

Nomination: 19365

Reinventing the Silver Screen: Inside Megaworld Lifestyle Malls' Uptown Tempur Cinema

Page: General Information
Name of Organization / Company Megaworld Lifestyle Malls
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Web Site Address https://megaworld-lifestylemalls.com/ (https://megaworld-lifestylemalls.com/)
Page: Entry Information
Entry Title Reinventing the Silver Screen: Inside Megaworld Lifestyle Malls' Uptown Tempur Cinema
Category P01 - P15 - Award for Innovation in Product Design and Development > P11. Award for Innovation in Media, Visual Communications & Entertainment
Submission Format An Essay of up to 625 Words

Essay

The COVID-19 pandemic swiftly transformed the landscape of the Philippine entertainment industry, amplifying the pre-existing trend of streaming platforms' rising prominence while severely impacting traditional cinema experiences. Despite its recent resurgence due to Hollywood blockbusters and movie festivals, Philippine cinemas struggled to retain their audience base as evidenced by lukewarm ticket sales that remain way below pre-pandemic levels and further exacerbated by the convenience and diversity offered by streaming services.

However, amidst these formidable challenges, Megaworld Lifestyle Malls, the premier developer of lifestyle malls in the Philippines, addressed this crisis by introducing a groundbreaking solution: the Uptown Tempur Cinema.

In response, Megaworld Lifestyle Malls, through Megaworld Cinemas, introduced a groundbreaking solution: the Uptown Tempur Cinema, the Philippines' first ever premium bed cinema. This visionary initiative, made possible through a strategic partnership with Tempur, the world's leading provider of first-rate beds known for their superior comfort, did not only confront the urgent need to reinvigorate interest in cinema among audiences but also symbolizes a paradigm shift in the realm of entertainment, offering an innovative and immersive movie-watching experience.

The Uptown Tempur Cinema marks a significant milestone as the inaugural bed cinema in the Philippines. A revolutionary breakthrough in cinema design and amenities featuring 28 premium fully-reclining Tempur beds equipped with pillows and remote-operated controls, patrons are immersed in unparalleled comfort and user-friendliness.

Additionally, the integration of state-of-the-art Dolby Atmos audio technology guarantees a truly unparalleled and immersive viewing experience. These exceptional attributes, combined with hotel-grade housekeeping services provided by the esteemed Megaworld Hotels and Resorts, elevate the cinema experience to new levels of luxury and sophistication.

Exemplifying meticulous attention to detail, the cinema's staff ensures the thorough cleaning of all amenities, including the premium Tempur mattresses, while also replacing sheets and pillows after each screening.

By offering an alternative to traditional seating arrangements and embracing the allure of comfort and indulgence, the cinema is able to cater to evolving consumer preferences, successfully drawing patrons back to the theater.

The results of the Uptown Tempur Cinema since its launch speak volumes about its impact and success. It captured considerable interest from diverse media sources, with media values totaling over 190,377.00 USD.

The launch made a significant impression through its impact on social media engagements. With a combined social media reach of over 25 million and views of over 2.3 million, the launch event demonstrated the widespread appeal of the newest cinematic innovation of Megaworld among movie-loving Filipinos.

Going beyond the impressive numbers, the launch also delivered excellent business results with more than 12,000 tickets sold and revenues exceeding 213,000 USD from Nov.8, 2023 to Jan.31 2024. This reflects an investment gain of 204,000 USD and an ROI of 2,256.94% with total spent for the launch and subsequent special screenings reaching 9,000 USD.

Uptown Tempur Cinema also had a positive trickle-down effect on the overall movie business under Megaworld Cinemas, which enjoyed a 3 percentage point increase on its total market share and garnered combined revenues, including ticket and snack bar sales, of 2.7 million USD. Online visits to Megaworld Cinemas website and ticket reservations, meanwhile, increased by 30%, while total online transactions exceeded 40,000.

In addition, Uptown Tempur Cinema also helped drive the popularity of Tempur and its products among Filipinos with the global brand opening its newest Philippine location on the same level where the bed cinema is located to cater to the growing demand.

By marrying luxury, comfort, and cutting-edge technology, Megaworld Lifestyle Malls has not only addressed the challenges posed by the COVID-19 pandemic and streaming platforms but has also set a new standard for cinematic indulgence.

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

https://www.youtube.com/watch?v=_QKQCYFRS68 (https://www.youtube.com/watch?v=_QKQCYFRS68)

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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