

URD SOLUTIONS

BRAND MANAGEMENT PORTAL FEATURED AT PATHÉ THEATRES ACROSS THE NETHERLANDS

Pathé Theatres B.V. is the largest chain of cinemas in the Netherlands. The organization has a rich heritage of innovation in the film industry having evolved from French firms that, among other things, invented the newsreel that was shown before feature films in cinemas in the early 1900s. Today Pathé is showing innovation in the production of the marketing and signage materials used by their 22 cinema locations across the Netherlands.

In 2007 Pathé enlisted URD Solutions, an innovative marketing agency in Alkmaar, The Netherlands, to develop an Internet-based service for theatre managers to order localized marketing and signage items. The solution, called Pathé Toolkit, gives theatre managers control over their promotions while ensuring that branding requirements of Pathé and the individual films are preserved. The solution has continuously grown each year with new items added and more cinemas using it. Theatre managers at all 22 cinemas now order all of their communications materials—from business cards to big movie posters—through the Pathé Toolkit portal.

“URD provided us with a user-friendly marketing solution that allows us to customize and order impressive communication products within seconds,” says Kim Hoogeveen, Manager Marketing and Communications at Pathé Theatres BV. The system is quite popular. In 2012 over 2,800 unique items were ordered

OBJECTIVES

- Speed up the production time for promotional materials for pubs across Ireland
- Ensure all pieces include legally required text and branding
- Improve the ROI on promotional pieces
- Move client relationships from a printer to a business partner

RESULTS

- Production time reduced from one week to two days.
- All pieces include required legal text every time
- Accounting gets a detailed breakdown of campaign costs, which helps to determine its effectiveness.
- web2print now provides value-added services to their clients to hours.

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through the system, a 57% increase over the year before. By using Pathé Toolkit, the theatre managers no longer each need to hire a local graphic designer with desktop publishing skills to produce materials or wait for Pathé Marketing to create items. Along with ensuring the Pathé brand and graphic identity is maintained, this centralized solution has lowered costs, shortened fulfillment times, and prevented mistakes, while Pathé Marketing maintains control by using the advanced notification and approval process integrated into the solution.

PUTTING THEATRE MANAGERS IN THE DIRECTORS CHAIR

Pathé Toolkit contains templates for corporate identity materials (e.g. business cards, letterhead stationery, notices at the concession stand, and POS vouchers), customer loyalty materials (kid club and Pathé Unlimited members), and movie-specific promotional items (e.g. posters, digital signs stickers, flyers, and magazine ads).

The ordering process is simple for the theatre manager:

- Use a computer to log into the Pathé Toolkit site.
- Select an item.
- Localize the content with details such as the theatre location, dates and times when the film will be shown, and special promotions or events.
- Review the online preview that immediately appears on the computer screen.
- Place an order, which goes through an online approval process at Pathé.
- The item is produced by WM Veensta (a full service printing company with three locations in the Netherlands) and delivered to the theatre.



MANAGING ALL THE MOVIE DATA

Developers at URD Solutions used the brand management portal application Pageflex Storefront to craft a solution specific to the needs of the Pathé organization. They created a movie database containing information about more than 3,000 new and old movie releases across all genres. The database includes text content (e.g., film title, teaser, synopsis, description, director, genre, cast and crew, etc.) and graphical content (e.g., movie posters, film stills, movie screen shots, and the movie trailer).

The integrated database allows promotional materials to be automatically produced for any movie or the theatre manager can use a Movie Selector pop-up window within the Pathé Toolkit site to search for and select, for example, a specific movie image to be included in a local magazine advertisement. Behind the scenes, Pageflex Storefront APIs pull the data from the movie database, pour this content into the document template, and immediately display an online preview for the theatre manager to approve.

“WE WERE ABLE TO **UTILIZE ALL OF THE PAGEFLEX TECHNOLOGY** AND CORE COMPETENCIES WITHIN OUR COMPANY TO **EXECUTE THE CAMPAIGN**. IT WAS A TEAM EFFORT THAT SERVED TO HIGHLIGHT OUR PAGEFLEX CAPABILITIES AND EXPERTISE WITHIN ONE PROJECT.”

Going Digital: QR Codes & Narrowcasting In addition to traditional print materials, Pathé also uses digital technologies to promote the movies at their theatres. Printed promotional materials—such as an advertisement in a magazine—can include a QR-code, which consumers can scan with their smartphones to see the movie trailer. A specific QR code is automatically generated by Pathé Toolkit when the theatre manager chooses which movie to promote.

Pathé cinemas have begun to be outfitted with digital signage for narrowcasting, so recently URD Solutions added the ability for theatre managers to create and order animated promotions with cinema-specific content. Within the portal the theatre manager selects the movie to promote on the digital signage and provides details about the theatre and when the film will be shown. URD Solutions programmed Pageflex Storefront APIs to send still images from the movie database along with XML data to an externally-developed 3rd party system that animates the content for display on a digital signage channel reserved for local content within the theatre complex.

URD Solutions used the document customization and workflow automation capabilities, as well as the open architecture, of the Pageflex Storefront brand management portal application to give Pathé Theatres full control of their promotional materials and brand while automating processes and enabling theatre managers to cost-effectively localized materials.

To learn more about Pageflex and our complete range of products, contact us at sales@pageflex.com or by calling **800.551.0549** or **+1 617.520.8600**.