



Celebrate National Popcorn Day!



National Popcorn Day, on January 19th, presents a fantastic opportunity to engage with customers and boost sales. Here are a dozen promotional ideas:

1.

Popcorn Discounts:

Offer special discounts on popcorn purchases for the day. This could include a buy-one-get-one-free deal or a percentage discount for popcorn-only purchases.

2.

Combo Deals:

Create special combo deals that include popcorn, drinks, and maybe even candy at a discounted price. This encourages customers to buy a complete package.

3.

Free Refills:

Offer free refills on popcorn purchases throughout the day. This can attract popcorn enthusiasts and create a positive experience for your customers.

4.

Flavor Sampling:

Introduce new popcorn flavors or toppings for the day and offer free samples. This can create excitement and encourage customers to try something new.

5.

Popcorn Tasting Event:

Host a popcorn tasting event where customers can sample different popcorn flavors and vote for their favorite. You can then feature the winning flavor as a special for the month.

6.

Popcorn Pairing Suggestions:

Create popcorn pairing suggestions with popular movie genres. For example, suggest a specific popcorn flavor that complements a horror movie or a romantic comedy.

7.

Social Media Contests:

Run contests on social media platforms where customers can share their favorite popcorn memories or recipes. Offer prizes such as free movie tickets or concession vouchers.

8.

Themed Decorations:

Decorate the theatre with popcorn-themed decorations to create a festive atmosphere. Consider popcorn garlands, centerpieces, and themed posters.

9.

Popcorn Art Contest:

Encourage customers to get creative by hosting a popcorn art contest. They can create sculptures, paintings, or other art forms using popcorn. Display the entries in the theatre lobby.

10.

Family Packages:

Create family-friendly packages that include tickets for a family movie, popcorn, and drinks at a discounted rate. This can attract families looking for an affordable and enjoyable outing.

11.

Loyalty Programs:

Introduce a special loyalty program for National Popcorn Day, where customers earn points for every popcorn purchase. These points can be redeemed for future discounts or free items.

12.

Exclusive Movie Premieres:

Coordinate with film distributors to host exclusive movie premieres on National Popcorn Day. This can draw in a larger audience and create a memorable experience.

Promote these ideas through various channels, including your website, social media platforms, and email newsletters to maximize visibility and participation.

