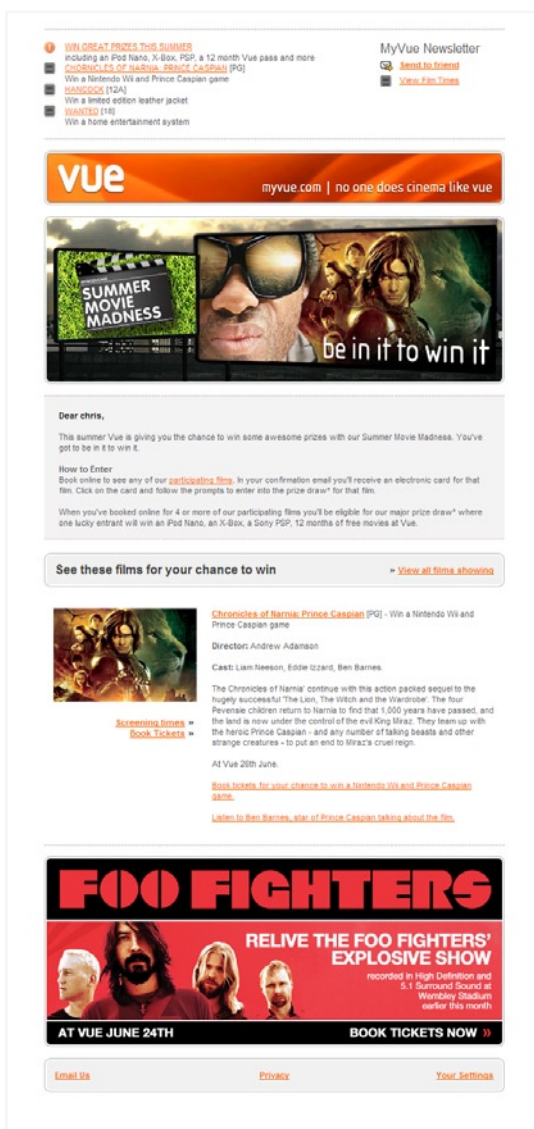




Vue Entertainment



WIN GREAT PRIZES THIS SUMMER
 including an iPod Nano, X-Box, PSP, a 12 month Vue pass and more

CHRONICLES OF NARNIA: PRINCE CASPIAN (PG)
 Win a Nintendo Wii and Prince Caspian game

THE FOO FIGHTERS (15A)
 Win a limited edition leather jacket

WANTED (18)
 Win a home entertainment system

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SUMMER MOVIE MADNESS
 be in it to win it

Dear chris,

This summer Vue is giving you the chance to win some awesome prizes with our Summer Movie Madness. You've got to be in it to win it.

How to Enter
 Book online to see any of our [participating films](#). In your confirmation email you'll receive an electronic card for that film. Click on the card and follow the prompts to enter into the prize draw* for that film.

When you've booked online for 4 or more of our participating films you'll be eligible for our major prize draw* where one lucky entrant will win an iPod Nano, an X-Box, a Sony PSP, 12 months of free movies at Vue.

See these films for your chance to win [View all films/showings](#)

Chronicles of Narnia: Prince Caspian (PG) - Win a Nintendo Wii and Prince Caspian game
 Director: Andrew Adamson
 Cast: Liam Neeson, Eddie Izzard, Ben Barnes

The Chronicles of Narnia continue with this action packed sequel to the hugely successful 'The Lion, The Witch and the Wardrobe'. The four Revereese children return to Narnia to find that 1,000 years have passed, and the land is now under the control of the evil King Miraz. They team up with the heroic Prince Caspian - and any number of talking beasts and other strange creatures - to put an end to Miraz's cruel reign.

[Screening times](#) [Book Tickets](#)

At Vue 20th June.
[Book tickets for your chance to win a Nintendo Wii and Prince Caspian game.](#)
[Listen to Ben Barnes, star of Prince Caspian talking about the film.](#)

THE FOO FIGHTERS
 RELIVE THE FOO FIGHTERS' EXPLOSIVE SHOW
 recorded in High Definition and 5.1 Surround Sound at Wembley Stadium earlier this month

AT VUE JUNE 24TH [BOOK TICKETS NOW](#)

[Email Us](#) [Privacy](#) [Your Settings](#)

"Vue had been considering using three separate companies and two separate technologies to run our email and mobile eDM strategy", according to Kathryn Hellewell, CRM and Digital Marketing Manager for Vue Entertainment, "With Traction, we have one company and one platform."

Challenge

Vue Entertainment is the UK's leading operator of modern multiplex cinemas with more than 600 screens that attract over 32 million customers every year. Like many businesses, Vue is continually seeking to maximise its relationships with existing customers as well as develop relationships with new customers.

Central to Vue's customer retention is weekly email communication. Vue required powerful yet user friendly marketing software that would simplify the management of these broadcasts and allow it to deliver unique, targeted content for each of its 60 cinemas across multiple digital channels.

Another key requirement for Vue was the ability to collect customer insight beyond email through other digital channels such as mobile and web. Comprehensive reporting functionality that allowed effective measurement of campaign performance was also required in order to effectively maximise the return on marketing spend (ROI).

Solutions to support Vue's high volume marketing communications across multiple digital channels typically required the integration of multiple pieces of software from multiple vendors.

Solution

Traction® offered Vue a complete solution to its digital marketing needs. A single hosted platform with multi-channel functionality, Traction® provides Vue with the robust infrastructure and high deliverability rates it requires for time sensitive campaigns without the need for any new IT investment.

Traction's RSS feature allows Vue to dynamically generate content, meaning each Vue cinema now offers a localised information service that features targeted promotional offerings based on the user's past behaviour, preferences and demographics. Every communication has become a valuable and relevant offering for both the customer and Vue.

In addition to its weekly film times email, Vue utilises Traction® to broadcast and track a variety of promotional emails that provide information on special events and partner offers to relevant customer segments, as well as encouraging them to subscribe to other communications from Vue. The Traction® team also provides Vue



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*A Vue exclusive:
Girls Gala Night Out*

Dear SNAMES,

A Vue exclusive: Girls Gala Night Out! Don't miss this unique opportunity to see the fabulous new Cameron Diaz blockbuster film, **IN HER SHOES**. This highly anticipated film opens November 11th, so we are delighted to offer you the opportunity to attend our special preview gala screening on **Thursday 13th October**.

Not only will you see the film before everyone else, you will also receive a fabulous **goodie bag** on the night worth more than €50! The goodie bag includes fabulous products, samples and offers from the brands we all love, such as St Tropez, Nine West, Cosmopolitan Magazine, Wella, Gillette and many more.

In addition, the gala night includes a **drink** on arrival, popcorn for during the movie and what is sure to be a **fabulous night out** with your girlfriends. To make this evening even more special, all who attend on the night will be entered into an exclusive competition to **win a trip to New York!**

As a special offer for Vue members, you can join us for this exciting evening for only €30 per ticket - all inclusive!

Limited tickets are available now so don't miss out. Get your girlfriends together and book online at myvue.com or at your nearest Vue Cinema.

In Her Shoes is in cinemas November 11th. Twentieth Century Fox. Cert. 12A

In Her SHOES
FRIENDS.
RIVALS.
SISTERS.

Other great girls nights out at Vue...

"As a result of the fab In Her Shoes email we sold out of tickets for the Gala evening. This is a real achievement as we'd never done something like this before. We communicated it with a banner on the web for 4 days before the email and sold 90 tickets. Within a few hours of sending the email the numbers went to over 1000. In the end we sold about 2500 tickets and sold out at every site ... so a big thank you to you guys for a great job!"

Kathryn Hellewell
CRM and Digital Manager
Vue Entertainment

For more information please visit the Traction website at www.tractionplatform.com

To discuss how Traction may serve your specific needs, please contact us on +44 20 7060 2900 or email europe@tractionplatform.com

with ongoing consultancy services aimed at continually improving the effectiveness of email designs and promotional activities.

Integrating the Vue website with Traction® has allowed Vue to turn transactional and service emails into marketing opportunities by identifying and inserting promotional material relevant to the customer's purchase and behaviour.

Traction's ability to facilitate online and mobile competitions has also been key to Vue's customer acquisition strategy. In addition to txt2win campaigns, Vue have also used Traction® to deploy mobile broadcasts to communicate promotional offers to relevant customer segments.

Further to this Traction's survey functionality allows Vue to record and report on customer feedback to help guide the development of appropriate promotions and new initiatives.

Outcomes

Vue is now able to communicate across any digital channel using a single piece of software. Each communication has become a customer interaction from which Vue can collect and compile valuable insight. These findings are used to increase the effectiveness of its communications as well as develop and refine product offerings.

With Traction's support, Vue has built and continues to build a significantly sized and active subscriber database. From simple measures such as the automatic presentation of subscription options to non-subscribers through to multi-channel acquisition campaigns, Traction® allows Vue to easily expand its marketing database. Churn rates are then minimised by ensuring that marketing content is tailored to suit each customer based on factors such as their location, preferences, demographic criteria and purchase history.

Vue is able to handle an extremely large volume of email, mobile and web communications with the one tool. Tens of millions of communications and interactions are sent and recorded every year. Popular features such as the film times email are delivered reliably and on time maintaining a consistent experience for the 70% of subscribers that have identified it as their most valued feature.

Every communication with a customer is now used for effective cross-selling with targeted offerings. Furthermore, comprehensive tracking and reporting of all customer interactions allows Vue to identify the sales impact of promotional emails and continually improve the performance of its marketing communications.