CASE STUDY

*“FatCats Marketing Challenge: Finding the Perfect Pitch for Utah’s Premier Entertainment Center”*

FatCats is an indoor entertainment center that offers an array of recreational activities designed to cater to the entertainment needs of people of all ages. Its opulent amenities include a state-of-the-art bowling alley, arcade games, mini-golf, and movie theatres.

FatCats features a state-of-the-art movie theatre for movie enthusiasts that screens the latest movies. Equipped with comfortable seating, the latest sound systems, and high-definition screens, visitors can savor an unparalleled cinematic experience. FatCats is the perfect venue to relish quality time with friends and family.

The customer experience survey conducted by FatCats was focused on the movie theater experience, which may explain why seating was ranked as the most important feature by 40% of respondents. This highlights the importance of creating a comfortable and enjoyable movie-going experience for customers. By prioritizing the needs and preferences of its customers, Fat Cats can maintain their position as a top choice for entertainment in the region. The ideal customer profile for FatCats, based on the results of the customer survey, is women aged between 33-43 years old who have children in their homes. This demographic represents the majority of Fat Cats' clientele, with 71% of the survey respondents fitting this description.

In the customer survey conducted by FatCats, respondents were asked to rank the importance of various features when selecting an entertainment center. The results revealed that 40% of customers consider seating to be the most important feature. This suggests that customers place a high value on comfort and convenience when choosing where to enjoy a movie or other entertainment activities.

Location was the second most important feature, with 20% of customers ranking it as a top priority. This highlights the importance of convenience and accessibility in attracting customers to an entertainment center. Price was the third most important feature, with 13% of customers ranking it as their top consideration. This suggests that while customers are willing to pay for high-quality entertainment experiences, affordability is still a key factor in their decision-making process.

Food options were also found to be important, with 11% of customers ranking this feature as their top consideration. This underscores the value of offering a diverse range of dining options, including healthy and vegetarian options, to meet the varied tastes and preferences of customers. Finally, cleanliness was ranked as the most important feature by 7% of customers. This indicates that a clean and well-maintained facility is a key factor in creating a positive and enjoyable entertainment experience.

Fat Cats has locations in Utah and they have expanded to Arizona and Idaho. They’re planning to open a new location in Bluffdale in May of 2023. Fat Cats' new family entertainment centers in Bluffdale will offer a unique experience that combines quality movie viewing with excellent dining and entertainment options.

The restaurant experience is seamlessly integrated into the movie-watching experience, with servers standing by to provide additional assistance or refill drinks as needed. The unique dining option offers a relaxing and comfortable setting, where customers can unwind, enjoy a delicious meal, and immerse themselves in the movie without any interruptions. Despite their impressive movie theatres, the centers are still commonly perceived as bowling alleys, which may create a challenge in promoting their movie offerings.

Fat Cats' movie theatres have a compelling advantage over competitors like Cinemark, Water Gardens, Harkins, Paramount 5, and others: they offer significant cost savings. In fact, according to reports, Fat Cats' tickets are 30% less expensive than those of their competitors. This makes Fat Cats a top choice for families and individuals seeking an affordable movie-going experience without sacrificing quality or amenities.

In addition to their affordable pricing, Fat Cats' movie theatres offer unique amenities such as in-theater dining options, which is not a common feature among other movie theaters. This allows customers to enjoy a full-service restaurant experience while watching their favorite movies, creating an unparalleled entertainment experience. By combining high-quality movie theaters with a wide range of other indoor entertainment options such as bowling and arcade games, Fat Cats has become a go-to destination for families and friends seeking an all-in-one entertainment experience.

**Case Challenge**

FatCats has been a staple of the Utah entertainment scene for over 20 years, offering a range of indoor entertainment options, including bowling and arcade games, across its locations in Ogden, Salt Lake City, and Provo. However, in recent years, FatCats has undergone significant expansion and transformation, with the addition of state-of-the-art movie theaters at their flagship centers in Ogden and Salt Lake City.

This presents an exciting opportunity for the company to expand its offerings and reach a broader audience with its unique and innovative entertainment experience. However, the challenge lies in effectively promoting and differentiating FatCats' movie theaters from traditional movie theaters and other entertainment options in the market.

In this case challenge, participants will be asked to consider the best method of communication to effectively promote Fat Cats' new family entertainment centers in Bluffdale and attract customers to their impressive movie theatres. To accomplish this task, participants should create an innovative marketing strategy that highlights the unique features of Fat Cats' movie-viewing experience and effectively differentiates them from traditional bowling alleys. Participants should consider the target audience of women aged 33-43 with children at home and focus on communicating with them through various channels.

The winning team will be selected based on the creativity, feasibility, and effectiveness of their marketing plan. It should effectively communicate Fat Cats' high-quality movie-viewing experience and attract customers to their centers establishing Fat Cats as a premier movie destination rather than just a bowling alley.