



A NEW CHAPTER OF INTERACTIVE AUDIENCE ENGAGEMENT

VIDEO TRANSCRIPT

0:00:03:17 - 00:00:07:21

Alice Taylor

The interactive movie poster is surprising and delightful.

00:00:07:21 - 00:00:13:00

Dominic Pardini

It looks like digital signage. They walk up and then the poster comes to life.

00:00:13:00 - 00:00:18:08

Joe Popp

It's really magical to sit back and watch this happen because they're able to see themselves in the Black Widow posters.

00:00:18:12 - 00:00:26:09

Dominic Pardini

The whole crowd would cheer when they got done with the experience, and there were so many smiles and so many. Oh my god, that's so cool.

00:00:26:09 - 00:00:37:06

Alice Taylor

I think our audiences expect interactivity. The surprise and delight that you experience when a movie poster turns out to be interactive. It's a fantastic thing.

00:00:37:06 - 00:00:50:09

John Peters

Accenture is thrilled to collaborate with the imaginative people at Walt Disney, the Studio Lab and the best franchises and brands in the world. It's entertainment R&D. It's about reimagining how people experience storytelling.

00:00:50:09 - 00:01:02:04

Joe Popp

When we first think of ideas for the interactive movie poster, it's like, Wow, this is a great idea, we think on paper. But when you see guests use it and you look at how they're using it, you test and adjust based on that feedback.

00:01:02:04 - 00:01:16:03

Dominic Pardini

Did they have fun? How long did they spend on the platform and did they get stuck at this spot? We can feed these usage analytics back into the development process to create better and better experiences.

00:01:16:03 - 00:01:24:22

Joe Popp

I can't stress enough how much the Accenture team was so much fun to work with. Everybody understood what the project was supposed to do and how we could get there.

00:01:25:17 - 00:01:35:19

John Peters

Accenture is uniquely positioned because we can bring together strategy design technology. That's what's required to create those meaningful experiences.



00:01:35:19 - 00:01:53:01

Alice Taylor

The interactive movie poster platform is going to be a way that we can centralize content production and send it out to multiple endpoints so that our audience, fans, guests alike can have that interactive experience, no matter whether they're at a cinema, a theater or even at Parks Retail, you name it.

00:01:53:01 - 00:02:00:08

Joe Popp

It isn't about monetary, it isn't about a transaction. It's about the guests feeling more part of what we're showing in the theater.