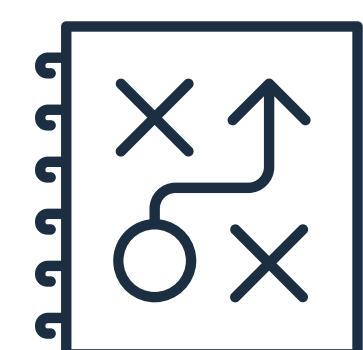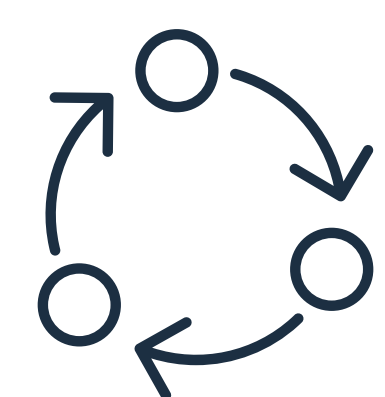# Case Study │ Nudging Cinema Segments

Objective
The main goal of this project was to produce insights into customers' behaviours, preferences, and psychological characteristics, with the goal of increasing popcorn sales.

Process
756 of the cinema chain's customers visitors took part in a psychometric survey that was published on social media and cinema posters. A machine learning classification task enabled us to detect traits that distinguish popcorn buyers from non-buyers. Unsupervised K-Means clustering (using relevant features) was used to obtain three latent groups of customers.

Result
We identified three customer segments and profiled them psychologically, giving concrete messaging recommendations as a result.
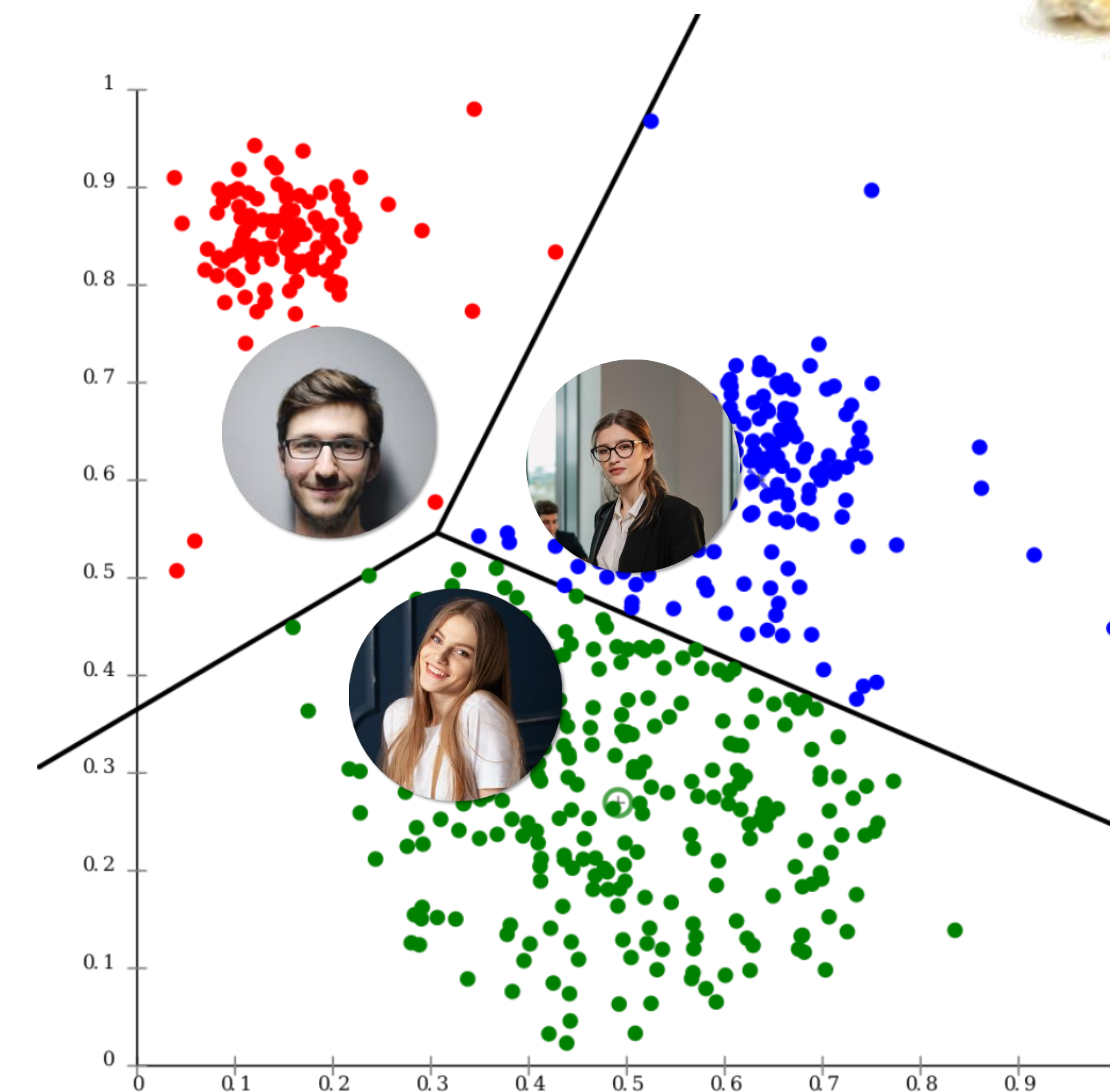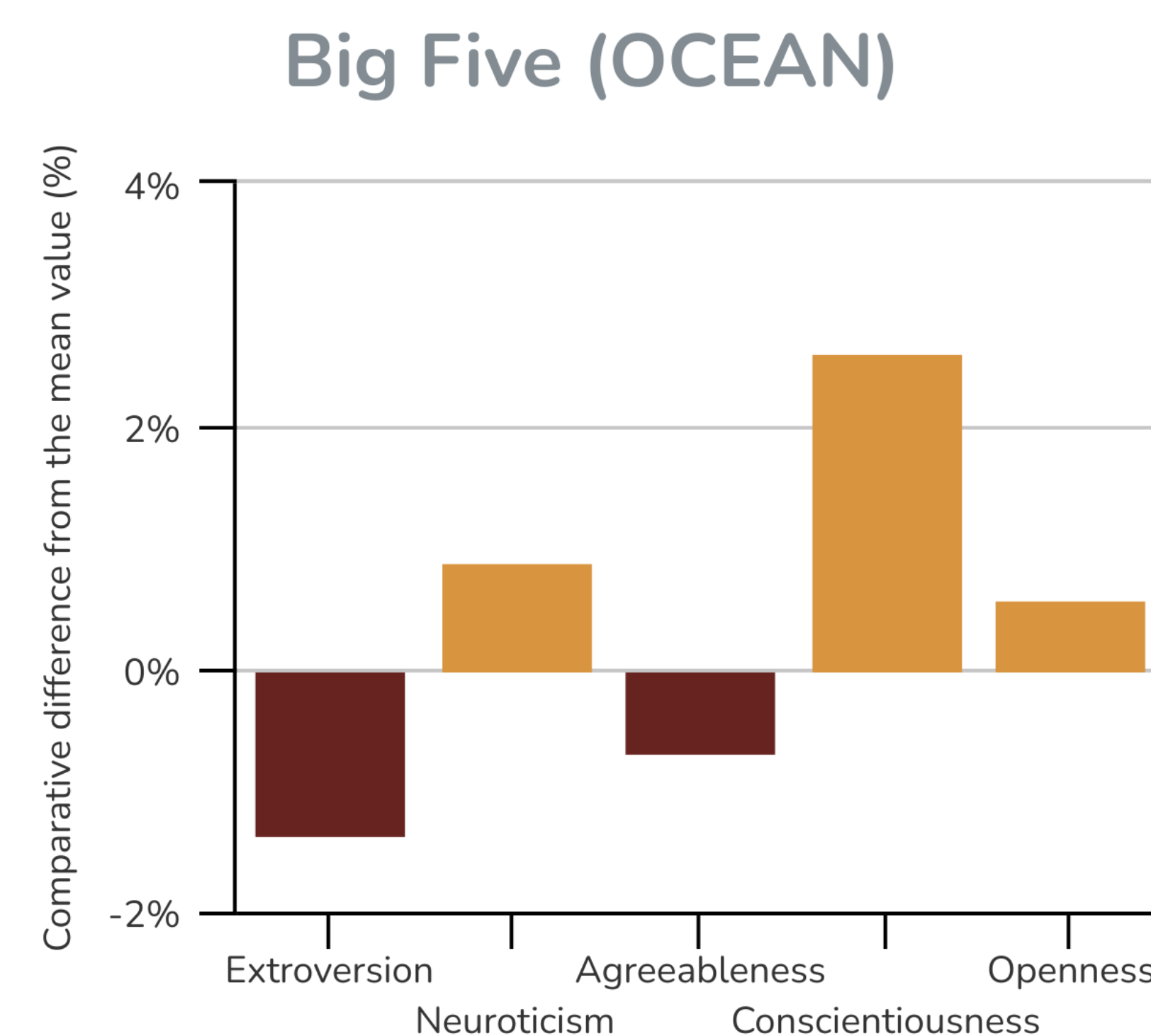

Interesting Insight
One of the main traits that distinguishes popcorn buyers from non-buyers is extroversion.

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Big Five (OCEAN)

Comparative difference from the mean value (%)

- Extroversion
- Neuroticism
- Agreeableness
- Conscientiousness
- Openness

(Y-axis: -2% to 4%)

Example Segment: Traditionalists

- **Careful with money:** Although they have the highest income, they do not spend their money easily and they visit the cinema least frequently of all segments.

- **Conservative:** Sociable and pleasant, and they respect tradition, moderation and dedication. This is also reflected in the fact that they use traditional media more than others do.

- **Organised:** Conscientious perfectionists. They value their time because they do not want to be additionally exposed to stress (which they already have enough of).

- **Tactile:** Like to indulge themselves - comfort and ambience are more important to them and they see the cinema as an (occasional) pleasure.

- **Status-Seeking:** They want to hang out and escape from stress, but also to 'show off'; the caliber of other people and glamour are more important to them than to other segments.

TONE

- The tone should be factual, containing information with benefits for them; messaging should be short, clear and confident. The tone should also be warm and friendly.

- Messages should describe the sense of the popcorn (e.g. 'Fresh, buttery, crunchy popcorn').

- Useful phrases could be: 'We all deserve to be... (sense of justice)', 'Do you have 17 seconds? (conscientiousness)', 'Help us fulfil our duty to...'.

AESTHETICS

NUDGES

- Optimal decisions: communication needs to be short and clear about the main benefit/loyalty plan with the emphasis on savings.

- Free gifts, e.g., "We also want to show our love by giving you and your friends a free gift"

- They will listen to someone who has the influence, authority or power (influencer, doctor, scientist) when this person says something should be done.

TIME AND PLACE

- Facebook, Instagram, email, newspapers

- This segment is mostly employed and they spend most of their time on social media before work or after 6 p.m.

- Personalized communication via Facebook Ads. Filter: Women, 30–40, Banja Luka

- Collaboration with an influencer that can advertise the cinema and popcorn

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