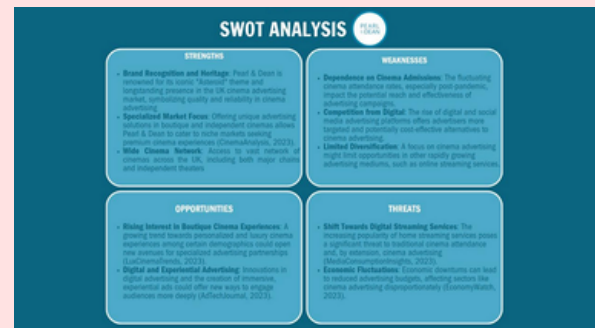
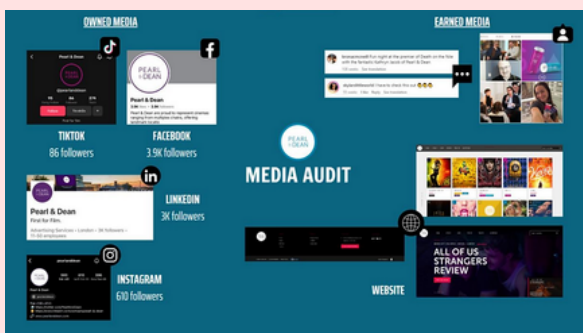


CASE STUDY: REVITALIZING CINEMA ENGAGEMENT FOR PEARL & DEAN

For my coursework, I developed a strategic marketing campaign for Pearl & Dean, a renowned leader in the UK cinema advertising industry. The project aimed to reimagine the cinema-going experience by driving attendance and revitalizing Pearl & Dean's connection with a broader audience. This included enhancing their digital presence and creating targeted campaigns to engage consumers and media agencies. The project highlighted my ability to blend creativity with data-driven strategy, resulting in a high-scoring outcome that showcased my skills in advertising, audience engagement, and strategic planning.

Pearl & Dean struggled with declining post-pandemic cinema attendance and low engagement on platforms like TikTok and Instagram, limiting their reach to younger audiences.



I conducted a SWOT analysis and surveys, identifying digital engagement opportunities and the growing influence of Gen Z, millennials, and millennial parents. Based on insights, I developed the creative concept "Save Time, Book Smart" to promote Pearl & Dean's app. My plan included influencer collaborations, AR-enabled posters, and engaging TikTok and Instagram Reels.

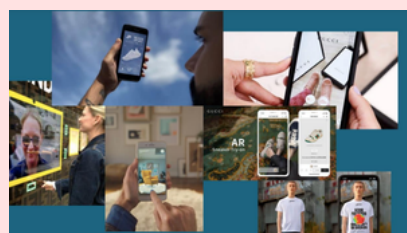


Figure 6 - Moodboard

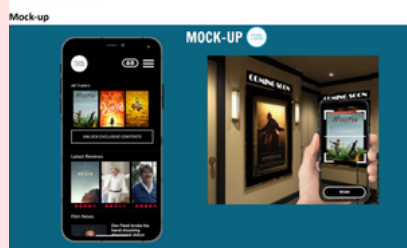


Figure 7 - AR feature in P&D app

The campaign offered actionable solutions to enhance Pearl & Dean's digital presence, increase app downloads, and drive cinema attendance. It was praised for its innovation and earned a **high grade**, highlighting my ability to create impactful strategies backed by research.