

# Evaluation of brand management at odeon cinema



Brand management module has been a crucial part of my masters program, me along with my group members worked really hard in accomplishing this task. All the four group members are really cooperative and every individual contributed considerably in writing the group report. Our group report is all about defining the various branding aspects such as brand image, brand positioning and brand effectiveness. We have chosen three brands which are related to entertainment industry such as Odeon cinemas, Cineworld cinemas and Vue cinema which are well known and most influencing market players in United Kingdom entertainment sector. I would like to thank university management for giving access to international databases such as EMERALD and EBSCO as I have used few journals and articles related to Brand and Branding concepts from these databases. Each individual of the group worked extensively on gathering the information and writing the report without plagiarism. We have taken all necessary steps in order to avoid plagiarism. I have gathered information related Odeon cinemas and compared with other two cinema brands namely Cineworld and Vue cinemas. I worked extensively on Odeon cinemas website and recent interim report in order to find its rank and market share details.

Introduction: “ Brand is a name, term, sign, symbol or design or a combination of them, intended to define the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. In the present day competitive business scenarios the concept of branding product or services is important and properly built brands lasts long in market. Companies invests huge amount in building brands and maintaining brand image as it plays vital in making businesses successful. Branding helps

the organization to gain competitive advantage for their products/services in markets.

## **Odeon cinemas and Branding:**

Odeon has evolved as a market leader in entertainment industry of United Kingdom and it has been leading the market since decades. Being a prominent market player Odeon is one among the largest cinema chains of UK. Decades experience in entertaining UK audiences made Odeon cinemas to capture more market share and today it is entertaining more people when compared to other entertainment companies such as Cineworld and Vue cinemas. Odeon sells one third of tickets sold in UK which shows that Odeon is the most influencing cinema company in the market. Odeon cinemas was founded by Oscar Deutsch in 1930 which was later acquired by J Arthur Rank 1941 who was fond of film distribution and production. The Rank organizations lead Odeon cinemas for further 58 years.

Brand Slogan: Odeon Cinemas – Fanatical about Film

## **Brand Image:**

“ Brand image is the current view of the customers about a brand”. It can be better defined as unique group of associations in target customers mind about a particular brand. It is an impression on company’s product/services in customer’s minds. Brand image can be further reinforced by enhanced brand communication activities such as promotional tools, advertising, publicity through word of mouth and packaging. Brand image promotes the service/products differently from competitors. After extensive re-branding campaign in 1998, Odeon has evolved as strong brand in UK. Re-branding

process enhanced the existing brand image of Odeon making it market leader. Odeon with brand slogan "Fanatical about film" has reached more number of customers than earlier and provided UK audience with outstanding services.

Brand position: "Brand positioning refers to "target consumer's" reason to buy your brand in preference to others". Brand positioning should take various aspects in to consideration and it is necessary that the brand should be unique and distinctive when compared to competitors. Is the brand suitable to all major geographic markets. Odeon has entered other markets in Europe and successfully running business operations. Odeon has achieved strategic financial goals and has been performing really well at all locations in UK and Europe. Odeon is sustainably growing and updating itself with changing technologies in order to give optimized customer satisfaction. Odeon is well known and occupied position in world's most influencing cinema chains and it is considered to be largest in Europe. Odeon under Terra group has undergone considerable changes and the Terra group successfully transformed 350 screens in to 3D during the first quarter of the financial year 2010.

### **Brand Effectiveness:**

More recently the Odeon cinema was acquired by Terra firm which is a private equity firm on September 2004 and also it also acquired United cinema International in October 2004, Now Odeon cinema group is looking ahead to enhance their market share and expecting positive growth which ensures to continue its unique position in cinema industry of United

Kingdom. Odeon cinema has been unique in its style and always gave tough competition to other key market players of United Kingdom Cinema industry.

### Branding Slogans

Odeon Cinemas- Fanatical about Film

Cineworld Cinemas- Leading the way in digital and 3D cinema

Vue Cinemas- The ultimate cinema experience

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