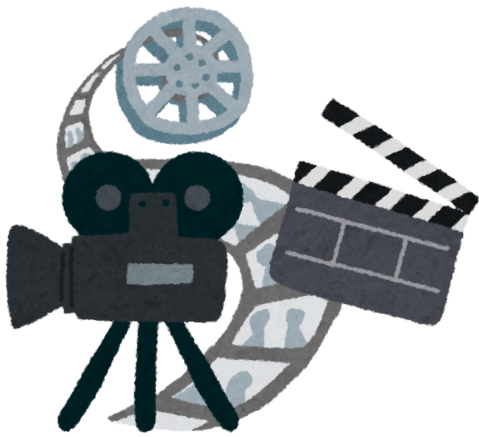


# MARKETING PLAN

Disney's Zootopia 2 × Cinépolis Mexico



Prepared for  
**CINÉPOLIS MEXICO  
AND WALT DISNEY  
PICTURES**



Presented by  
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# cinépolis

## Executive Summary



### Who is Cinépolis?

Cinépolis is a Mexican-owned company headquartered in Morelia, Michoacán, and is recognized as the largest cinema chain in Latin America and the fourth largest worldwide. It operates more than 870 theaters across 19 countries, with over 6,700 digital screens, making it a global leader in the exhibition industry.

Cinépolis is best known for transforming the traditional moviegoing habit into a premium social and cultural experience. Its Cinépolis VIP format, offering reclining leather seats, gourmet food, and high-tech projection and sound systems, redefined how audiences in Mexico and abroad perceive theaters.

### Industry Overview

The cinema industry in Mexico continues to be a cornerstone of popular culture. Despite the growth of streaming platforms like Disney+ and Netflix, Mexican audiences remain deeply attached to moviegoing as a collective experience. Prior to the pandemic, the market recorded 300 million admissions annually across all socioeconomic levels. Though recovery since 2020 has been uneven, blockbuster releases dominate attendance while mid-tier films underperform.

Disney's animated films consistently outperform in this landscape: Inside Out 2 (2024) surpassed \$100 million USD at the Mexican box office, proving the strength of family oriented theatrical releases. This establishes a strong foundation for Zootopia 2 to succeed as both a cultural event and a financial milestone.

# Executive Summary



## B. Project History

Cinépolis has a rich history of innovation, cultural adaptation, and global expansion. Founded in 1971 in Morelia, it has grown from a regional exhibitor to an international powerhouse. Its innovations, such as introducing luxury formats (VIP theaters), loyalty programs, and a mobile app ecosystem, have set the standard for cinema operations worldwide.

Over the years, Cinépolis has built a reputation for collaborating with global studios on major releases, cementing its role as Disney's most trusted exhibitor in Mexico. Past collaborations include Frozen 2, Encanto, and Inside Out 2, which not only drove ticket sales but also boosted merchandise and collectible demand. With its extensive footprint, Cinépolis has become synonymous with exclusivity, fan engagement, and merchandising culture (example, limited-edition popcorn buckets and cups).

This history positions Cinépolis to maximize Zootopia 2's release, ensuring it is remembered as more than just another film, but as a national cultural event.

## C. Value Proposition

Cinépolis' value proposition lies in delivering premium, immersive experiences that cannot be replicated at home. Its mission is to combine cutting-edge technology, comfort, and cultural connection to make every film an event.

### Key Value Pillars:

- Premium Experiences: Reclining VIP seating, gourmet dining, and superior audiovisual technology.
- Cultural Relevance: Positioned as Mexico's cultural cinema hub, tapping into traditions of family outings and collectible-driven fandom.
- Innovation: Digital integration through the Cinépolis app (ticketing, loyalty, promotions, reminders).
- Partnership Leadership: Preferred exhibitor for Disney in Mexico, trusted for high-grossing, event-level premieres.
- Community & Lifestyle: Going to Cinépolis is not just about watching a movie, but about creating a shared memory worth repeating.

# Executive Summary



## D. Campaign Goals

Cinépolis is launching a strategic partnership with Walt Disney Pictures for the highly anticipated release of Zootopia 2. This collaboration builds on the enormous success of Disney animated films in Mexico and reflects the growing importance of theatrical premieres as cultural events in Latin America.

The narrative of Zootopia 2 continues the story of Judy Hopps, Nick Wilde, and their city of diverse animal citizens. The sequel explores themes of inclusion, diversity, and justice, themes that deeply resonate with Mexican families and Gen Z audiences who value representation and social storytelling. By highlighting these universal values, Cinépolis aims to make the premiere a cultural milestone that reinforces the emotional connection between Disney stories and Mexican moviegoers.

This campaign aligns perfectly with Cinépolis' mission to deliver premium, immersive experiences that go beyond entertainment. For families, it means creating memories together in theaters; for Gen Z, it means engaging in digital-first conversations on platforms like TikTok and Instagram; and for collectors, it means accessing limited-edition merchandise that makes their cinema visits unforgettable.

The partnership strategy is designed to amplify excitement both online and in theaters, using influencer collaborations, augmented reality filters, TikTok challenges, and collectible-driven urgency to make the release of Zootopia 2 not only an entertainment option, but a once-in-a-year national event.

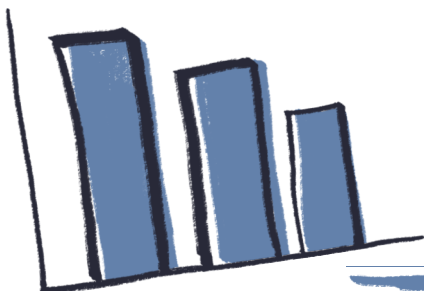




# CAMPAIGN GOALS



ONLY IN THEATERS NOVEMBER 26



# CAMPAIGN GOALS

Continued

## Time Frame

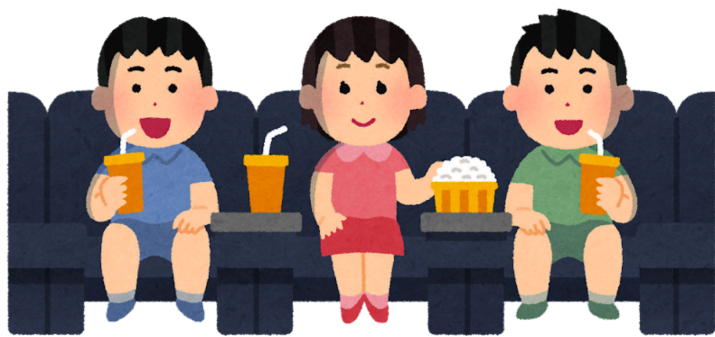
The campaign will span a total of 8 weeks, structured to maximize visibility before and after the film's premiere.

- Pre-launch (Weeks 1–4): Trailer promotion, influencer content, AR filters, and loyalty pre-sales.
- Premiere Week (Week 5): Exclusive nationwide premiere events, collectibles launch, TikTok challenges, and VIP experiences.
- Sustained Engagement (Weeks 6–8): Continued influencer push, merchandise re-stocks, loyalty program rewards, and user-generated content reposts.

## Performance Goals

The campaign is focused on measurable performance outcomes that demonstrate the value of theatrical releases despite streaming competition:

- Sell 1.2 million tickets in the first eight weeks of release.
- Generate \$2 million USD in merchandise revenue through collectible buckets, cups, and exclusive bundles.
- Achieve a 40% increase in digital engagement across TikTok, Instagram, and the Cinépolis app.
- Reach 20M+ impressions through influencer marketing collaborations.
- Attain at least 25% of ticket sales via VIP formats, reinforcing Cinépolis' premium positioning.



# CAMPAIGN GOALS

Continued

## Objectives & KPIs

The plan outlines SMART objectives (Specific, Measurable, Achievable, Relevant, and Time-bound), with clear KPIs to track progress:

### Digital Awareness & Engagement

- Objective: Build anticipation online and position Zootopia 2 as a trending cultural event.
- KPIs:
  - 15% engagement rate on social posts.
  - 50,000 app reminders set before release.
  - 1.5M trailer views within 6 weeks.
  - 25,000 AR filter activations.

### Ticket & Attendance Growth

- Objective: Convert online buzz into theater attendance and reinforce the value of the in-person moviegoing experience.
- KPIs:
  - 300,000 pre-sale tickets.
  - 90% average occupancy on opening weekend.
  - 1.2M total tickets sold in 8 weeks.

### Merchandise & Loyalty Sales

- Objective: Maximize per-customer spending and strengthen Cinépolis' loyalty ecosystem.
- KPIs:
  - 400,000 collectible units sold.
  - \$8 USD average concession/merch spend per attendee.
  - +15% increase in loyalty redemptions tied to Zootopia 2.

In summary, the SMART objectives and KPIs guarantee that each tactic contributes directly to the larger campaign goals. By integrating digital-first excitement with premium in-theater experiences, this campaign not only boosts box office and merchandise revenue, but also strengthens the Cinépolis–Disney partnership while reinforcing the cultural power of moviegoing in Mexico.

# MARKET RESEARCH

## MARKET RESEARCH

This simplified SWOT analysis provides an overview of Cinépolis' internal strengths and weaknesses, as well as the external opportunities and threats impacting the theatrical release of Zootopia 2 in the Mexican cinema market.

### STRENGTHS

- **Market Leadership:** Cinépolis is the largest cinema chain in Mexico, with over 870 theaters and a dominant market share.
- **Premium Formats:** Cinépolis VIP offers luxury seating, gourmet menus, and advanced projection technology that elevate the moviegoing experience.
- **Collectible Culture:** Mexican audiences have a strong tradition of buying exclusive popcorn buckets and cups, giving Cinépolis an edge in merchandise-driven campaigns.
- **Digital Integration:** The Cinépolis app streamlines ticketing, reminders, and loyalty points, directly connecting online engagement to in-theater attendance.

### WEAKNESSES

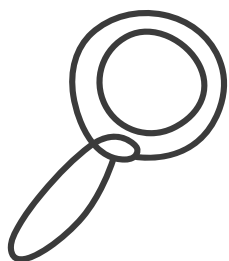
- **Reliance on Blockbusters:** Attendance heavily depends on major releases; mid-tier films underperform, risking revenue gaps.
- **High Operational Costs:** Maintaining premium formats (VIP theaters, food service, projection systems) requires continuous reinvestment.
- **Post-Pandemic Recovery:** Despite strong box office rebounds with films like Inside Out 2, overall attendance still hasn't fully returned to pre-2020 levels.
- **Limited Differentiation from Competitors:** While Cinépolis is dominant, competitors like Cinemex compete aggressively on ticket discounts and promotions.

### OPPORTUNITIES

- **Cultural Event Positioning:** Zootopia 2 can be framed as a must-attend cultural milestone, not just another film, reinforcing the tradition of family moviegoing.
- **Gen Z Engagement:** Younger audiences rely on TikTok, Instagram, and influencer voices — offering a direct channel to build buzz with digital-first strategies.
- **Merchandising Revenue:** Strong demand for collectibles tied to Disney releases creates additional income opportunities beyond ticket sales.
- **Streaming Fatigue:** As streaming grows crowded, families seek premium experiences they cannot replicate at home, giving theaters a competitive advantage.

### THREATS

- **Streaming Platforms:** Disney+ and Netflix provide at-home alternatives at lower costs, threatening long-term theater attendance.
- **Economic Pressures:** Inflation and exchange rate fluctuations affect Mexican families' disposable income, making cinema visits more selective.
- **Supply Chain Risks:** Insufficient stock of collectibles (popcorn buckets, cups) can frustrate fans and create negative brand sentiment.
- **Changing Habits:** Shorter attention spans and on-demand culture may reduce the urgency of attending a film during its theatrical window.



# INDUSTRY LANDSCAPE

Annual Cinema  
Admissions in Mexico  
**+350 million**

Cinépolis operates in  
97 Mexican cities  
**+6,800 Screens**  
**Nationwide**

Cinépolis App Users  
**22 million**



## #1

Anticipated Family  
Film 2025

According to pre-release tracking data, Zootopia 2 ranks among the top family-focused releases for 2025 in Mexico.

## 65%

of Moviegoers

Reflects Mexico's growing digitalization and mobile-first consumer habits, ideal for Disney × Cinépolis campaigns.

## Industry Overview

The Mexican cinema industry continues to thrive as one of the largest in the world, with strong audience loyalty and digital engagement. As of 2024, Mexico recorded over 350 million annual admissions, positioning it as a prime market for blockbuster premieres and cross-brand promotions.

Cinépolis dominates the national landscape with a market share of nearly 60%, competing primarily with Cinemex and streaming platforms like Netflix and Disney+. Its digital evolution—through the Cinépolis app, rewards program, and online ticketing—has turned moviegoing into a data-driven, immersive experience that seamlessly connects digital media with in-theater promotions.

Disney's Zootopia 2 release offers an opportunity to leverage this dynamic industry. The partnership between Cinépolis and Disney amplifies reach among families and Gen Z audiences, aligning with Mexico's renewed enthusiasm for theatrical releases after streaming fatigue.



# COMPETITOR ANALYSIS

### Distribution Channel:

- 350+ locations across Mexico
- Cinemex App & loyalty system (Cinemex Rewards)
- Website and mobile ticketing platform

### Main Focus:

- Traditional and luxury cinema formats
- National film distribution and local content production
- Snack combo promotions and discount programs



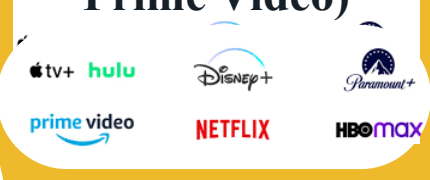
### Key Insight:

Cinemex is Cinépolis' primary competitor, emphasizing affordability and accessibility. Its frequent discount promotions appeal to price-sensitive consumers. However, unlike Cinépolis, Cinemex has limited VIP experiences and weaker global brand collaborations, creating an opportunity for Cinépolis to differentiate through premium and family-centered campaigns like Zootopia 2.

### Key Insight:

Streaming services have become indirect competitors by shifting entertainment consumption toward home viewing. However, their saturation has led to "streaming fatigue," with many audiences seeking social and immersive experiences. Cinépolis can capitalize on this trend by promoting Zootopia 2 as a "big-screen must-watch" event, offering sensory experiences, AR filters, and collectible promotions that streaming cannot replicate.

## Streaming Platforms (Netflix, Disney+, Amazon Prime Video)



### Main Focus:

- On-demand content and original productions
- Global entertainment access and personalized recommendations
- Subscription-based business model

### Distribution Channel:

- Digital streaming through web and mobile applications
- Smart TV integration and cross-platform reach

### Distribution Channel:

- Smaller, independent locations (e.g., Cine Tonalá, Cineteca Nacional)
- Direct partnerships with local film festivals

### Main Focus:

- Localized film programming (art house and cultural films)
- Personalized experiences and niche audiences
- Community-based marketing and special screenings



## Independent & Boutique Theaters

### Key Insight:

While independent theaters appeal to a niche, they lack Cinépolis' technological infrastructure and brand influence. Cinépolis' collaboration with Disney can blend mass entertainment with quality experiences—bridging the emotional storytelling of Zootopia 2 with innovative marketing tactics like AR collectibles and loyalty rewards.



# VALERIA FERNÁNDEZ

DIGITAL MARKETING STUDENT & FREELANCE CONTENT CREATOR

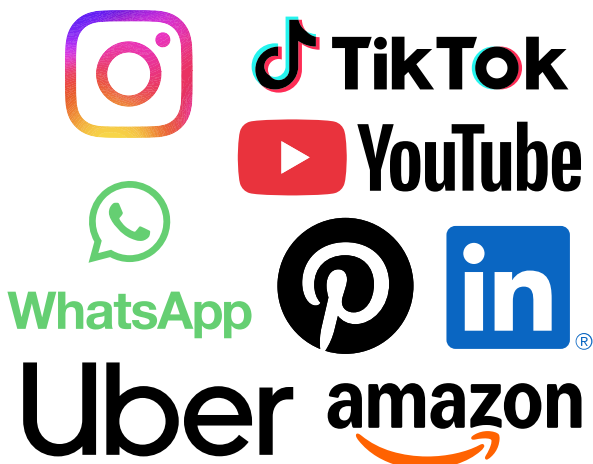
## KEYWORDS

- Cinépolis VIP
- Disney Zootopia 2
- Influencer
- Culture Collectibles
- Family
- Entertainment
- Micro-Influencing

## WHO IS VALERIA FERNÁNDEZ?

AGE	23 year old
GENDER	Female
LOCATION	Mexico City
EDUCATION LEVEL	Bachelor's Degree Student in Digital Marketing and Communication
OCCUPATION	Digital Marketing Student & Freelance Content Creator
STATUS	Single

## CHANNELS



## MEET VALERIA

Valeria Fernández is a 23-year-old Gen Z student from Mexico City who balances her studies in digital marketing with content creation and part-time freelance work. Deeply inspired by storytelling, aesthetics, and Disney films, Valeria views cinema as both an emotional escape and a social ritual.

She loves attending movie premieres at Cinépolis VIP, collecting exclusive popcorn buckets and cups, and documenting her experiences for social media. Her lifestyle blends creativity, comfort, and digital connection, values that make her the ideal audience for the Zootopia 2 × Cinépolis campaign.

For Valeria, Zootopia 2 symbolizes resilience and imagination. Characters like Judy Hopps and Nick Wilde echo her drive to succeed in creative industries while staying authentic to her passions. The upcoming release encourages her to plan a Cinépolis VIP date night, participate in TikTok challenges, and share her excitement across platforms, turning a single movie trip into a multi-channel experience.

Her purchasing habits are influenced by digital trends, she discovers promotions through TikTok and Instagram Reels, uses the Cinépolis app for bookings, and trusts brand collaborations that feel genuine and lifestyle-driven.

# STRATEGY OVERVIEW

## Strategy

In the ever-evolving landscape of entertainment and media, Cinépolis Mexico is ready to launch a strategic partnership that blends cinematic magic with digital innovation. Teaming up with Disney Studios for the release of Zootopia 2, Cinépolis aims to strengthen its leadership in Latin America's film industry, elevate fan engagement, and attract a new generation of moviegoers seeking immersive experiences both inside and outside the theater.

This marketing strategy serves as a blueprint for creating a multisensory, data-driven campaign that integrates digital engagement, in-theater experiences, and collectible merchandise. The partnership will spotlight Zootopia 2 as a family-friendly, emotion-driven blockbuster while reinforcing Cinépolis as the #1 entertainment brand for premium and social movie experiences in Mexico.

### At its core, the strategy focuses on three pillars:

- 1. Engagement:** Building excitement before, during, and after the film's premiere through influencer partnerships, AR filters, and interactive TikTok challenges.
- 2. Experience:** Delivering exclusive VIP and immersive screenings with collectible launches that transform each visit into a shareable cultural event.
- 3. Expansion:** Using data analytics from the Cinépolis App to personalize offers, encourage loyalty redemptions, and drive repeat attendance.

Through this collaboration, Zootopia 2 becomes more than a movie—it becomes a community experience. The campaign will intertwine Disney's storytelling with Cinépolis' technological edge, illustrating how family entertainment and digital culture can coexist seamlessly. By aligning marketing channels, creative activations, and consumer insights, Cinépolis and Disney will inspire millions of Mexican audiences to "return to the magic of the big screen."

This Strategy Overview introduces how Cinépolis will achieve these goals through a unified marketing mix, from pricing and product strategy to promotion and placement. With innovation, collaboration, and emotional storytelling at its heart, this campaign will redefine how Mexican audiences experience cinema—making every ticket, collectible, and interaction a part of a larger narrative that celebrates imagination and connection.



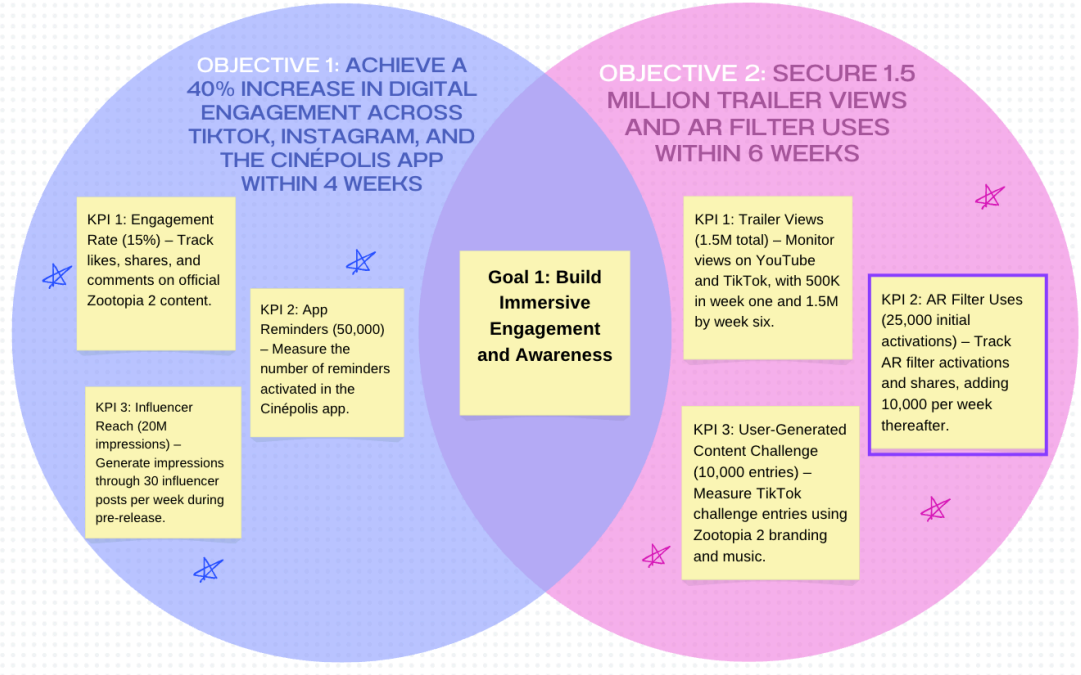
# SMART Objectives Goals: Digital Engagement



## SMART Goal 1: Build Immersive Engagement and Awareness

**Goal 1:** Drive engagement and awareness for Zootopia 2 across digital and in-theater touchpoints, ensuring that audiences view the premiere as a cultural event.

### Goal 1: Build Immersive Engagement and Awareness



# SMART Goal 1: Build Immersive Engagement and Awareness

## Introduction

By establishing this goal, Zootopia 2 will become more than just an animated film, but also a cultural milestone in which Mexican fans will take an active role. Cinépolis may drive excitement in both the online and physical worlds by connecting powerful digital initiatives such as influencer campaigns, AR filters, and user-generated content challenges to in-theatre events such as premiere events and exclusive series products. Achieving this aim will highlight Cinépolis's status as Disney's premier exhibitor in Mexico, while also generating the social engagement and positive word-of-mouth exposure required for the initiative to acquire early traction and evolve into an event that people want to attend in theaters.

## SMART Objectives Goals: Digital Engagement

1. **Achieve a 40% increase in digital engagement across TikTok, Instagram, and the Cinépolis app during the four weeks leading up to release.**

### ●KPI 1

**Engagement Rate (15% target):** This KPI calculates the proportion of users who engage with the official Zootopia 2 content from Cinépolis, including likes, comments, shares, and reposts. Reaching a 15% engagement rate shows that the campaign is connecting with audiences in meaningful ways that generate excitement and conversation.

### ●KPI 2

**App Reminders (50,000 activations):** Reminders set for Zootopia 2 screenings will signal purchase intent, and the Cinépolis app will act as a direct conversion tool. Monitoring a minimum of 50,000 reminders guarantees that audiences are being effectively moved to action by digital awareness, closing the gap between online engagement and in-person theater attendance.

### ●KPI 3

**Influencer Reach (20M impressions):** During the pre-release phase, the campaign, which partners with top Mexican influencers like Luisito Comunica and Disney Mania MX, hopes to produce over 20 million impressions by means of 30 influencer posts every week. This KPI gauges the level of awareness attained in Gen Z online communities, guaranteeing that Zootopia 2 will be a hot topic of conversation.

# SMART Goal 1: Build Immersive Engagement and Awareness

2) Secure 1.5 million trailer views and AR filter uses within the first six weeks of the campaign.

## •KPI 1

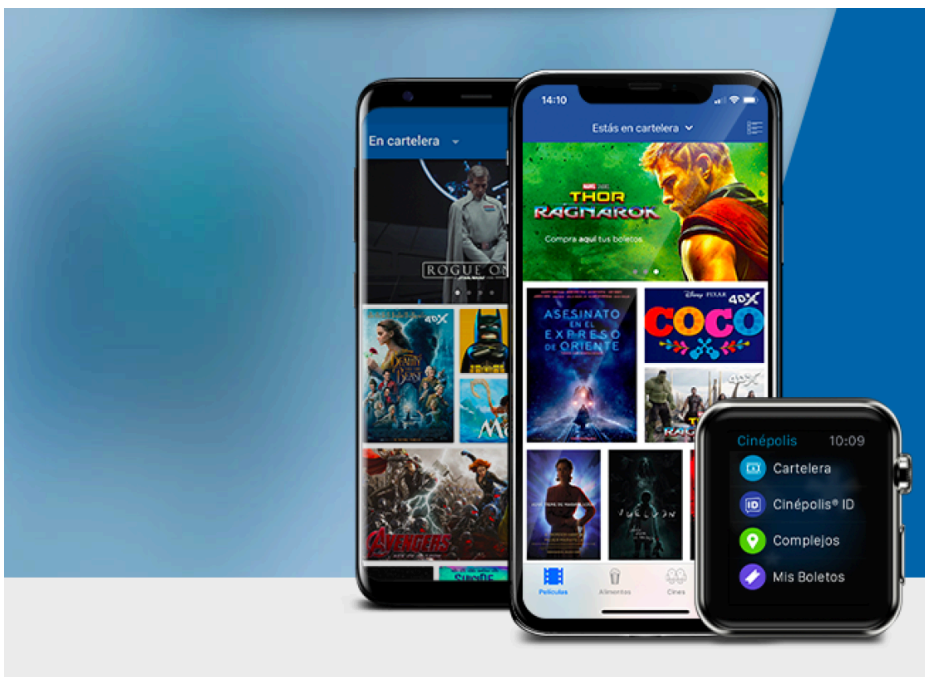
**Trailer Views (1.5M total):** This KPI counts how many times the official Zootopia 2 trailer has been viewed on websites like YouTube and TikTok. The campaign's goals are to reach 1.5 million views by week six and 500,000 views in the first week. Reaching this metric indicates a high level of reach and validates that early in the campaign cycle, promotional efforts are creating broad awareness.

## •KPI 2

**AR Filter Uses (25,000 initial activations):** The interactive tools for audience participation will be augmented reality filters based on Zootopia 2 characters and themes. By week two, the KPI aims to reach 25,000 users and shares, with 10,000 more activations every week after that. Monitoring filter engagement guarantees that fans actively use digital marketing in their own content in addition to viewing it.

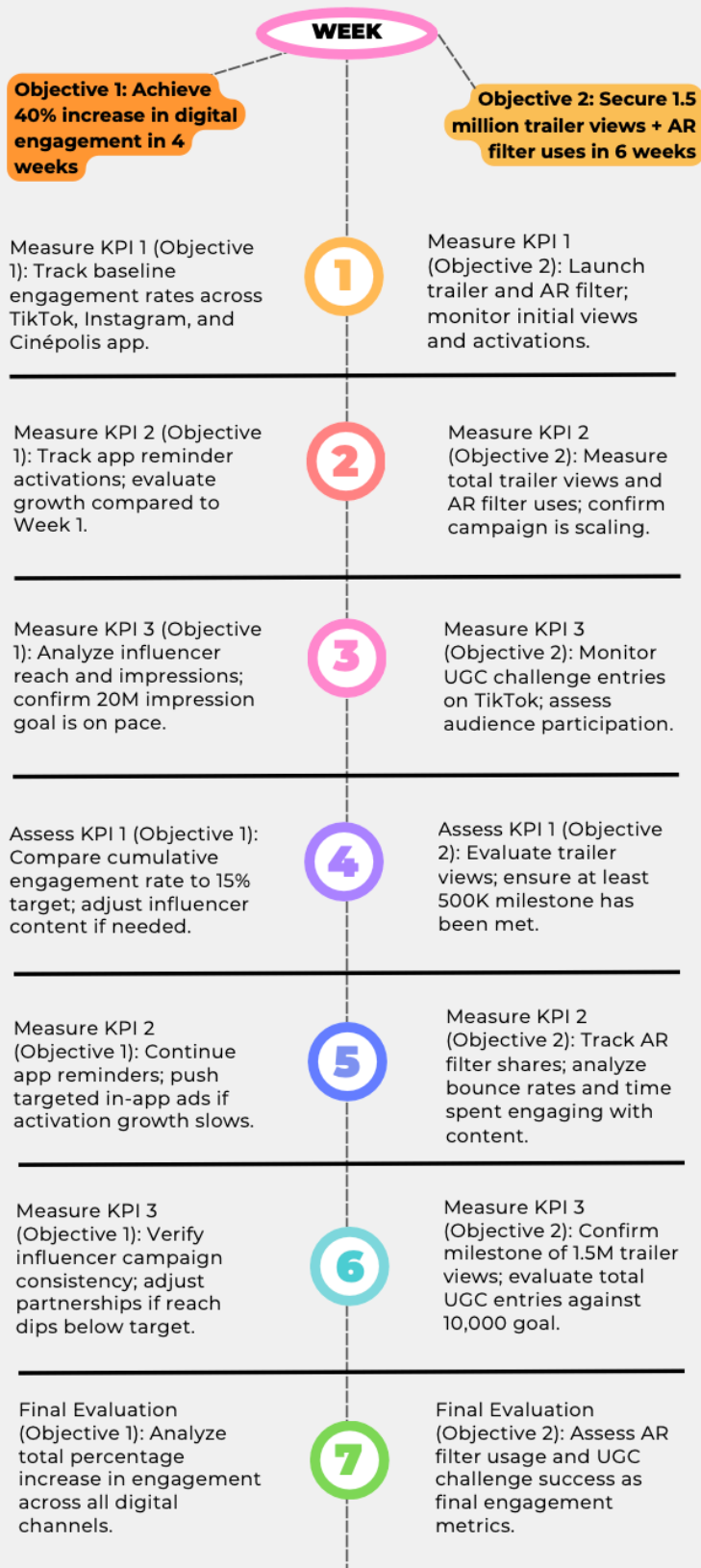
## •KPI 3

**User-Generated Content Challenge (10,000 entries):** Participation in a TikTok challenge utilizing official Zootopia 2 music and branding is the main focus of this KPI. A target of 10,000 user-generated videos will verify that the movie is striking a cultural chord and encouraging natural, peer-driven marketing. Through social sharing, UGC increases the campaign's reach and shows genuine audience buy-in, in contrast to passive views.



# Goal 1: Build Immersive Engagement and Awareness Timeline

## GOAL 1: BUILD IMMERSIVE ENGAGEMENT AND AWARENESS – TIMELINE

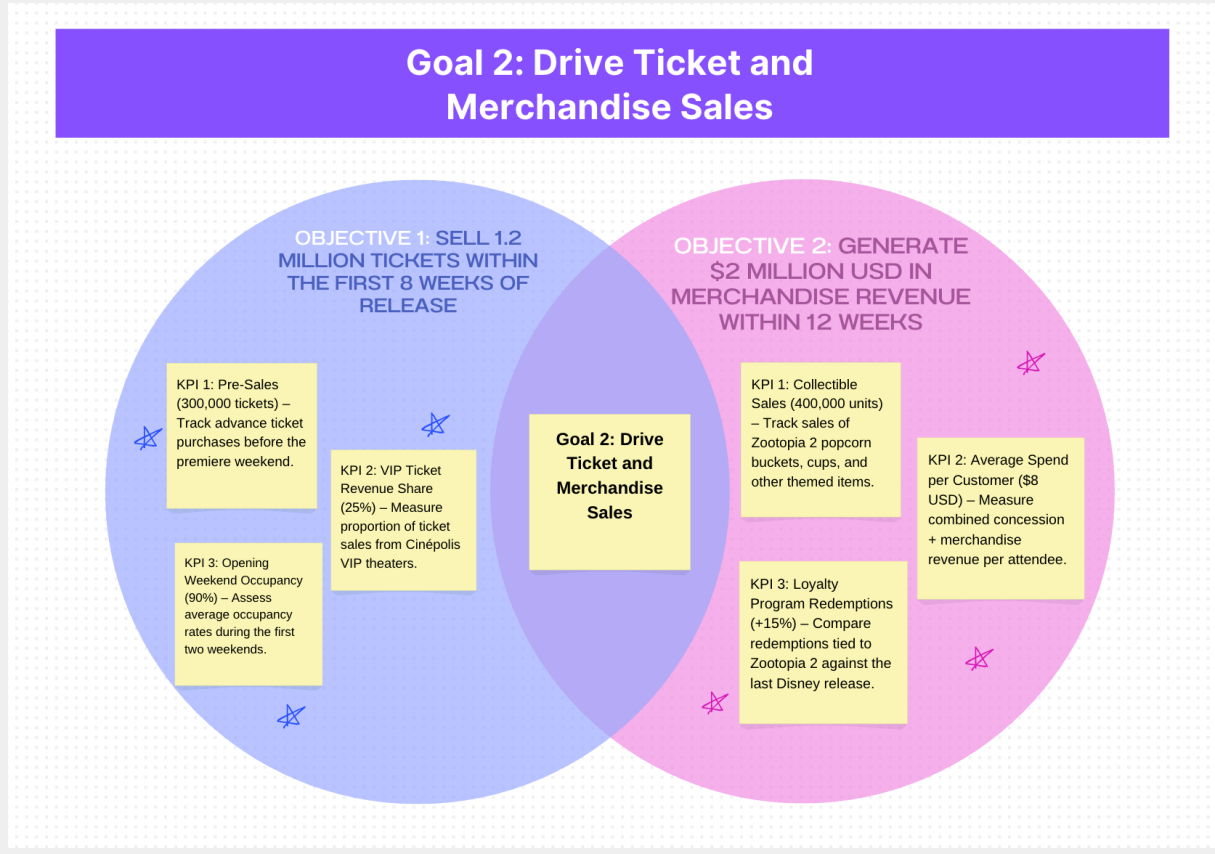


# SMART Objectives Goals: Digital Engagement



## SMART Goal 2: Drive Ticket and Merchandise Sales

**Goal 2:** Convert engagement into measurable ticket and merchandise sales to reinforce the value of theatrical releases and maximize revenue for Cinépolis and Disney.



# SMART Goal 2: Drive Ticket and Merchandise Sales

## Introduction

Achieving this second objective is essential because it connects the excitement of the digital world to theater revenue. Can Cinépolis' marketing efforts provide a definite return on their investment by reinforcing this knowledge and involvement in ticket sales, while Disney also receives confidence that its Mexican theatrical films continue to do well despite today's streaming challenges? Along with these profits, these transaction data will provide important insights into audience preferences, the most popular mode (VIP or normal), and the impact of concession sales on overall spending. In addition to bringing in valuable shopping, patterns of goods performance, including collectibles like popcorn boxes and limited edition cups, will reflect the cultural importance associated with exclusivity in theaters. Additionally, data from loyalty programs based on Zootopia 2 purchases will help Cinépolis better understand its audience and make adjustments for the future. In addition to maximizing immediate box office and beverage revenues, achieving this goal will strengthen Disney and Cinépolis' long-term partnership, ensuring that the two businesses will continue to collaborate well into upcoming releases and experience stronger growth in Mexico's highly competitive entertainment industry.

## SMART Objectives Goals: Ticket and Merchandise Sales

### 3) Sell 1.2 million tickets within the first eight weeks of release.

#### ●KPI 1

**Pre-Sales (300,000 tickets):** The quantity of tickets bought prior to the premiere weekend is monitored by this KPI. Reaching 300,000 pre-sales will show that marketing and digital engagement are effectively turning awareness into early commitments, which will help to ensure strong momentum for the opening weekend.

#### ●KPI 2

**VIP Ticket Revenue Share (25%):** With a target of at least 25%, Cinépolis will track the percentage of ticket sales made through its VIP theaters. With premium offerings that set the Cinépolis brand apart in the Mexican market, this KPI makes sure the campaign is increasing per-customer revenue in addition to driving attendance.

#### ●KPI 3

**Opening Weekend Occupancy (90%):** Aiming for an average of 90%, this KPI tracks theater occupancy over the first two weekends. Reaching this goal demonstrates that the movie has created enough buzz to pack theaters fast and lays the groundwork for continued high attendance in the weeks that follow.

# SMART Goal 2: Drive Ticket and Merchandise Sales

4) Generate \$2 million USD in merchandise revenue within the first 12 weeks of release.

•KPI 1

**Collectible Sales (400,000 units):** The quantity of limited-edition popcorn buckets, cups, and other collectibles from Zootopia 2 that are sold at Cinépolis is measured by this KPI. Achieving 400,000 units will show that the campaign effectively capitalized on Mexico's strong collectible-driven filmgoing culture, converting excitement for Disney releases into real income.

•KPI 2

**Average Spend per Customer (\$8 USD):** This KPI tracks the combined concession and merchandise spending per attendee, targeting an average of \$8. Monitoring this metric ensures that customers are not only attending the film but also deepening their engagement by purchasing food, beverages, and themed merchandise, directly increasing per-capita revenue.

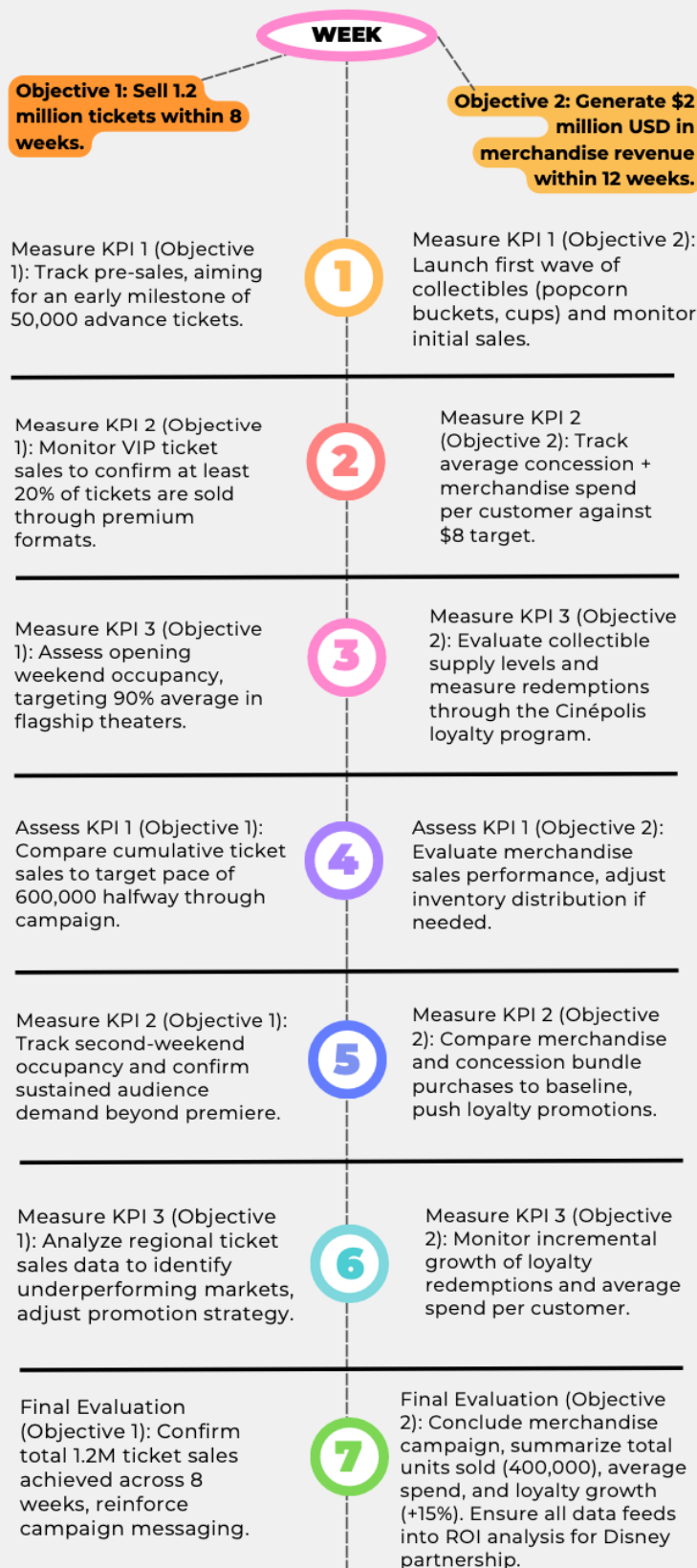
•KPI 3

**Loyalty Program Redemptions (+15%):** With a target increase of 15%, this KPI assesses the number of loyalty points used for Zootopia-related promotions in comparison to the previous Disney release. Increased redemptions show that the campaign is effectively promoting return visits and enduring brand loyalty, as well as stronger fan engagement with Cinépolis' loyalty ecosystem.



# Visual Representation of Goal 2: Drive Ticket and Merchandise Sales

## GOAL 2: DRIVE TICKET AND MERCHANDISE SALES





## TESTING KPI INTEGRITY

The inflation of digital engagement metrics without obtaining significant conversions is one possible risk associated with this KPI framework. For example, click farms or bots could be used to artificially increase Zootopia 2 mentions on TikTok or Instagram, giving the impression of cultural buzz without actually generating interest in pre-sale tickets or moviegoing. The larger objective of creating genuine awareness and enticing people to go to the movies would not have been accomplished, even though the engagement KPI target might seem to have been met. In addition to undermining the validity of campaign data, this kind of manipulation may result in future releases with inadequate resource allocation. Cinépolis needs to make sure that engagement KPIs are compared to more difficult conversion indicators, like confirmed ticket sales and app reminders, in order to protect against this. The company can only verify that audience excitement is real and valuable by comparing digital impressions with actual purchase behavior. Merchandise sales represent another potential manipulation scenario. Offering steep discounts on collectible popcorn buckets and cups would help teams under pressure to meet unit-based targets. The larger goal of making two million dollars in merchandise revenue would be jeopardized, even though the KPI of selling 400,000 units might be technically met.

In this case, the volume success would mask a lack of profitability, reducing the campaign's financial impact. Merchandise KPIs must be assessed comprehensively, considering both the quantity of units sold and the revenue they produce, in order to avoid this. Cinépolis makes sure that hitting KPI targets is in line with the main goal of maximizing revenue by placing equal emphasis on profitability and sales volume. The KPI for app reminders poses a third risk. By promoting phony or duplicate activations, staff members or marketing departments may inflate numbers to give the impression that demand for Zootopia 2 is higher than it actually is. This might momentarily improve reported performance, but it wouldn't represent true customer intent or result in quantifiable attendance gains. Such actions might bias decision-making and decrease the effectiveness of future initiatives if they are not stopped. Therefore, Cinépolis should link reminder activations to ticket purchase activity and validate them against distinct customer IDs. Cinépolis can maintain accountability among all campaign teams and protect the integrity of its KPI system by anticipating these risks and putting safeguards in place, ensuring the campaign remains both conceptually and practically successful.

# MARKETING MIX



Marketing Element	Description and Strategic Details
<b>PRODUCT</b>	<p>The primary product in this co-branded campaign is the Zootopia 2 cinematic experience, exclusively featured through Cinépolis Mexico’s premium theater formats (Cinépolis VIP, 4DX, and IMAX). The film represents Disney’s return to the beloved Zootopia universe, promoting themes of community, diversity, and perseverance, values that align perfectly with Cinépolis’ family-oriented brand identity. Secondary products include limited-edition collectible merchandise such as themed popcorn buckets, cups, and plush toys, all available exclusively at Cinépolis locations and the Cinépolis app. These collectibles serve as tangible symbols of fandom while increasing brand attachment and driving repeat theater visits.</p>
<b>PRICE</b>	<p>The pricing strategy balances affordability and exclusivity to appeal to both families and Gen Z audiences.</p> <ol style="list-style-type: none"> <li>1. Ticket Pricing: Standard prices will remain consistent with Cinépolis’ national average, while Zootopia 2 VIP and 4DX formats will feature a 10–15 % premium to emphasize the value of the immersive experience.</li> <li>2. Bundle Offers: Family and friends’ combo packs (4 tickets + 2 collectible buckets + drinks) will encourage group attendance and early pre-sales through the app.</li> <li>3. Merchandise Pricing: Collectible cups and buckets will be priced between \$180 and \$300 MXN, offering accessibility while maintaining profitability margins.</li> <li>4. Loyalty Rewards: Cinépolis Rewards members will receive discounts and double points during premiere week, reinforcing loyalty and repeat purchases.</li> </ol>
<b>PLACE</b>	<p>Cinépolis will leverage its nationwide distribution network of over 6,800 screens across 97 Mexican cities, ensuring Zootopia 2 reaches both metropolitan and regional audiences. The Cinépolis App will play a critical role as a primary sales and engagement channel, promoting pre-sales, showtimes, and collectible availability. In addition, digital touchpoints, such as social-media integrations, influencer campaigns, and QR-code ticketing, will bridge online awareness with in-theater experiences. Strategic placement in high-traffic urban centers (Mexico City, Guadalajara, Monterrey) will further amplify exposure.</p>
<b>PROMOTION</b>	<p>Promotion will be the cornerstone of the Zootopia 2 × Cinépolis campaign, designed to reignite excitement for moviegoing after streaming fatigue. The strategy includes:</p> <ul style="list-style-type: none"> <li>• Digital Marketing: Paid social-media ads, influencer partnerships, and TikTok challenges using AR filters featuring Judy Hopps and Nick Wilde.</li> <li>• In-Theater Experiences: Premiere events, red-carpet screenings, and photo-op zones at flagship theaters.</li> <li>• Merchandising Activations: Launch of collectible buckets and cups accompanied by sweepstakes for exclusive Disney prizes.</li> <li>• Out-of-Home Advertising: Billboards, mall displays, and metro screens highlighting the campaign tagline: “Vive la magia del cine con Zootopia 2 en Cinépolis.”</li> <li>• Public Relations &amp; Cross-Promotions: Collaborations with Disney Latino’s social channels and media partners to reinforce shared storytelling.</li> </ul> <p>By integrating emotional storytelling with digital interactivity, the campaign positions Cinépolis not only as the premier destination for Zootopia 2 but also as Mexico’s most innovative entertainment brand.</p>

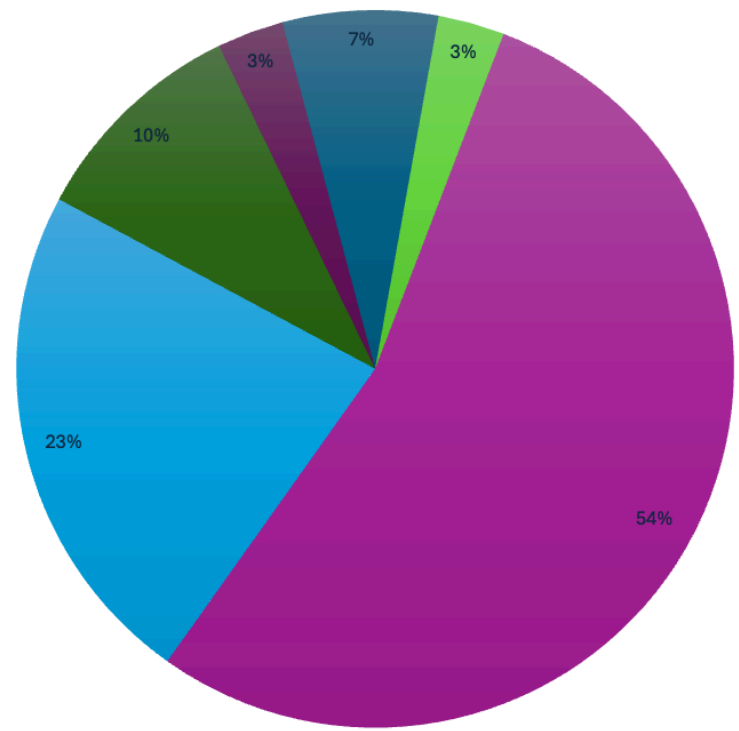
# CAMPAIGN BUDGET

## Cinépolis x Disney's Zootopia 2 — Mexico Launch Campaign

### Investment Summary

The Zootopia 2 x Cinépolis campaign invests \$610,000 USD over eight weeks, focusing on digital media, national advertising, and immersive in-theater experiences. Prioritizing advertising (54%) and content production (23%), the strategy aims to maximize audience engagement and nationwide reach. With an average customer spend of \$700 MXN (\$40 USD), the campaign targets 15,000 ticket and merchandise transactions to achieve profitability while reinforcing Cinépolis's partnership with Disney across Mexico.

Category Breakdown



- Category Breakdown
- Advertising & Media Team
- Commercial Production
- Marketing & Promotions
- Graphic & Creative Design
- Merchandising & Collectibles
- Legal & Licensing

### INVESTMENTS (8-Week Campaign)

Category	Allocation	Description
<b>Advertising &amp; Media Team</b>	<b>\$330,000 (54%)</b>	<b>National TV spots, YouTube prerolls, TikTok ads, and influencer collaborations to boost awareness of Zootopia 2 premieres and Cinépolis promotions.</b>
<b>Commercial Production Team</b>	<b>\$140,000 (23%)</b>	<b>Includes in-theater trailers, branded content, and behind-the-scenes promotional reels for Zootopia 2 screenings.</b>
<b>Marketing &amp; Promotions</b>	<b>\$60,000 (10%)</b>	<b>Management of the "Zootopia 2 Movie Rewards" sweepstakes, Cinépolis app push notifications, and engagement tracking tools.</b>
<b>Graphic &amp; Creative Design</b>	<b>\$20,000 (3%)</b>	<b>Key visuals for billboards, merchandise packaging, and AR filter content for social campaigns.</b>
<b>Merchandising &amp; Collectibles</b>	<b>\$40,000 (7%)</b>	<b>Exclusive collectible popcorn buckets, cups, and plush toys co-branded with Zootopia 2.</b>
<b>Legal &amp; Licensing</b>	<b>\$20,000 (3%)</b>	<b>Licensing, copyright approvals, and Disney partnership compliance.</b>
<b>Total Estimated Investment:</b>	<b>\$610,000 USD</b>	

<b>Average Revenue per Ticket + Merchandise Buyer</b>	<b>\$700 MXN (\$40 USD)</b>
<b>Fixed Costs</b>	<b>\$610,000 USD</b>
<b>Variable Costs (Materials, Labor, Giveaways)</b>	<b>\$400 USD avg per transaction</b>
<b>Contribution Margin Goal</b>	<b>55%</b>
<b>Breakeven Goal</b>	<b>15,000 Ticket + Merchandise Transactions</b>



# EXECUTION CALENDAR

## Cinépolis x Disney's Zootopia 2 — Mexico Launch Campaign 8 EXECUTION CALENDAR

**Campaign Duration:** 8 Weeks

**Campaign Title:** Cinépolis x Disney's Zootopia 2

“Big Screen, Big Dreams”

Week	Website	Cinépolis Social Media Accounts	In-Theater Activations & Sweepstakes	#ZootopiaEnCinépolis Hashtag Campaign
<b>1. Campaign Launch</b>	<ul style="list-style-type: none"> <li>Publish partnership landing page with Zootopia 2 visuals and interactive countdown.</li> <li>Include ticket pre-sale links and loyalty-program sign-up (Club Cinépolis).</li> </ul>	<ul style="list-style-type: none"> <li>Announce collaboration with Disney across Facebook, Instagram, and TikTok.</li> <li>Share teaser trailer and exclusive AR filter preview.</li> </ul>	<ul style="list-style-type: none"> <li>Launch digital sweepstakes: “Win a Family VIP Zootopia Experience.”</li> <li>Enable app-based reminders for premiere tickets.</li> </ul>	<ul style="list-style-type: none"> <li>Introduce #ZootopiaEnCinépolis across platforms; encourage users to share posts as “I’m going opening week!”</li> </ul>
<b>2. Pre-Premiere Buzz</b>	<ul style="list-style-type: none"> <li>Update homepage banners featuring behind-the-scenes content and partnership messaging.</li> <li>Add newsletter pop-up highlighting collectible promotions.</li> </ul>	<ul style="list-style-type: none"> <li>Post influencer collaborations teasing exclusive popcorn bucket and cup designs.</li> <li>Promote behind-the-scenes reels with “Wish You Were Here”-style captions.</li> </ul>	<ul style="list-style-type: none"> <li>Display digital standees in theaters for QR-based sweepstakes participation.</li> </ul>	<ul style="list-style-type: none"> <li>Launch user-generated challenge “#MiMomentoZootopia” asking fans to share their favorite Disney animal moments.</li> </ul>
<b>3. Premiere Week</b>	<ul style="list-style-type: none"> <li>Feature live countdown to premiere.</li> <li>Integrate “Buy Tickets Now” CTA linked directly to nearby Cinépolis locations.</li> </ul>	<ul style="list-style-type: none"> <li>Share premiere-day stories, influencer appearances, and red-carpet highlights.</li> <li>Use paid ads targeting moviegoers aged 18–30.</li> </ul>	<ul style="list-style-type: none"> <li>Activate limited-edition collectible sales (cups, plushes, popcorn buckets).</li> <li>Display sweepstakes QR at concession stands.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage attendees to post from theaters using #ZootopiaEnCinépolis for a chance to win collectible bundles.</li> </ul>
<b>4. Post-Premiere Engagement</b>	<ul style="list-style-type: none"> <li>Feature gallery of fan photos and top-performing social posts.</li> <li>Update site metrics dashboard for campaign analytics.</li> </ul>	<ul style="list-style-type: none"> <li>Post audience reactions and snippets from premiere nights.</li> <li>Spotlight winners of sweepstakes entries.</li> </ul>	<ul style="list-style-type: none"> <li>Offer “Bring a Friend” ticket discount via Cinépolis app.</li> </ul>	<ul style="list-style-type: none"> <li>Repost best user content tagged under #ZootopiaEnCinépolis; boost posts with high engagement.</li> </ul>



# EXECUTION CALENDAR

Continued

## Cinépolis x Disney's Zootopia 2 — Mexico Launch Campaign 8 EXECUTION CALENDAR

Week	Website	Cinépolis Social Media Accounts	In-Theater Activations & Sweepstakes	#ZootopiaEnCinépolis Hashtag Campaign
<b>5. Mid-Campaign Refresh</b>	<ul style="list-style-type: none"> <li>Refresh homepage visuals to highlight strong sales and engagement stats.</li> <li>Add Zootopia trivia quiz linking to loyalty points rewards.</li> </ul>	<ul style="list-style-type: none"> <li>Introduce short “fun facts” reels about Zootopia’s production and values.</li> <li>Engage users through polls about favorite characters.</li> </ul>	<ul style="list-style-type: none"> <li>Extend sweepstakes with bonus prizes (VIP screening with merchandise pack).</li> </ul>	<ul style="list-style-type: none"> <li>Introduce mini-contest “#CinépolisChallenge” inviting costume selfies at theaters.</li> </ul>
<b>6. Ongoing Buzz &amp; Loyalty Push</b>	<ul style="list-style-type: none"> <li>Optimize SEO for Zootopia 2-related searches and continue ticket promotion.</li> </ul>	<ul style="list-style-type: none"> <li>Run carousel posts promoting combo deals and loyalty rewards.</li> <li>Share mid-campaign performance highlights (“Thanks for 1M mentions!”).</li> </ul>	<ul style="list-style-type: none"> <li>Reward top participants with loyalty points or free-snack coupons.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage creators to duet or remix Zootopia sound clips using #ZootopiaEnCinépolis.</li> </ul>
<b>7. Closing Week Momentum</b>	<ul style="list-style-type: none"> <li>Feature countdown to final week of sweepstakes participation.</li> <li>Add CTA: “Last Chance to Experience Zootopia in Theaters!”</li> </ul>	<ul style="list-style-type: none"> <li>Release gratitude post celebrating campaign milestones and thanking audiences.</li> </ul>	<ul style="list-style-type: none"> <li>Offer final-week merchandise discounts while supplies last.</li> </ul>	<ul style="list-style-type: none"> <li>Share highlight reel of best fan-generated content using campaign hashtags.</li> </ul>
<b>8. Campaign Evaluation &amp; Wrap-Up</b>	<ul style="list-style-type: none"> <li>Publish post-campaign report on website blog showcasing partnership success.</li> <li>Summarize engagement and ticket sales.</li> </ul>	<ul style="list-style-type: none"> <li>Post “Thank You” recap video with Disney and Cinépolis branding.</li> <li>Announce total sweepstakes winners.</li> </ul>	<ul style="list-style-type: none"> <li>Close sweepstakes and distribute final prizes.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage continued use of #ZootopiaEnCinépolis to sustain community buzz after the campaign.</li> </ul>

The Execution Calendar provides a structured 8-week timeline combining digital engagement, in-theater activations, and influencer-driven storytelling. Each phase strengthens the partnership between Cinépolis and Disney, leading audiences from awareness to action, from trailer views to ticket purchases and post-movie loyalty through collectibles and app engagement. This step-by-step rollout ensures measurable impact and long-term brand affinity.

# ANALYTICS

To measure the success of the Zootopia 2 × Cinépolis campaign, we'll deploy a multi-dimensional analytics system that ties directly into your goals: boosting ticket sales, driving merchandise revenue, and elevating digital engagement. The approach links digital signals with real-world conversions, ensuring we track real impact rather than vanity metrics.

## Key Metric Areas

### Digital Engagement & Awareness Metrics

- **Website & App Traffic:** Track traffic to Zootopia-themed pages on Cinépolis' site/app, measuring unique visitors, page views, bounce rate, and session duration.
- **Impressions & Reach:** Measure how many people saw the campaign content (ads, posts, stories) across social platforms, display ads, and video pre-rolls in cinemas.
- **Engagement Rate:** Ratio of interactions (likes, shares, comments, video watch time) to total impressions across Instagram, TikTok, Facebook.
- **Hashtag & UGC Tracking:** Specifically monitor the usage of campaign hashtags like #ZootopiaEnCinépolis, how many user-generated posts (photos, reels) are created, and their reach.
- **Influencer Attribution:** Use unique tracking codes or links from influencer posts to identify how many users they drove to campaign content or ticket pages.

### Conversion & Revenue Metrics

- **Ticket Conversion Rate:** Among users who click through from campaign content, how many complete a ticket purchase via app or website.
- **Merchandise Sales Tracking:** Monitor unit sales and total revenue of collectibles (buckets, cups, plush) by location and channel (in-theater, app).
- **Reminder-to-Purchase Conversion:** Count how many users activate reminders in the app (for premiere or showtimes) and later purchase tickets, this ties intent to action.
- **Average Transaction Value:** Track how much each paying customer spends (ticket + concessions + collectibles).
- **Promotional Redemptions:** For bundle offers or discounts (ticket + collectible), measure how many customers use them and what their overall spend is.

# ANALYTICS

Continued

## Dashboard & Monitoring Plan

- Cinépolis already draws 29 million visits to its domains over several months.
- The company is the largest exhibitor in Latin America, with over 6,800 screens in Mexico (reporting from Cinépolis' own metrics).
- Their social media content mix often includes videos and carousels: 42.8% of posts from Cinépolis combine image + video formats.

Using this as baseline data, the campaign dashboard will integrate:

- Google Analytics & App Analytics for web/app data
- Social Platform Insights (Meta, TikTok Analytics, Instagram Insights)
- Internal Sales Data (ticket + merch)
- Influencer Tracking Tools

Metrics will be reviewed daily or weekly depending on urgency. Adjustments will be made mid-campaign (week 4–5) to boost underperforming channels or reallocate budget to high-converting ones.

# Conclusion

The Zootopia 2 × Cinépolis marketing plan represents a forward-thinking collaboration that unites entertainment and brand strategy to deliver meaningful results across Mexico’s cinema landscape. This partnership leverages the country’s love for theatrical experiences while promoting Cinépolis as a dynamic, customer-driven entertainment leader. Rooted in storytelling, innovation, and digital engagement, the campaign’s strategy aligns Disney’s global creative power with Cinépolis’s data-driven expertise to create an immersive, emotionally resonant moviegoing experience for families and Gen Z audiences alike.

The campaign’s objectives center on increasing ticket sales, merchandise revenue, and mobile app engagement through clear, measurable KPIs. By combining influencer activations, social media storytelling, and exclusive in-theater events, the plan aims to bridge the gap between digital hype and real-world attendance. This data-driven approach ensures every tactic, from hashtag campaigns to collectible promotions, is measurable and tied directly to tangible conversions, such as pre-sales and merchandise purchases.

Financially, the campaign is structured around an \$610,000 USD investment distributed over eight weeks, balancing national advertising, digital outreach, and in-cinema experiences. The break-even goal of roughly 15,000 transactions reflects both fiscal prudence and realistic consumer demand projections. Continuous monitoring through analytics dashboards and weekly reporting will ensure that adjustments are made dynamically, maintaining the campaign’s profitability and long-term impact.

Zootopia 2 × Cinépolis stands as an innovative example of cross-industry partnership in modern marketing, one that celebrates imagination, family connection, and the renewed excitement of cinema in the post-streaming era. Through this campaign, Cinépolis not only promotes a blockbuster release but reaffirms its role as the emotional and cultural hub for audiences across Mexico, where every visit to the theater becomes part of a shared story worth remembering.

**THANK YOU FOR  
WATCHING THE  
MAGIC COME TO  
LIFE.**

Cinépolis , La Capital del Cine.



**What is Cinepolis?**

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MARKETING PLAN BY  
**ALEJANDRA AYALA**