

BRANDWEEK

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House Seats for *Gigli*? Now That's Living!

As pleasant as enjoying a leisurely dinner out and taking in a movie on a Saturday night can be—or is supposed to be—sometimes the process is so onerous, patrons would just as soon stay home.

Particularly since opening movie weekends (especially for those summer blockbusters) can be so crowded, the evening can be more trouble than it's worth. At least when you have to watch the clock, scarf down a \$25 entree, and skip the cappuccino and dessert during what's supposed to be a relaxing supper in order to rush to the theater an hour in advance to make sure you don't have to settle for seats in the first or last row.

To lure potential patrons who've been skipping the movie for that reason, Loews Cineplex theaters has been testing the waters with a reserved seating pilot program for those who don't mind spending an extra few bucks for convenience and better treatment. Preferred



Reserved Seating, in limited test in New York and New Jersey, gives moviegoers the option of requesting the best seat or seats in the house, or "First Class" seats without arriving at the theater early. Interested consumers just call the theater in advance to reserve. The service carries a fee between \$2 to \$5. —C.B.

Program: Loews Preferred Reserved Seating

Marketer: Loews Cineplex, New York

Agency: D.L. Blackman (pr), New York

Key Players: Loews: John McCauley, svp-marketing; DLB: Diane Blackman, president

Any ideas for Tools of the Trade? Contact Christine Bitt