



## Your One-Stop Solution for Movie Ticket Promotions



# Fandango Drives the Movie Going Experience

## #1 Online Movie Ticketing Site

Nearly 20,000 screens  
Leader in 24 of top 25 DMAs  
10 – 20% of opening weekend box office for top films

*Buy tickets anywhere, anytime!*

### Web



#1 Online Ticketing Site

### Mobile



#1 in Mobile Movie Ticketing

### Email/text

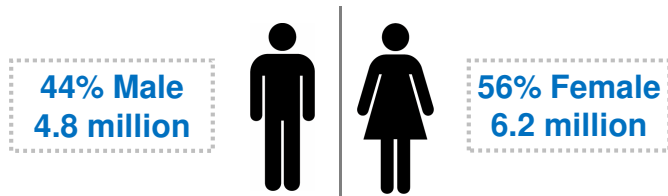


#1 in email + mobile Opt-ins

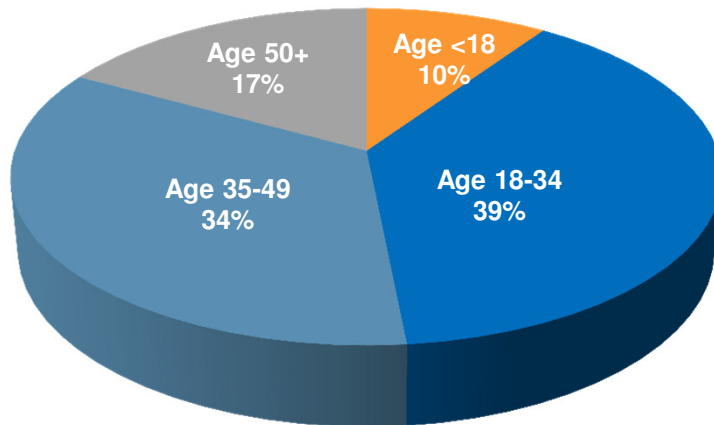


# Fandango Demographics

## FANDANGO ONLINE



% Unique Visitors



- Median HHI: \$76,083
- Median Age: 37
- 80% college educated
- 45% have kids <18 in HH

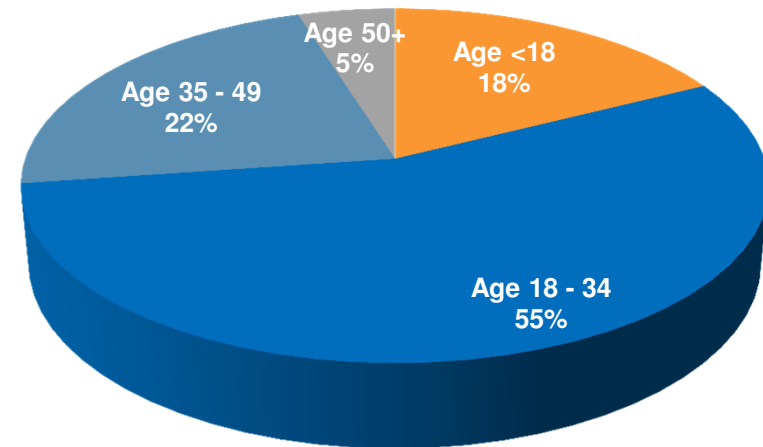


Comscore Media Metrix, @Plan Rel 3 2011

## FANDANGO MOBILE



% Unique Visitors



- Median HHI: \$89,187
- Median Age: 34
- 86% college educated
- 65% have kids <18 in HH



Nielsen Mobile Media View, Nov 2011

# Top Exhibitor Network






Only ticketing provider for all of the top 4 national theater chains:



## Partial List of other Fandango Theatre Partners:



# Most Comprehensive National Theatre Coverage

		 # of Screens
		5,205
		4,856
		2,810
		2,241
<b>OTHER</b>		4,665

TOTAL SCREENS:

**19,777**  
and counting...



# Award Winning Website

## Internet Retailer's HOT 100 List for 2012!

Internet Retailer's HOT 100 E-RETAILERS OF 2012

Overview Companies

Mobile Commerce  
Apparel / Accessories  
Books / Film / Music  
Computers / Electronics  
Flowers / Gifts / Jewelry  
Food / Drug  
Health / Beauty  
Housewares / Home / Hardware  
Mass Merchant  
Office Supplies  
Specialty / Non-Apparel  
Toys / Hobbies / Sporting Goods

**Caring, cookies and content make these sites stand out**

The hottest books, music and movie retailers this year have one thing in common: all want to immerse consumers in wider experiences, which can work to increase brand loyalty and, of course, pump up sales.

Company	Expansion
<b>BARNESANDNOBLE.COM</b> A GOOD STORY	+
<b>BETTERWORLDBOOKS.COM</b> A BROADER MISSION	+
<b>FANDANGO.COM</b> A MOVIE PALACE	+
<b>GAMEFLY.COM</b> INSTANT ACCESS	+

Best of the web 2012 Internet Retailer Hot 100

**BARNESANDNOBLE.COM**  
**A GOOD STORY**



**BETTERWORLDBOOKS.COM**  
**A BROADER MISSION**



**FANDANGO.COM**  
**A MOVIE PALACE**



### Why They're Hot:

Fandango does two very different things very well: It immerses a consumer in movies, providing a wealth of content to leisurely peruse, and it enables a slick, quick purchasing process. Fandango offers consumers movie news, celebrity photo galleries, box office tallies, extremely thorough movie descriptions including trailers and posters, and much more. And when it comes to buying tickets, moviegoers with Fandango accounts can log in and buy tickets in just a handful of clicks. The same can be said for its crisply designed smartphone and tablet apps (with 20 million downloads). "Fandango has dedicated itself to being much more than a place to purchase your movie tickets in advance," says Jessica Yi, chief product officer. "It is the one-stop shop to make movie-going easier."

**ORDER  
HOT 100 ISSUE**

**VIEW  
SAMPLE PAGE**

### Key Statistics:

Date Launched:	2001
Unique Visitors:	NA
Web-based Sales:	Order the Hot 100 issue

### Who They're Using:



# Top Moviegoer Destination

The screenshot shows the Fandango website interface. At the top, there's a search bar with 'Movie List' and '91602' entered. Below the navigation bar, a large video player displays a trailer for 'The Hunger Games' featuring Woody Harrelson. To the right of the video, there's a promotional banner for '6 GAMES. 1 TICKET.' with buttons for 'START GAME', 'LEARN MORE', and 'WATCH VIDEO'. Below the video, there's a section for 'Exclusive: The Hunger Games - Woody Harrelson Interview' with a 'Buy Tickets' button. A 'Tweets About This Movie' section shows a 92% positive sentiment and a tweet from @MountainLaura. At the bottom, there's a 'Videos' section with thumbnails for 'Exclusive: The Hunger Games - Woody Harrelson Interview', 'The Hunger Games', 'Exclusive: The Hunger Games - Countdown 10', and 'Exclusive: The Hunger Games - Countdown'.

Clips & Trailers, Exclusive Interviews,  
Fan Ratings & Reviews

Sweepstakes & Promotions

The screenshot shows the Fandango website interface for a movie guide. At the top, there's a search bar and navigation links. Below the navigation bar, a large banner for 'the twilight saga MOVIE GUIDE' is displayed. To the right, there's a 'HOT STREAK HOEDOWN' section with a 'CLICK TO START' button. Below the movie guide banner, there's a section for 'First Footage from "Breaking Dawn - Part 2" Screens at Target' with a video player and a 'More' link. To the right, there's a 'Twilight Tweets' section with a tweet from Rachel L Jones. At the bottom, there's a 'Breaking Dawn Premiere Photos' section with a photo gallery.

Movie Guides,  
Blogs & Photo  
Galleries

The screenshot shows the Fandango website interface for an awards watch event. At the top, there's a search bar and navigation links. Below the navigation bar, a large banner for 'AwardsWatch2012' is displayed, sponsored by Vanguard. Below the banner, there's a section for 'FAN CHOICE AWARD SWEEPSTAKES' with a grid of movie posters. To the right, there's a 'Vanguard' logo. Below the sweepstakes section, there's a 'Vote for your favorite movie of 2011 & be entered to win a trip for two to the Cinemacore Convention and Big Screen Achievement Awards in Las Vegas!'.

The screenshot shows the Fandango website interface for a movie blog post. At the top, there's a search bar and navigation links. Below the navigation bar, a large banner for 'Freshly Popped: The Movie Blog' is displayed. Below the banner, there's a section for 'You Rate the New Releases: The Vow, "Safe House," "Journey 2," and "Star Wars: Episode I - The Phantom Menace 3D"' with a video player and a 'Comments (2)' section. To the right, there's a 'Need Help?' section with a 'Help' button.

Community of  
Movie Fans



# The Nation's Leader in Mobile Movie-Going

*And the award goes to....*

Fandango for it's leading mobile and tablet products



## Fandango iPad app

2011 Webby Award Winner  
Shopping Tablets & All Other Devices

2011 People's Voice Winner  
Shopping Tablets & All Other Devices

## Fandango mobile apps

2011 People's Voice Winner  
Entertainment Tablets & All Other Devices





# We've Got an App For That!

**TIME Techland**  
News and reviews about gadgets, gear, apps and the web

APPS & SOFTWARE

## 50 Best iPhone Apps 2012

Whether you're looking to load up a new iPhone or simply expand your collection, here's our 2012 list of download-deserving apps.

9 / 51



### Fandango

By **DOUG AAMOTH** | @daamoth | February 15, 2012 | 10

Fandango's iPhone app lets you browse movies, watch trailers and read reviews, and then once you've decided what you want to see, it provides theater locations and directions. Tickets can be purchased right from within the app — you can even choose your own seats if the theater supports reserved seating.

Link: [Fandango](#)

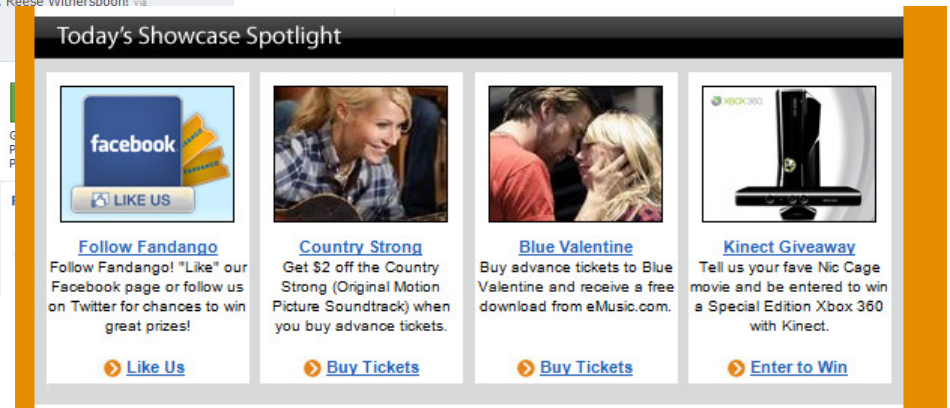


One of Time Magazine's "50 Best iPhone Apps for 2012"



# Millions of Engagements Across Multiple Platforms

- 22MM mobile app downloads
- Facebook – 1.4MM+ Fans
- Twitter – over 56k Followers
- Fandango FanMail – 9MM subscribers
- Mobile movie alerts – 550k+ opt-ins

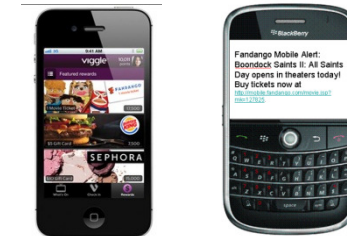


# Strong Consumer Brand & Marketing Support

## FanMail Email

## Free Gift with Purchase & Promos, Sweepstakes

## SMS Code Redemption, Keyword Sponsorship Opportunities & Mobile Alerts



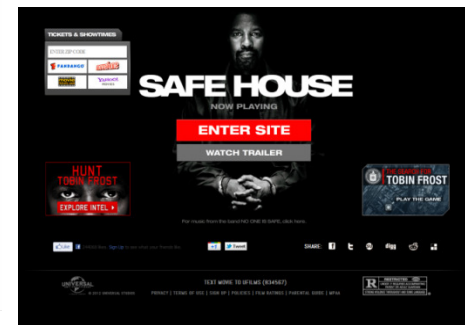
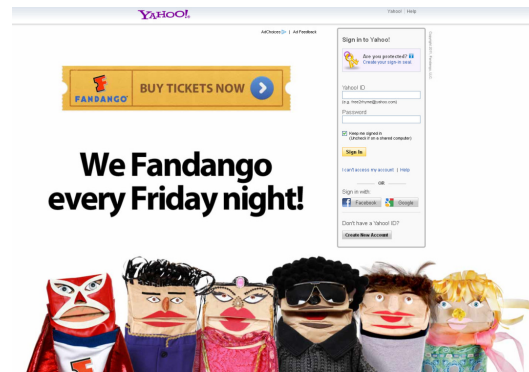
# Strong Studio Partnerships / Marketing Support



Studio partnerships  
(Super Bowl ads!!)



Seasonal campaigns  
timed to  
blockbuster  
releases



Integrated into  
movie sites



# Top Brand Awareness

Awareness of Fandango is in the same league as such well-known brands as Facebook, YouTube and Apple.



Source: Smith Geiger study of aided awareness December 2011



# Fandango Promotional Codes: A Superior Solution

## Promo Code Overview:

- 16 Digit Alpha-Numeric Codes entered during the checkout stage on the Fandango website, mobile site, or mobile app.
- Fandango is the ONLY promotional code provider that gives your consumer an advance ticket for a guaranteed seat to 20,000 screens nationwide, so he or she avoids the risk of sold out theatres or standing in long lines.
  - Clients fund the value of each code and that value can range from a small discount on a movie ticket to several free tickets.
  - Codes can be distributed via email, online, SMS text, on-packaging, and printed on store receipts, among other methods.
- Can restrict codes based on the following criteria: # of tickets, \$ value, specific movie(s), specific theatre(s), city/DMA, rating, day of the week, time of day, etc.  
ONLY Fandango can do this, for over 20,000 screens nationwide.



# Fandango Promotional Codes: A Superior Solution

## Fandango has 100% national coverage!

- Online ticket redemption process for movie theaters in all DMA's.
- Even theaters where Fandango does not have a direct connection to the theater's POS system.
- Only Fandango also features advance guaranteed seats for 20,000 screens nationwide, representing 76% of the national box office, at no additional cost to you!
  - And has 9M email subscribers, 1.4MM Facebook fans, and other compelling marketing assets that can be put at your disposal.
  - Traditional movie cash/promo code providers don't compare!



# Promotional Code Flexibility To Suit Your Needs

## Codes Can Be Set To The following Parameters:

- Ticket Denominated (E.G. Good for 1 ticket up to \$14 in value, single time use)
- Dollar Denominated (E.G. Good for up to \$25 in value)
- Activated or Un-activated Codes with Data Capture (I.E. fill out survey to trigger code activation)
- Movie specific
- Theatre specific
- Geo specific
- Rating level specific
- Date / Day specific
- Time specific

## Convenient Code Distribution Methods:

- Email
- Online
- SMS Text
- Cookied Ad Units
- In pack / On pack
- Printed Store Register Receipt
- Facebook / Twitter
- Physical card





# Promotional Code Pricing Options

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## Fixed Pricing

- Client pays a single fixed-price per code purchased from Fandango, and doesn't have to worry about paying more later based on redemptions. Great for staying within a fixed promotional budget!
- Minimum Order Quantity of 500 codes required.

## Redemption-Based Pricing

- Cost is variable based on actual redemption costs. If client buys 10,000 codes with maximum value of \$15, but only 5,000 are redeemed at an average cost of \$13 including Fandango's standard online service charge, the client only pays for the actual code redemption costs (i.e., in this example, \$65,000 (5K\*\$13)), plus Fandango's nominal set-up fee and redemption fee. The client gets the benefit of any breakage.
- Final Cost is determined by actual code redemption costs.
- Minimum order quantity of 5,000 codes required.

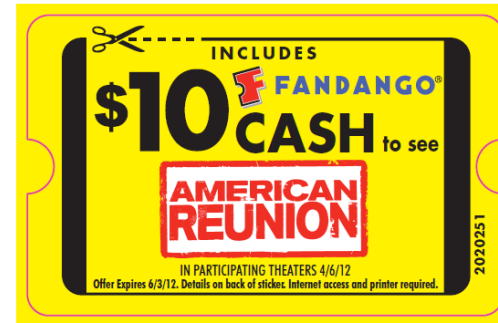


# FANDANGO® Cash : American Reunion Retail Promotion

**Concept:** Buy qualifying DVD's or Blue-ray discs and receive \$10 Fandango Cash to see American Reunion.

**How it Works:** Unique codes distributed in-pack and online after purchase of qualifying DVD and Blu-ray discs. Consumers are directed to a custom web-site where they are required to enter their code and answer survey questions to activate their code, which is valid only for American Reunion (movie restricted code.)

**Re-Marketing:** As part of the survey, consumers will be able to opt-in to future marketing messages and promotions, and the data is made available to the studio.



Relive your favorite *American Pie* moments on Blu-ray™



# Promo Code Case Study: Tower Heist Fee Free

## Offer Details:

Buy up to 4 tickets to Tower Heist opening weekend and have the convenience fees waived!

## Distribution:

Cookied ad units on fandango.com leading to branded landing page where consumers could redeem the special offer.



Tower Heist Fee Free

FIND THEATERS IN YOUR AREA




**FANDANGO FEE HEIST!**  
NO CONVENIENCE CHARGE ON FANDANGO THIS WEEKEND FOR UNIVERSAL PICTURES' TOWER HEIST!

*Just four easy steps:*

- 1 Buy tickets on Fandango.com to any showing of Tower Heist during its opening weekend and skip the convenience charge on up to four tickets.
- 2 Enter your zip code/ city name in the box above to find theaters in your area that offer online ticketing through Fandango.
- 3 Select a theater and follow the steps to purchase your tickets. The convenience charge will automatically be deducted from your order while supplies last!
- 4 Complete the purchase process and follow the instructions on your confirmation page to claim your tickets at the theater.

Offer Terms and Conditions:  
Purchase tickets on Fandango.com and your Fandango convenience charge on the first four tickets purchased in a single transaction will be waived (maximum convenience charge waiver: \$5.00 per transaction). This offer is valid for purchases made between 12am Eastern Time (ET) 10/31/2011 and 11:59 ET 11/5/2011, while supplies last. Fandango reserves the right to modify or cancel this offer at any time and without notice. Offer cannot be combined with any other offer or discount. Void where prohibited. Offer is subject to Fandango's Terms of Use, located at <http://fandango.com/TermsOfUse.aspx>



**TOWER HEIST**

**FANDANGO FEE HEIST!** [LEARN MORE](#)

Buy tickets on Fandango.com to any showing of Tower Heist during its opening weekend and skip the convenience charge on up to four tickets.

You must click LEARN MORE on this ad and follow the instructions on the promotion landing page in order for your convenience charge(s) to be waived.



# Promo Code Case Study: Brisk Tea *Star Wars* In-Store

## Details:

Brisk Tea in-store promotion. Buy Three Jugs of Brisk drink in new 128oz size and receive a free ticket to Star Wars Episode 1 in 3D.

## Distribution:

Fandango movie codes distributed on cash register receipt and tickets redeemed through customized landing page.



# Promo Code Case Study: Wendy's

**Goal:** Increase awareness and create buzz for the debut of the new “W” hamburger. Wendy's went through a menu change and corporate re-brand and used Fandango advertising and promo codes as part of the global media buy.

**Distribution:** Click-thru ad units were placed on Fandango.com and Movies.com, and the deal was supported with Facebook and Twitter posts.

**Results:** Over 7,000 free movie promo codes were redeemed in less than 7 days.



**BUY ONE GET ONE FREE ON FANDANGO.COM!**

Purchase one or more movie tickets on Fandango.com and receive one complimentary movie ticket to the same showing - courtesy of Wendy's®.

[LEARN MORE](#)

Click LEARN MORE and follow the instructions on the promotion landing page to take advantage of this offer.

**FANDANGO** Find a Movie  OR  Find Theaters + Movie Times  Search

Like us on Facebook:  1.3m

Hi, promosaletest

Home Showtimes Browse Movies DVDs Trailers Movie Guides Movie Buzz Gifts + Promos Mobile My Fandango

Movie Times in 90066

All Theaters

Date of Show:  Select a Theater  My Favorite Theaters

**AMC Loews Marina 6**    
13455 Maxella Ave., Marina Del Rey, CA 90292

Want to get a free Fandango ticket?

<b>The Girl With the Dragon Tattoo (2011)</b> (R) 2 hr 38 min	<input type="button" value="TICKETS"/>	DP (Digital Projection)	1:30	5:00	8:30		
<b>Mission: Impossible - Ghost Protocol</b> (PG-13) 2 hr 13 min	<input type="button" value="TICKETS"/>	DP (Digital Projection)	1:00	4:15	7:20	10:15	
<b>Carnage</b> (R) 1 hr 20 min	<input type="button" value="TICKETS"/>	DP (Digital Projection)	1:15	3:30	5:45	8:00	10:15

**BUY ONE GET ONE FREE ON FANDANGO.COM!**

Purchase one or more movie tickets on Fandango.com and receive one complimentary movie ticket to the same showing - courtesy of Wendy's®.

[LEARN MORE](#)

Click LEARN MORE and follow the instructions on the promotion landing page to take advantage of this offer.

Buy Tickets for **JOYFUL NOISE** Using Your Regal Crown Club Card

Freshly Popped: The Movie Blog



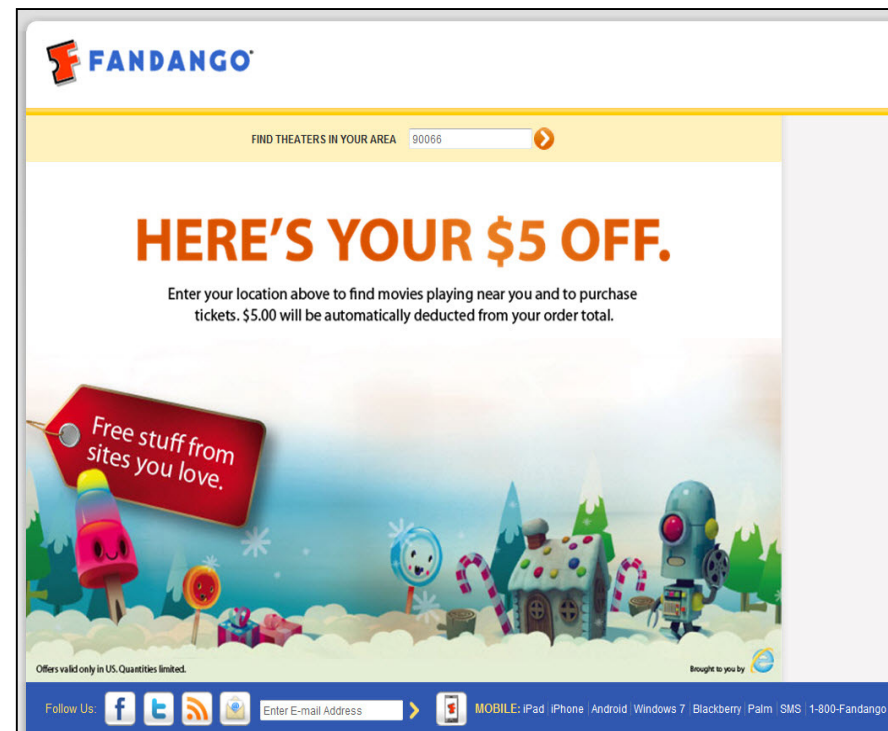
# Promo Code Case Study: Microsoft IE9

**Goal:** To drive awareness and engagement with a new feature available in Window7/ie9 (pinning).



**Distribution:** Fandango Promo Codes were used as an incentive for engagement. They were distributed as invisible codes through a custom landing page.

**Results:** Microsoft saw an increase in browser share on Fandango post campaign. With <60% redemption they beat their CPA goals and just under 20,000 codes were distributed.



# Promo Code Case Study: Viggle Rewards



The First Loyalty Program for TV!

**Watch TV  
Get Rewards**

## Concept:

Viggle is a loyalty program for television that gives people real rewards for checking into the television shows they're watching. Currently available for Apple iPhone®, iPad® and iPod touch®, Viggle automatically identifies what television shows its users are watching and awards them points when they check-in. Viggle users can redeem their points in the app's rewards catalogue for items such as movie tickets, music, gift cards and much more.

## Distribution:

Fandango is among the leading brands that users can select from and receive digital codes in real time.



# Promo Code Case Study: People Magazine Incentive

## Details:

- Incentivize consumers to renew *People* Magazine subscription by offering 2 free Fandango movie tickets.

## Distribution:

- Once paid renewal has been validated, subscriber is instantly sent a two-ticket Fandango code valid at any of our theater's. To date, thousand of codes have been distributed as part of this program.



**People BIRTHDAY CONNECTION**

Happy Birthday, Variable Name!

We're thrilled to be celebrating your birthday with you.

To help make your day extra special, we have a special offer just for you!

Enjoy a **FREE PAIR OF FANDANGO MOVIE TICKETS**, a retail value up to \$24, with your paid renewal today and receive all of the benefits of automatic renewal!

**CLICK HERE TO GET YOUR FREE TICKETS & RENEW**

We hope you'll treat yourself to more PEOPLE and continue to celebrate your special day with us.

Happy Birthday!

The PEOPLE BIRTHDAY CONNECTION



Periodicals

**People**®  
END OF SUMMER SPECIAL OFFER

**RENEW NOW AND GET 2 FREE TICKETS!**

**www.RenewPeople.com**

- Use your credit/debit card and get **2 FREE FANDANGO**® MOVIE TICKETS.
- Plus the **GUARANTEED LOWEST RATES**\* for as long as you subscribe.
- You'll get uninterrupted delivery of PEOPLE for as long as you wish. It's just one of the many benefits of automatic renewal.





# Fandango is the Provider of Choice for Daily Deal Sites!

- We've sold millions of promo codes to dozens of Daily Deal sites for one simple reason...we move the needle!
- Movie tickets are an excellent "viral" customer acquisition tool due to the mass appeal of movies and the low price-point.
- Great for customer acquisition and activation--turning subscribers into buyers.
- Consumers know and trust Fandango, and many are already Fandango customers familiar with our online/mobile ticketing process.
- User Friendly: simple, secure and convenient online/mobile redemption.



# Promo Code Case Study: Living Social

- The Offer: 2 Fandango movie tickets, up to \$30 in value, for only \$9!
- Deal exploded within hours after going viral with over 43,000 Facebook shares and sold out at 1 million codes in less than 3 days.

The screenshot shows a LivingSocial deal for Fandango movie tickets. The deal is titled "Fandango.com Two Movie Tickets" and is priced at \$9. A large orange banner across the image reads "SOLD OUT". The deal is described as a 70% savings, with 1,000,000 tickets purchased and a limited number remaining. The deal is for two movie tickets, and the user is informed that the deal is sold out. The deal is also promoted as a "family edition" and is described as "family friendly deals for you and the kids". The deal is also promoted as a "free" deal, where the user can get the tickets for free if they buy, share, and if three friends buy, theirs is free. The deal is also promoted as a "show more" deal, where the user can see more details about the deal. The deal is also promoted as a "show more" deal, where the user can see more details about the deal. The deal is also promoted as a "show more" deal, where the user can see more details about the deal.



# Promo Code Case Study: Groupon

- The Offer: 1 Ticket, Up to \$12 in value, for \$4.
- In addition to their own advertising promoting the deal, they also targeted Fandango's 9 Million member email database with a standalone email, as well as Fandango's Facebook and Twitter assets to acquire new customers.
- Over 600,000 tickets sold!

The screenshot shows a Groupon deal page for a "\$4 Movie Ticket on Fandango.com (Up to \$12 Value)". The deal is marked as "No Longer Available". A table shows the value of \$12, a 67% discount, and a savings of \$8. The deal ended at 11:59 PM on 08/29/2010. The main image features the Fandango logo and the text "ENJOY THE SHOW!" with two puppets. On the right, there is a "Discuss the Deal" section with a comment and a "Join the discussion!" link. Below that is a "Enjoy Groupon with Friends" section with a "Connect" button and a notification that Michael Van Gorkom, Maureen Conger, and 3 friends have connected to Groupon.

Today's Deal   Recent Deals   How Groupon Works   Discussion   [f Connect](#)   [Sign in](#)

Share This: [t](#) [✉](#) [f Like](#) 9K

## \$4 Movie Ticket on Fandango.com (Up to \$12 Value)

**\$4**   No Longer Available

Value	Discount	You Save
\$12	67%	\$8

This deal ended at:  
11:59PM  
08/29/2010

**ENJOY THE SHOW!**

**F FANDANGO**

### Discuss the Deal

I kept getting an error message when trying to use.... [more](#)

[Join the discussion!](#)  
307 comments

### Enjoy Groupon with Friends

Tell your friends about Groupon, plan activities and share recommendations.

[f Connect](#)

[f](#) Michael Van Gorkom, Maureen Conger and 3 friends have connected to Groupon.



# Promo Code Case Study: Axe / P.F. Chang's

## Offer Details:

**Axe:** Buy \$15 worth of specially marked Axe products at participating locations, and receive 2 free movie tickets.

**P.F. Chang's:** Buy 2 P.F. Chang's Home Menu meals at participating grocery stores, and receive 2 free movie tickets.

## Distribution:

Fandango Promo Codes were distributed on store receipts via Catalina prints at checkout. Codes were activated and redeemed online through a custom online landing page.



# Promo Code Case Study: *Green Lantern* Retail Promotion

## Details:

Specially marked Doritos products were part of a tie-in with a *Green Lantern* movie giveaway.

## Distribution:

Fandango movie tickets were part of an on-pack prize. Consumer texts in to see if they've won 2 free Fandango movie tickets. Once they received their code, ticket redemption occurred through a customized landing page.



# Promo Code Case Study: *The Dark Knight* Retail Promotion

## Offer Details:

Purchase 10 General Mills products at participating retail locations, and receive 2 free movie tickets to see *The Dark Knight*.

## Distribution:

Fandango Promo Codes were given to customers at check-out via cash register receipt prints. Promotion also included in-store marketing collateral, FSI and circular advertisements.



# We Look Forward to Working with You on Your Promotion!

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**Christy Villasenor**  
**Sales Planner**  
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