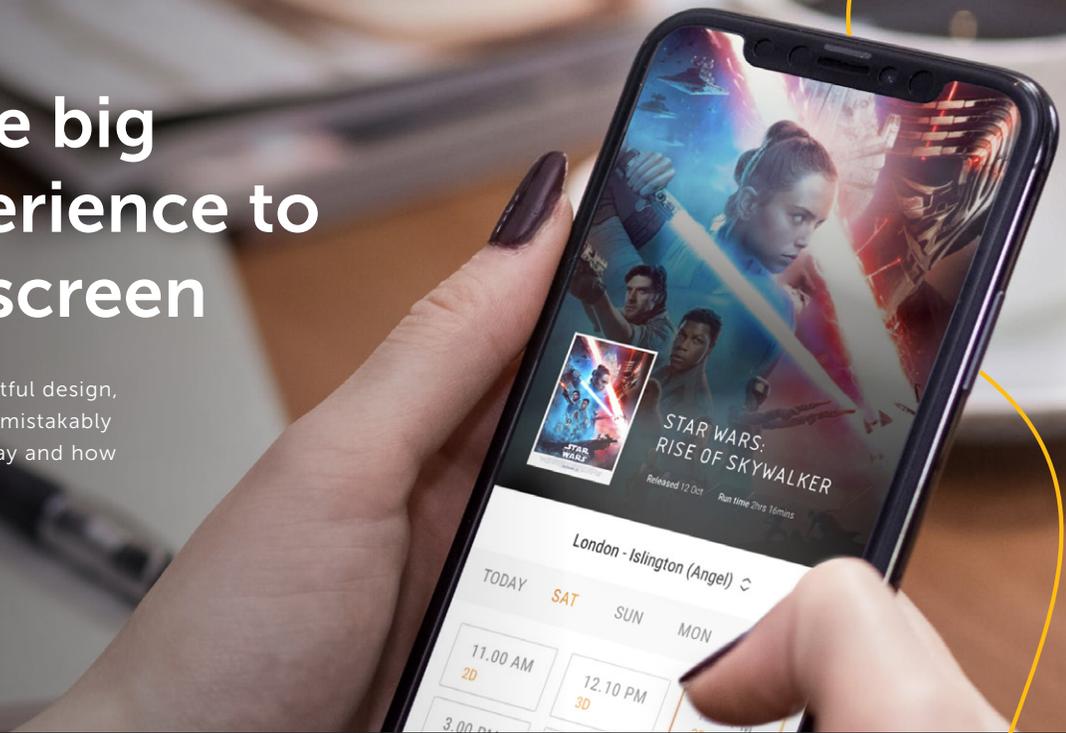
Our transformational work included:

- Delivering a customer experience across web, app and kiosk that is pioneering in execution and premium in look and feel
- Developing a new streamlined booking journey, reducing purchase completion to a few steps
- Creating a customer value management capability, where data is used to optimize messaging for each individual customer across every digital touchpoint
- Building a robust mobile platform that can handle 75,000 bookings per day, across 90 venues with over 1,000 screens and seat configurations



Bringing the big screen experience to your small screen

We created an immersive and impactful design, ensuring the whole experience is unmistakably Vue—from what we do to what we say and how we say it.



“We’ve been working with EPAM Continuum since 2015. In this time their commercial rigor, creativity and digital expertise has helped Vue launch a transformational programme of initiatives that have delivered a significant return on investment.

They are a smart, fun, patient and passionate bunch and we’re lucky we found them.”

Dominic Rowell

Group Executive Director –
Commercial, Vue International



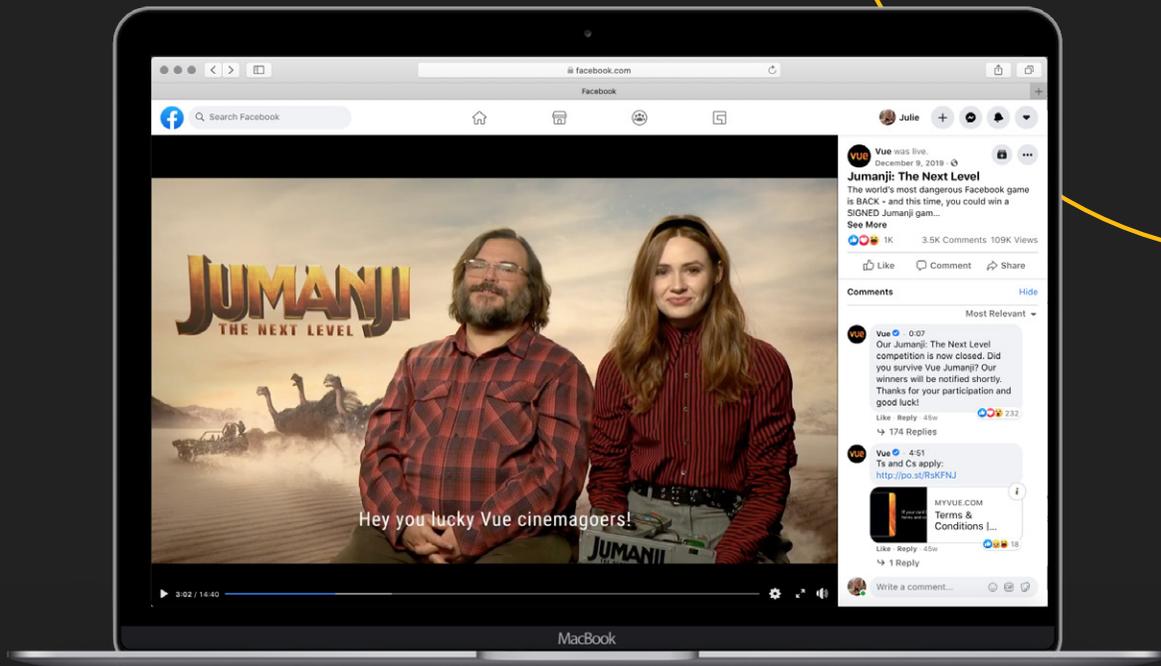


Creating ongoing, standout engagement with Vue through content & social

Differentiating your brand in a competitive market is tough. When you're promoting exactly the same product as your competitors, using exactly the same materials, it's even tougher.

We designed and implemented an integrated, multi-platform content strategy to not only distinguish Vue from competitors but drive ticket sales through digital channels.

We carved out a unique space in the market for the brand through tone, look and feel. Our dedicated 'Vue Studio'—a team of producers, designers, copywriters, social media strategists and managers—delivers high-impact, fast turnaround content that drives engagement every single day.



Delivering high impact content that drives engagement every single day

From turning fans into superheroes with a Hollywood storyboard artist, to creating our version of Jumanji for Facebook Live (with Jack Black).

We help Vue think beyond posters and trailers to produce unique branded content, personalized campaigns and highly-targeted customer relationship management.

Each piece of content is designed to fit multiple channels, stand out and communicate the excitement of the big screen experience. All completed within a budget and production schedule that needs to flex and reprioritize as new titles arrive weekly.

By growing a loyal fan community, we reduced Vue's dependency on the film slate and created a cohesive brand proposition that enhances the customer journey.

What's more, we're constantly interrogating data from every touchpoint to create insights on user behaviors to feed into future campaigns, and even influence which films are played in which venues.

We've seen a significant increase in brand awareness, social reach and engagement and a 220% increase in sales from social channels that continues to grow.

"The EPAM Continuum social team has shone through what has been a difficult period for the cinema industry in 2020. Not only were they able to mobilize a team and adapt to a new way of working that came with added pressures and sensitivities, but the work they produced was phenomenal. Solid creative thinking executed to a very high standard (especially given the tight turnaround times).

Most importantly, the results have been exceptional, with over 75% share of engagement versus our competitors—all of which translated into healthy social CPA when tickets went back on sale."

Dan Green

Group Director of Digital, Vue International



Impact Created

Over the past five years, we have achieved incredible results together:

42%

Overall conversion up
from FY17-19

59%

Website visits up
from FY17-19

100%

Mobile conversion up
from FY17-19

137%

Desktop conversion up
from FY17-19

220%

Increased tickets sold via
social channels from FY17-19

300%

App conversion up
from FY17-19

Vue was the highest visited cinema website in the UK and Ireland markets consistently through 2019, with over 100M visits on mobile and app alone.

Tech Stack





How can we help you deliver the star treatment across every touchpoint?

Get in touch. We'd love to hear from you.

[CONTACT US](#)

[EPAM-CONTINUUM.COM](https://www.epam-continuum.com)

enquiries@epam.com

We fuse integrated consulting with EPAM's engineering expertise
to accelerate breakthrough thinking into meaningful impact.

THE FUTURE. MADE REAL.™

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