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AMCN's NEXT BIG IDEA:

THE AMCN CENTER @ IFC

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1 OUR IDEA

2 THE SPECIFICS: REDESIGN PLANS & REACHING FANS

3 MONETIZATION

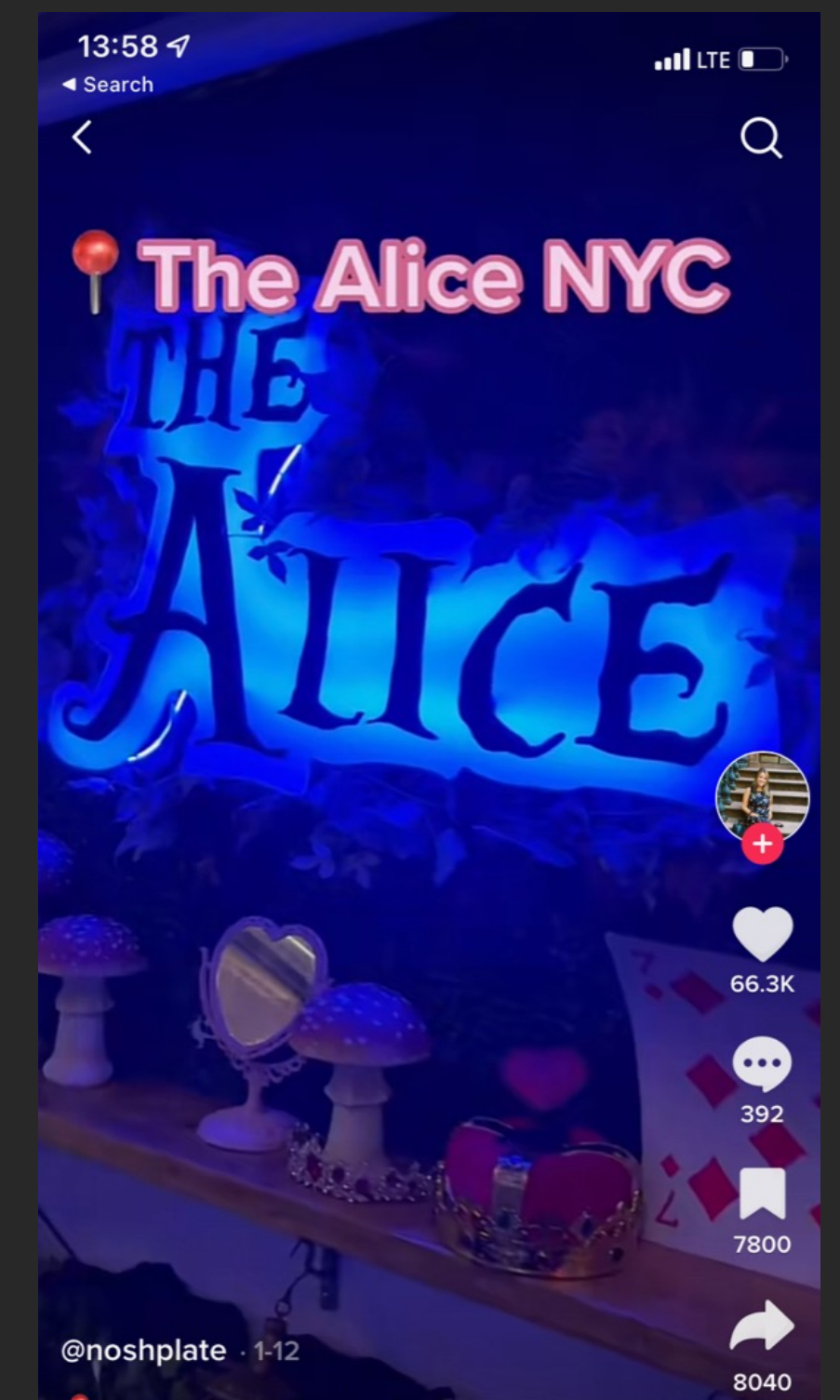
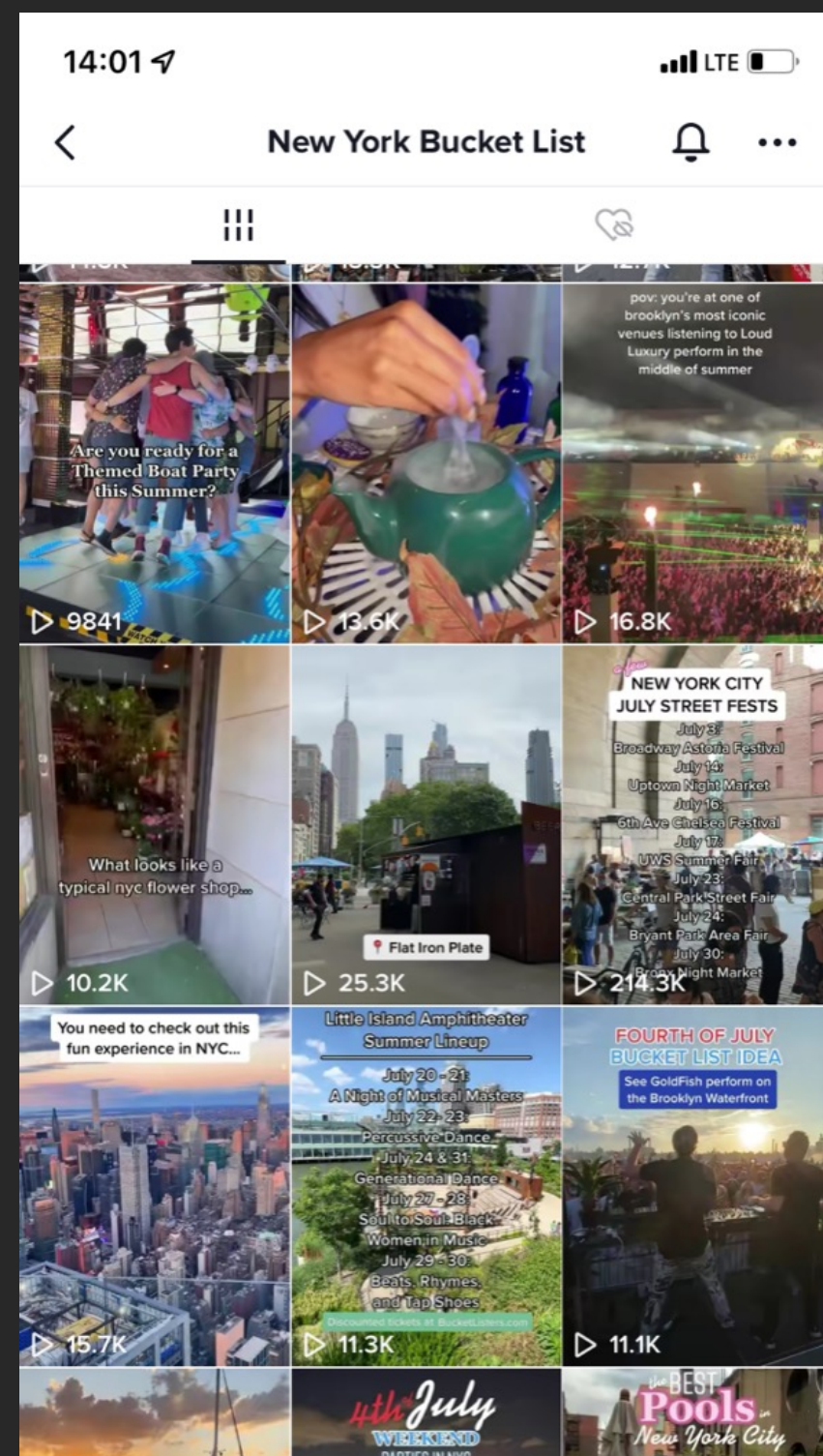


THE PROBLEM

- 1 We have many brands under the AMCN name, but audiences don't tend to recognize they're part of AMCN - we'd love to boost our **brand recognition**
- 2 We currently rent the IFC Center, but the center largely **doesn't promote AMCN's brands**, and many people don't realize it's connected to our company

HOW MIGHT WE CREATE INCREDIBLE BRAND EXPERIENCES?

Experiential marketing & pop-ups engage audiences and tourists over social media





An Immersive

Smart, & Engaging Exhibition



ENGAGING IN-PERSON EXPERIENCE

SUCCESSFUL POP-UPS, EXPERIENTIAL EVENTS, THEMED RESTAURANTS/BARS

Netflix

Luke's Diner Pop Up (*Gilmore Girls*)

Glow

Black Mirror

The Crown

Ozark

Stranger Things

Disney

Oga's Cantina - Star Wars: The Last Jedi (2017) themed restaurant

Alice in Wonderland Bar

Marvel Avengers Station (2022, Las Vegas, Dallas, Kyoto, Santiago, Sanya)

Blair Witch Project (1999)

Hulu

Hulu Motel

Lionsgate

Hunger Games Experience in NYC


Warner Bros Studios

Ready Player One

Harry Potter Store NYC

HBO'S WESTWORLD POP-UP IN NYC

THIS JUNE!



1.0M



This is so cool I don't even know what Westworld is



92K



REPLY



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THE AMCN CENTER @ IFC

A REIMAGINED, REBRANDED, REDESIGNED IFC CENTER

THEMED FOOD & DRINKS

MOVIE THEATRES FOR PREMIERS AND MORE

VR ARCADE SPACE

BETTER CALL SAUL CAR OUT FRONT

AMCN LIQUOR STORE

REDESIGN PLANS & REACHING FANS



THE AMCN CENTER @ IFC



- Rotating decorations
- Lobby renovated to bar with high-top tables
- Lounge renovated to arcade, VR/AR content
 - IFC merch sold with new exclusive AMCN merch
- Dedicated Theaters for each brand
 - Shudder
 - Sundance Now
 - AMCN
 - **IFC**

IMMERSE INTO THE AMCN WORLDS

VR/AR Arcade Area



Existing VR Games

Saints and Sinners



Crossover VR Games

"The Breaking Dead" Theory

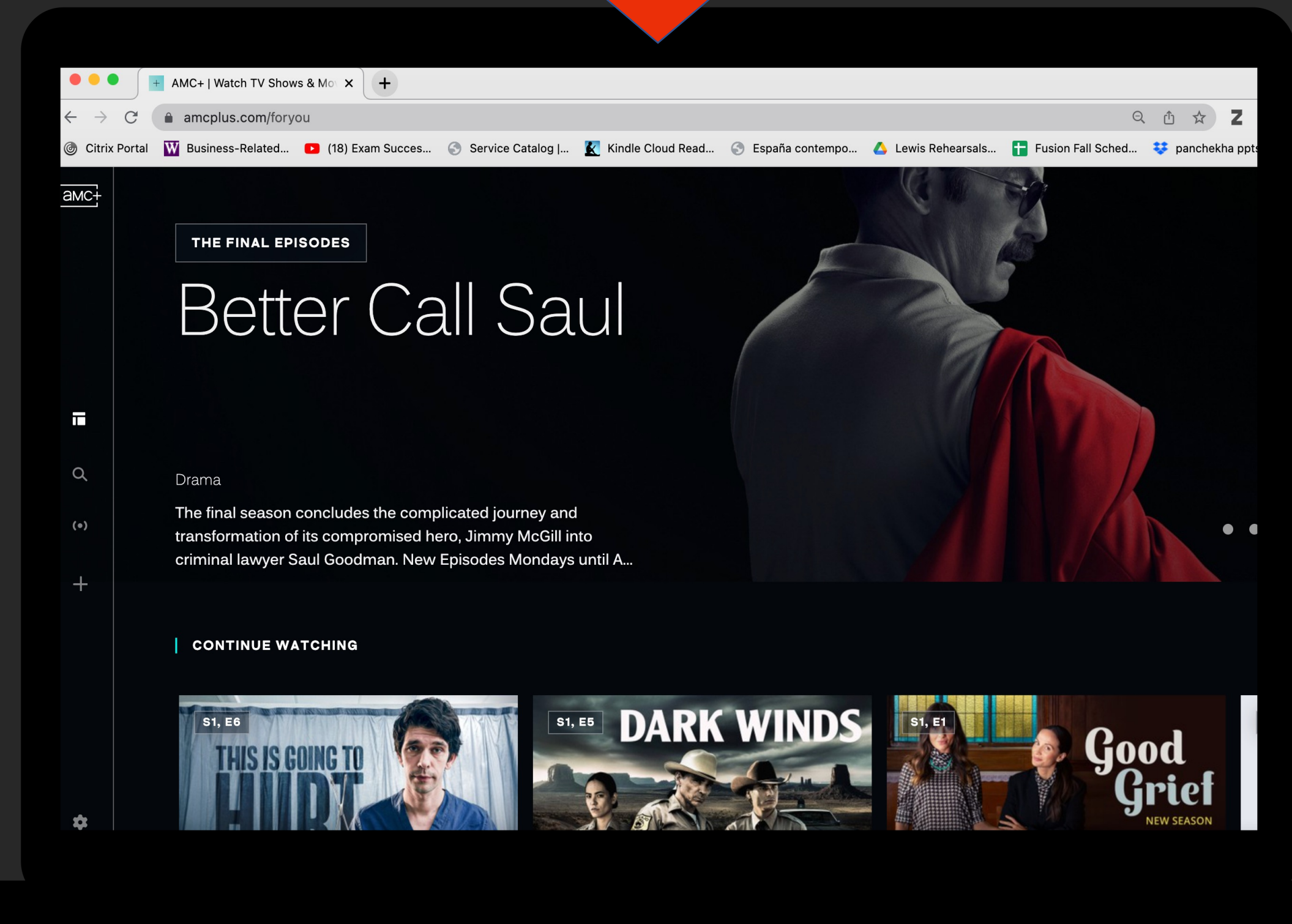
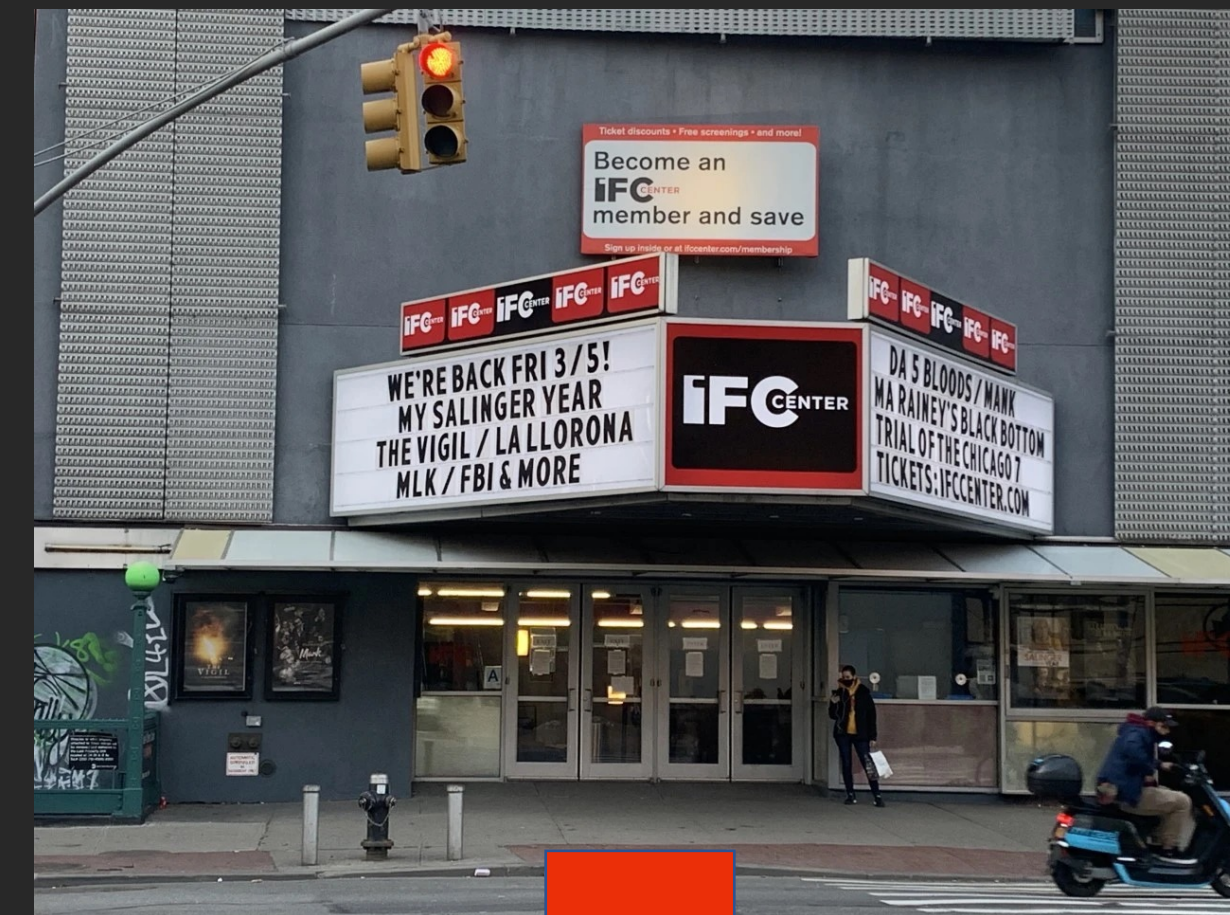


TWD Our World

Our Version of Pokémon Go
5M+ Downloads

AMC + INCENTIVES

- Tickets for the AMCN Center = a free/discounted AMC+ trial membership in a roll-to-start model
- Social Media Campaign: earn a free trial by posting about the space
- To save pics from the AR photo booth, watch our trailers.
- Unlimited access to exclusive VR/AR games and AR filters through the AMC+ mobile app



AMCN AUDIENCE STATS

96% of AMCN's TV audience are viewers age 21+ is compliant with the LDA

Influential Spirits Consumers

80% (180 index) more likely to drink mixed drinks with alcohol in past 30 days

32% (132 index) more likely to be super-influential wine consumers

22% more likely (122 index) to go to bars/night clubs once a week

25% (125 index) more likely to be super-influential consumers of alcoholic beverages

New Experience Seekers

86% of AMCN's viewers agree it's very important to have fun and a good time

68% of AMCN's viewers agree it's very important to have stimulating experiences

to explore and learn new things

81% of AMCN's viewers agree it's very important



GETTING THE WORD OUT



MONETIZATION PLAN

USING NEW & EXISTING PARTNERSHIPS TO OUR
ADVANTAGE

REVENUE DRIVERS

**ALCOHOL
SALES**

**FOOD SALES
(SMALL BITES &
CPG)**

**MOVIE, TV SHOW,
& PREMIER
TICKET SALES**

**VR ARCADE
PAY-PER-GAME
TICKETS**

**DISCOUNTS FOR
AMC+
SUBSCRIBERS**

BUCKET 1: ALCOHOL



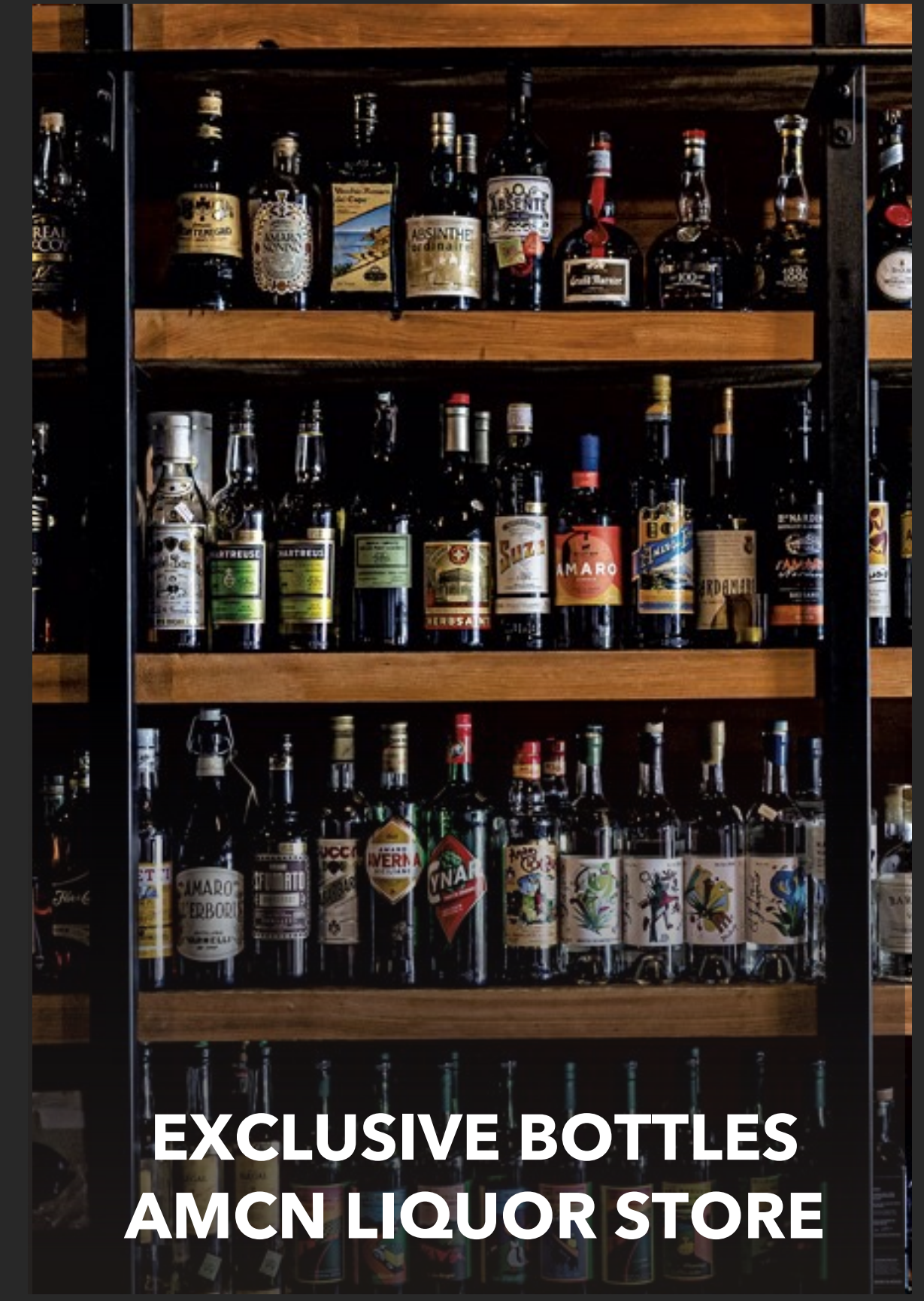
**COOPERS BAR S2
ACTIVATION**



**LIVING LABELS EXCLUSIVE
AMC+ COLLECTION**



**DEVIL'S BACKBONE
ACTIVATION**



**EXCLUSIVE BOTTLES
AMCN LIQUOR STORE**

BUCKET 2

AUTO

The **iconic Suzuki Esteem** from Better Call Saul and **the Triumph motorcycle** that Daryl drives in The Walking Dead

offer **perfect photo opportunities** for fans of the shows as well as **eye catching** installations for people **passing by**.

AUTO PARTNERS

- SUZUKI
- CHRYSLER
- ACURA
- DODGE
- NISSAN



**TRIUMPH MOTORCYCLE:
THE WALKING DEAD**



SUZUKI ESTEEM: BETTER CALL SAUL

BUCKET 3

AMCN DESIGNERS

NEW CENTER DESIGN

- Designers from across the AMCN show portfolio will re-design the IFC Center
- Marketing point: guests will experience the AMCN universe from the universe's original designers

VERA CHOW & YANYAN LINE

- Vera Chow & YanYan, designers of TWD Season 11 costumes, could create a limited-edition, TWD-inspired clothing line
- Only available at the IFC Center to drive foot traffic

DESIGNERS DIGITAL ORIGINAL

- Create a Content Room Digital Original featuring a handful of our designers
- 10-minute episodes where the designer discusses their work at AMCN & the IFC Center



CINNABON

NATURAL CONNECTION

- Given the connection to Better Call Saul, Cinnabon would not only offer a tasty snack for patrons but also a way to further immerse themselves into the Breaking Bad universe

IMMERSIVE

- Ability to highlight iconic scenes alongside menus, or theme the Cinnabon to replicate the one in Saul would further immerse fans

ROOM FOR MORE

- Meaningful partnerships like this live throughout our universes and can come to life here

THE AMCN CENTER @ IFC

ALL TOGETHER NOW!

THE IDEA

A redesigned & reimagined IFC Center that highlights AMCN's brands and makes the guest experience, and our content, unforgettable.

THE SPECIFICS

- ❑ AMCN themed theatres & design
- ❑ VR arcade & AR components
- ❑ Food, liquor & pop-up shopping
- ❑ Incentives to subscribe to AMC+

THE MONETIZATION

New & existing partnerships will be leveraged to drive revenue from and foot traffic to the AMCN Center @ IFC

THANK YOU



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