

Cinema Nouveau – Brooklyn Mall, Pretoria, Ster Kinekor

Customers at the Cinema Nouveau brand differ in profile from the average cinema goer due to the product playing – more art focussed, cerebral movies as opposed to some of the candy floss on offer at more mainstream outlets.

However – the concession business remained as a one size fits all approach across the various circuits.

At Brooklyn Nouveau, in conjunction with [One Point Zero design](#) we did away with the traditional counters and assisted serve concepts

In came a heated pass through for popcorn, a self serve Soda and coffee machine, a wider and more luxurious range of chocolates and the opportunity to browse and shop for yourself.

The results - increased CPP in part due to a larger basket purchased and also due to higher price points on the better range, increased customer satisfaction – there was a constant staff presence due to the fact that stock was always 'out' and there was a concern of pilferage, and – as a consequence of the collective staff being accountable all the time – decreased Cost of Sale