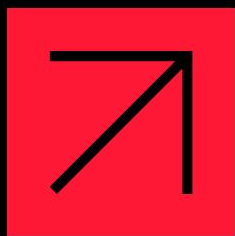


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**CREATIVE**

**BRIEF**



**amc**

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# AGENDA



01. INTRODUCTION

02. BUSINESS PROBLEM

03. OUR PERSONA

04. TRUTH & TENSION

05. MAIN IDEA

06. CAMPAIGN

07. COMMENTS &  
QUESTIONS

# MEET THE TEAM



**CHERIE ELSNER**  
STRATEGIST



**LILI WILSON**  
CREATIVE



**SENO CHANTHALANGSY**  
CREATIVE

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# **BUSINESS PROBLEM**

## **TRIAL**

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# OUR PERSONA

## AMY C.

- Seeks Meaningful Experiences
- Prioritizes Balance & Well-Being
- Craves Discovery & Growth



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# TRUTH

AMC gives you movies, but nothing to take with you. You watch then forget.

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# TENSION

Traditional movie nights feel like mindless consumption, offering entertainment without the deeper connection or personal insight they truly value.

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# MAIN IDEA

**Discover more about yourself with  
every movie.**

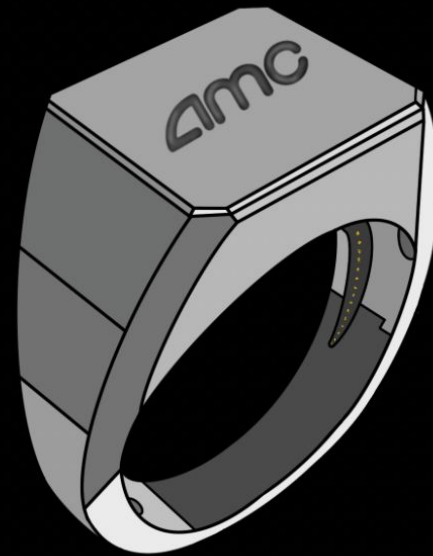
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# SEE THE REAL YOU

- A Biometric Movie Experience
- A Tool for Self-Discovery
- A Reason to Go to Theaters



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# **BIG IDEA #1**

**Get to know you through film.**

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# CREATIVE IDEA

- Quote as banner above the entrance of AMC theaters.
- Could also be on the outside of doors for each screening room.
- Gives something for watchers to think about before the movie.
- Serves as a reminder to us what we can get out of going to see movies in theaters.



# CREATIVE IDEA

- Poster that showcases the connection between our emotions and film.
- Portrays going to see an amc movie as a chance to unwind.
- What if you could physically see how your emotions felt throughout a movie?





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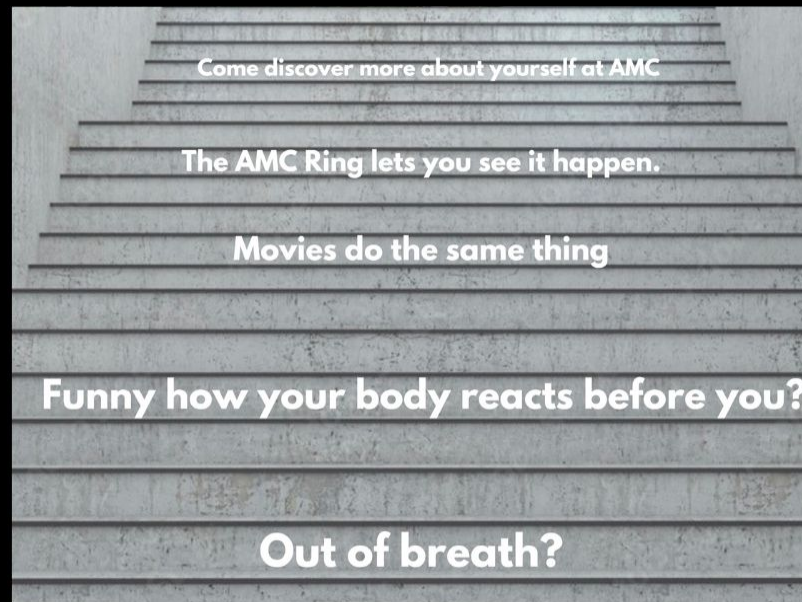
# BIG IDEA #2

**Prove yourself wrong.**

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# CREATIVE IDEA

- Interactive staircase ad that makes people notice their body's reactions in real time.
- Builds curiosity between physical reactions and emotional responses.
- Encourages self-discovery





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# CREATIVE IDEA

- Interactive bus stop mirror assigns you a random movie personality.
- Encourages self-discovery through film in a fun, shareable way.





# CREATIVE IDEA

- Newsstand-style booth offers sealed envelopes labeled with different personality types, each containing a free movie ticket.
- Pick a ticket, get an unexpected movie, and see yourself in a new way.



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# COMMENTS & QUESTIONS

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