

Competitor Analysis Assignment

By Dmitrij Rozkov
September -
October 2025

My business - in short, "Kourion" is an art house cinéma located in the central Bruxelles region of Belgium (Around Ixelles, Saint Gilles) situated in an old art nouveau style building. Community building is a big focus, and it is situated in this region of the country, as that is where most artistically inclined people live in Bruxelles, while also being regions that are more financially prosperous. The experience of the cinema itself, aesthetic value, film choices, etc., are very important, the target audience are people who are interested in cinema as well as the community around it - think people who are invested in this hobby on the level where they go out of their way to have accounts on platforms like Letterboxd (a film log/review platform very popular in alternative circles), who value the aesthetic of their experience, creativity and want to participate/support local art scene.

Competitors

Cinéma Galeries (Bruxelles) - located in Saint Hubert Royal Gallery (a more luxurious shopping center/gallery in central Bruxelles)

- Location - Bruxelles Centre
- Primary Target Groups

Group 1 - Students/Young people, they promote the Cineville pass on their platforms, even giving it out for free in a lottery-like giveaway, which is cheaper for students. I believe part of it is based on Mechelen being a student city with a lot of young people. This group is good at promoting the Cinema organically as they tend to use social media etc., more frequently.

Group 2 - Culture & Community oriented - as the cinema is located in a historical building, it keeps its aesthetic and shows a lot more underground/art movies, while also putting a lot of effort into atmosphere/posters (physical items), this attracts a group that loves an experience that has aesthetic value, not just watching a movie. Might be willing to pay a higher price, enjoy the bar, etc.

Group 3 - Cinephiles/Art house lovers - Lumière has a strong Letterboxd presence, which appeals to people who are passionate about cinema, like film students (Mechelen and Thomas more in particular, have a few programmes that cater to this group), critics, or hobbyists who enjoy niche and classic films.

Group 4 - Tourists, as Bruxelles has a big number of them, and Galeries Royales are one of the main luxury shopping destinations there.

- Product Offering (for different target groups)

Group 1 - cheaper tickets for students, Cineville pass, free posters.

Group 2 - A curated selection of international arthouse films, retrospectives, exhibitions, and themed events. Themed programs (recently Studio Ghibli marathon, including more unknown movies), collaborations with museums or cultural centers) Items like posters, bookmarks etc based on movies available.

Group 3 - Special screenings, Q&As with directors, collaborations with festivals, and exclusive previews, events and panel discussions. Letterboxd profile.

Group 4 - Subtitled screenings (often in French/Dutch + English), free exhibitions

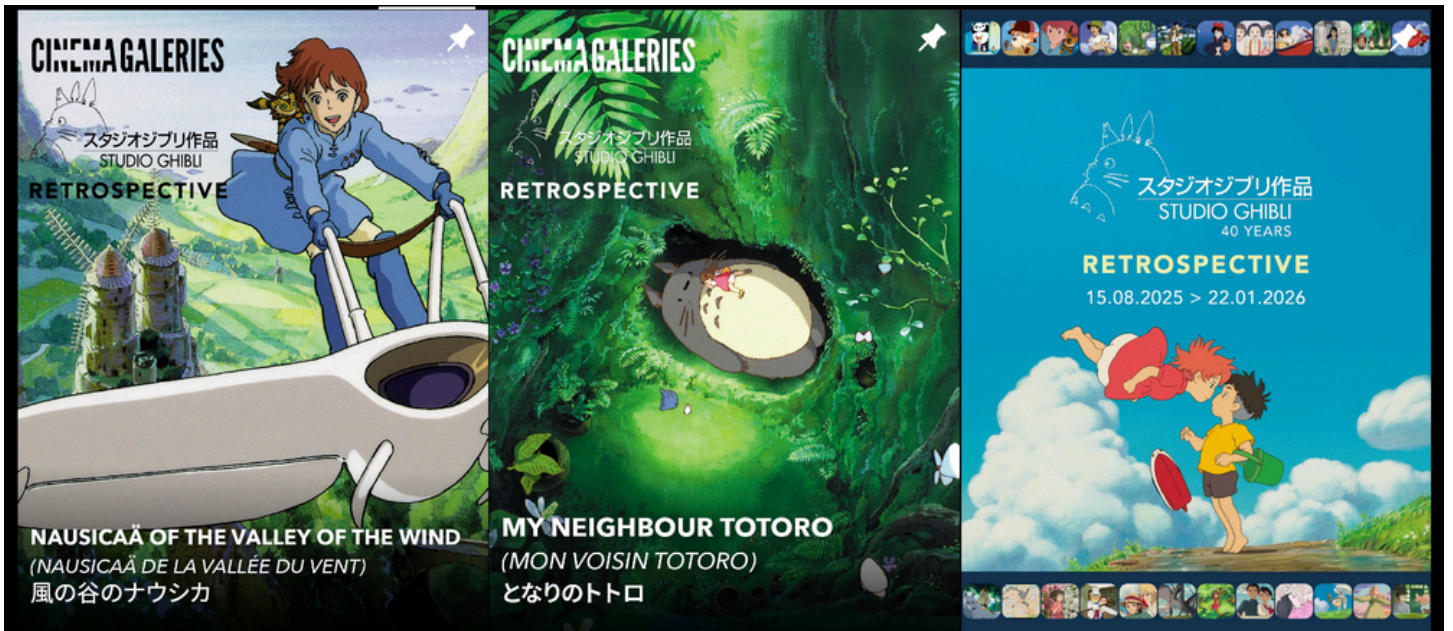
- Pricing Strategy/Tactics - many different options, including bulk pricing for groups. And in general a very competitive ticket pricing, especially for the location.

The screenshot shows a ticket pricing interface with a dark background. On the left, it lists prices: Full price (9,80 €), Reduced price (7,80 €), 18 years or younger (7,00 €), and 12 years or younger (6,50 €). Below this is a 'Reduced price' dropdown menu and a list of eligible categories: European Disability Card, Unemployed, CJP Card, Teacher, Senior (+ 65 years), and Student (all age). In the center, under 'Special cards and tickets', it lists: Article 27 (1,25 €), Card of 5 seats (30 euros / 6 euros per seat), Pass Cineville, and UGC Unlimited card accepted (belgian only and only on site). On the right, it states 'Exhibition (of Cinema Galeries): free'.

- Promotion Channels & Content -

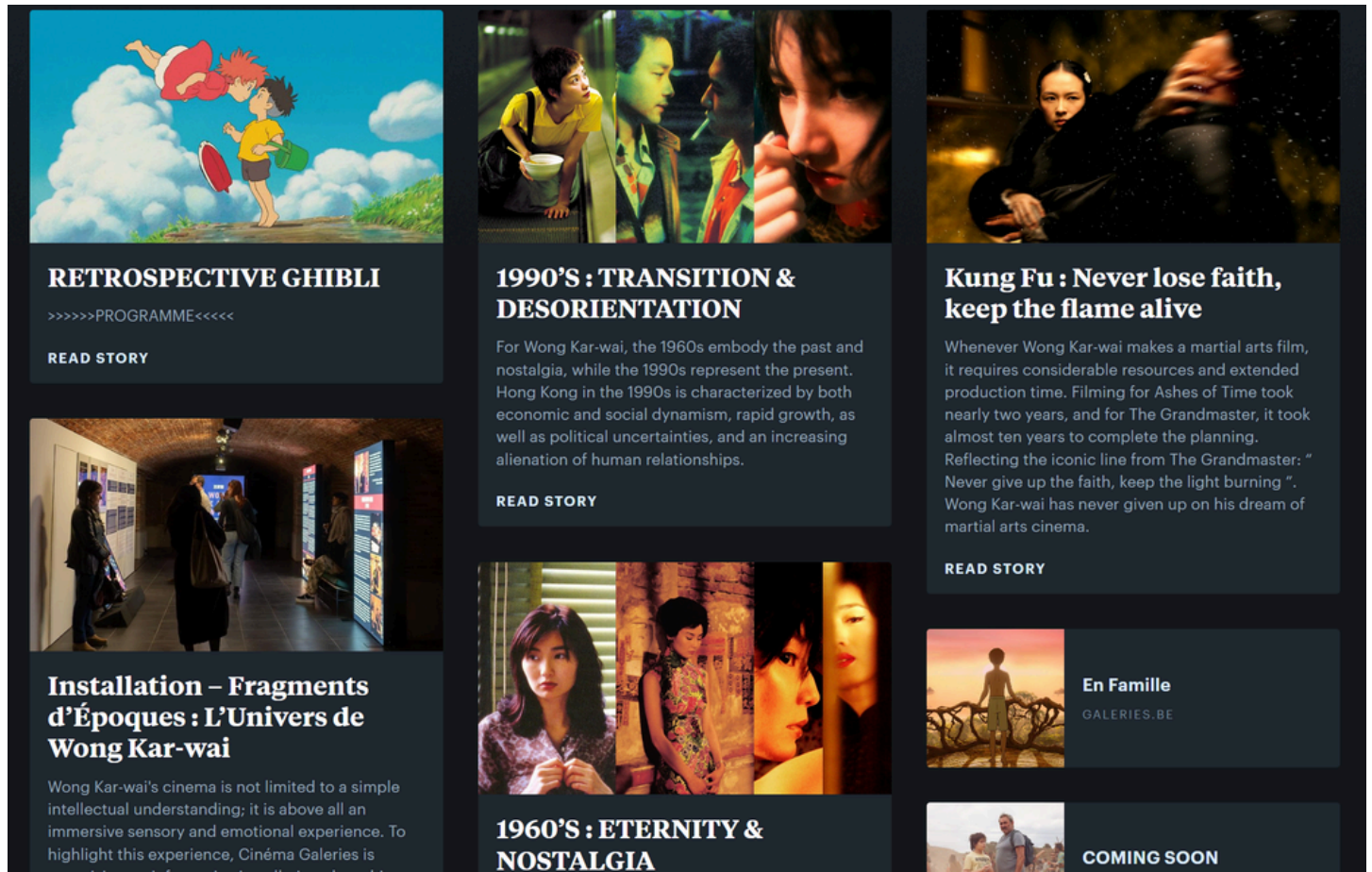
Instagram - their most successful platform - high engagement rate, good content and behind the scenes etc.

The screenshot shows the Instagram profile for 'cinema.galleries'. The profile picture is a circular logo with 'CINEMA GALERIES' text. The bio reads: 'CINEMA GALERIES Cinema CINEMA IN ALL ITS FORMS Arthouse, exhibition, festival, retrospective, education, in the heart of brussels 26 Galerie de la Reine, Brussels, Belgium 1000 galleries.be and 3 more'. The profile statistics are: 4,165 posts, 9,443 followers, and 930 following. The user is currently following the account. A follower 'pinkpoodlesociety' is visible at the bottom.



Facebook - not as good as it is, just content reposted from Instagram, not platform-oriented.

Letterboxd - posting about the movies they show, starting discussions, and more - a great way to engage with movie enthusiasts.



RETROSPECTIVE GHIBLI
>>>>>PROGRAMME<<<<<<
READ STORY

1990'S : TRANSITION & DESORIENTATION
For Wong Kar-wai, the 1960s embody the past and nostalgia, while the 1990s represent the present. Hong Kong in the 1990s is characterized by both economic and social dynamism, rapid growth, as well as political uncertainties, and an increasing alienation of human relationships.
READ STORY

Kung Fu : Never lose faith, keep the flame alive
Whenever Wong Kar-wai makes a martial arts film, it requires considerable resources and extended production time. Filming for Ashes of Time took nearly two years, and for The Grandmaster, it took almost ten years to complete the planning. Reflecting the iconic line from The Grandmaster: "Never give up the faith, keep the light burning". Wong Kar-wai has never given up on his dream of martial arts cinema.
READ STORY

Installation – Fragments d'Époques : L'Univers de Wong Kar-wai
Wong Kar-wai's cinema is not limited to a simple intellectual understanding; it is above all an immersive sensory and emotional experience. To highlight this experience, Cinéma Galeries is
READ STORY

1960'S : ETERNITY & NOSTALGIA

En Famille
GALERIES.BE

COMING SOON

Frequent **partnerships** with cultural organizations, embassies, and festivals for cross-promotion. One of the highlights of the marketing strategy as it really positions them as a cultural hub

- USP's

Historic location, position as a cultural hub - events, first screening, collaboration with cultural entities. Curated programming, bilingual accessibility - a lot of movies/subtitles etc available in French, English and Dutch.

- Customer Feedback - very positive with a big number of mentions of the great options for more niche movies and the atmosphere at the place.

Reviews

All

programming 40

selection 15

chips 14

noise 10

+6



Tintin

Local Guide · 188 reviews · 1344 photos



★★★★★ Edited 6 months ago

I had a great experience here. This is definitely a more "artsy" cinema, showing films which you may not be able to see at more mainstream cinemas. Despite that, there was still a good selection of interesting films to choose from. ...

[More](#)

Cinema Galeries
4.4 ★★★★★ (760) · Movie theater in the City of Brussels

330+ Photos

Website Directions Save Share Call

Overview Reviews

Google review summary
Reviews aren't verified ⓘ

5	★★★★★
4	★★★★
3	★★★
2	★★
1	★

4,4
★★★★★
760 reviews

- Website Structure & Performance

Design - Minimal, editorial style — well-suited for their artistic positioning.

Functionality- Clear navigation through programming, festival calendars, and events.



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

D 70

Page size

6.5 MB

Load time

3.65 s

Requests

165

- Reservation System Structure & Performance -



Simple system - pick the ticket, pay and receive the ticket. This cinema does implement assigned seating at a lot of the showings so that is another step in the process.

- Negative & Positive points in marketing -

Strong cultural branding, effective collaborations with festivals and institutions, good use of newsletter and social media for consistent communication, strategic location marketing benefits from high foot traffic and tourist interest.

Negative - Less presence on platforms like TikTok or Letterboxd compared to Lumière, positioning can feel a bit exclusive or intimidating for casual visitors, limited differentiation between content on Facebook and Instagram.

- Strong and weak points in the customer journey -

Strong visibility due to social media presence, collaborations and location, good booking system, location. Weak - accessibility as it's right in historical centre of the capital, a lot of tourists that won't return.


- Business Losers and winners. Winners - unique programme, historical building and architecture, merchandising of movies, cultural significance.

Losers - might get overcrowded due to the location, accessibility and I also saw the biggest complaint was the noise packaging of popcorn made (plastic)

Reviews

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noise 10 +6

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[More](#)

Learnings

- What I will copy: Community-oriented - collaborations with different cultural entities, festivals and businesses, merchandising stuff like bookmarks etc.
- What I will upgrade: social media presence - I will provide even more backstage content/reposting/engaging with visitors on social media - adding more of a human touch to the marketing.
- What I will downgrade: I believe that the ticket pricing might be a bit too low for a location such as Royal Gallery as if I had to guess rent of a building or buying it will be very high. Location less reliant on tourists to build up an even stronger community.
- What I will drop: popcorn and chips in plastic packaging that makes loud noises.

Lumière (Mechelen) - located in the old centre of Mechelen,

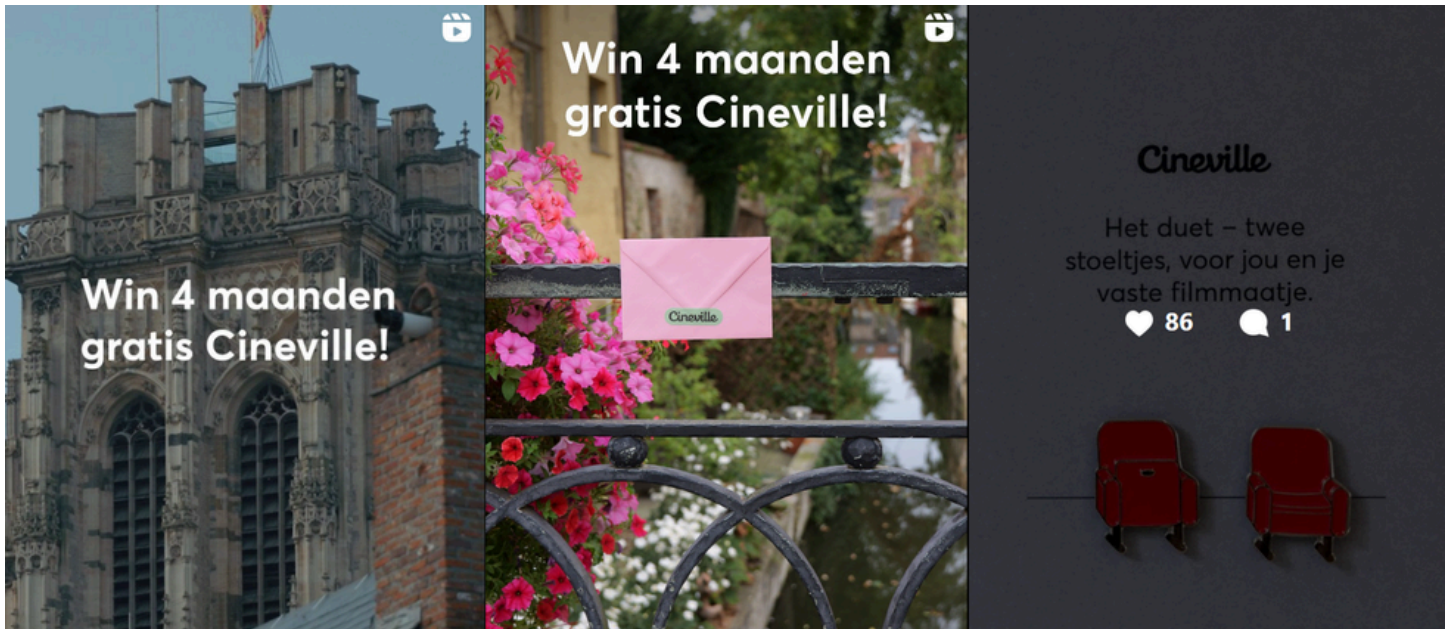
- Location - Mechelen, Historical Centre, car accessibility limited
- Primary Target Groups -

Group 1 - Students/Young people, they promote the Cineville pass on their platforms, even giving it out for free in a lottery-like giveaway, which is cheaper for students. I believe part of it is based on Mechelen being a student city with a lot of young people. This group is good at promoting the Cinema organically as they tend to use social media etc., more frequently.

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They offer unique screenings (



- Product Offering (for different target groups) -

Group 1 - cheaper tickets for students, Cineville pass, free posters.

Group 2 - historical building, cafe/bar, and movie dinners/breakfasts that help create a community, special events, and aesthetics.

Group 3 - curated film curation, more niche and underground movies available, premiere events, Letterboxd presence, free seating, which creates a more relaxed atmosphere.

- Pricing Strategy/Tactics - different types of tickets plus option to have a Cineville pass


One Battle After Another

woensdag oktober 1, 2025 | 19:30

1. Kies je gewenste tarief

<input type="radio"/> Standaard	12,50 €	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> Student (-26j)	10,50 €	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> 65+	12,00 €	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> Cineville	0,00 €	<input type="checkbox"/>	<input type="checkbox"/>

Vul hier je rittenkaartnummer in

 gebruik kaart



[Cineville Pass](#) [News](#) [Schools](#) [Room rental](#)

[Home](#) [Program](#) [Movie Breakfast/Din](#)

With the Cineville Pass unlimited to the movies, from €18.5 per month

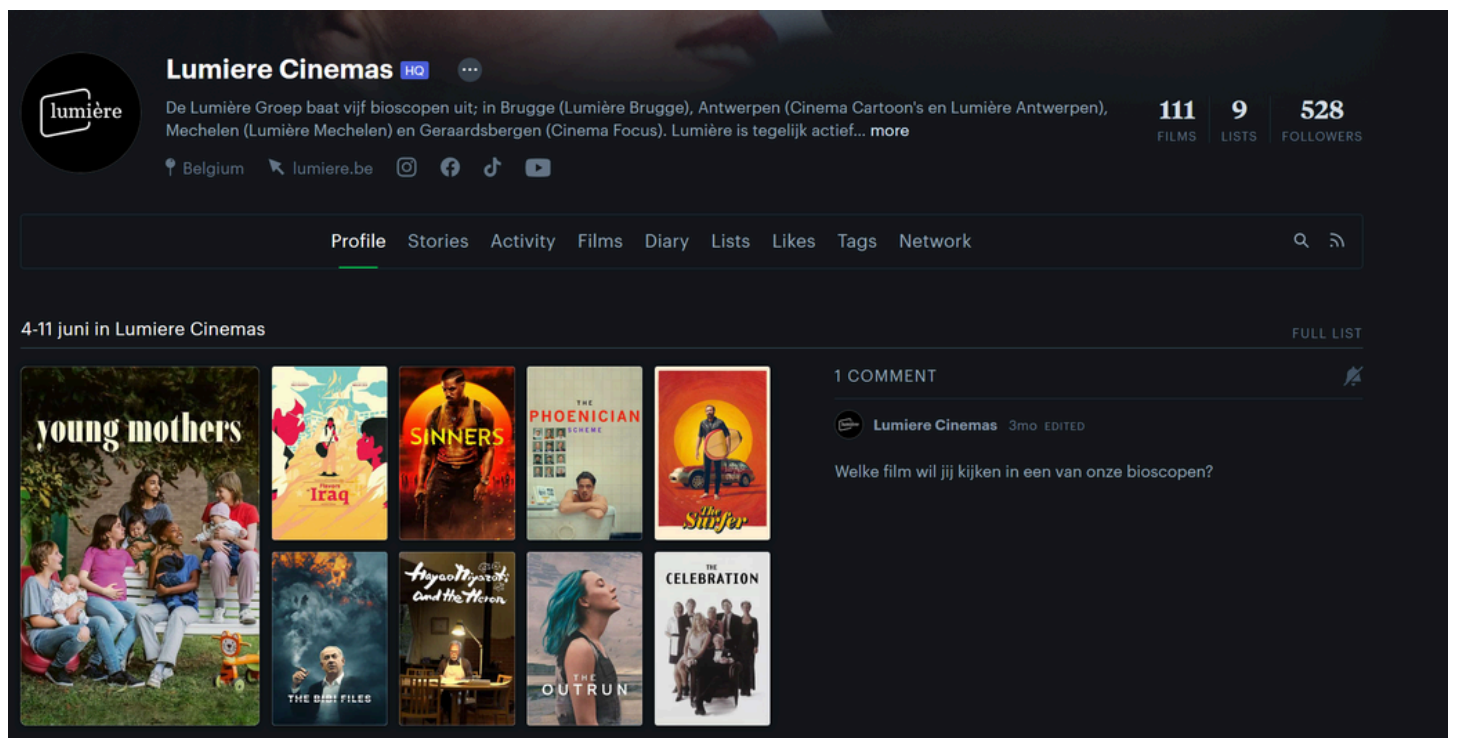
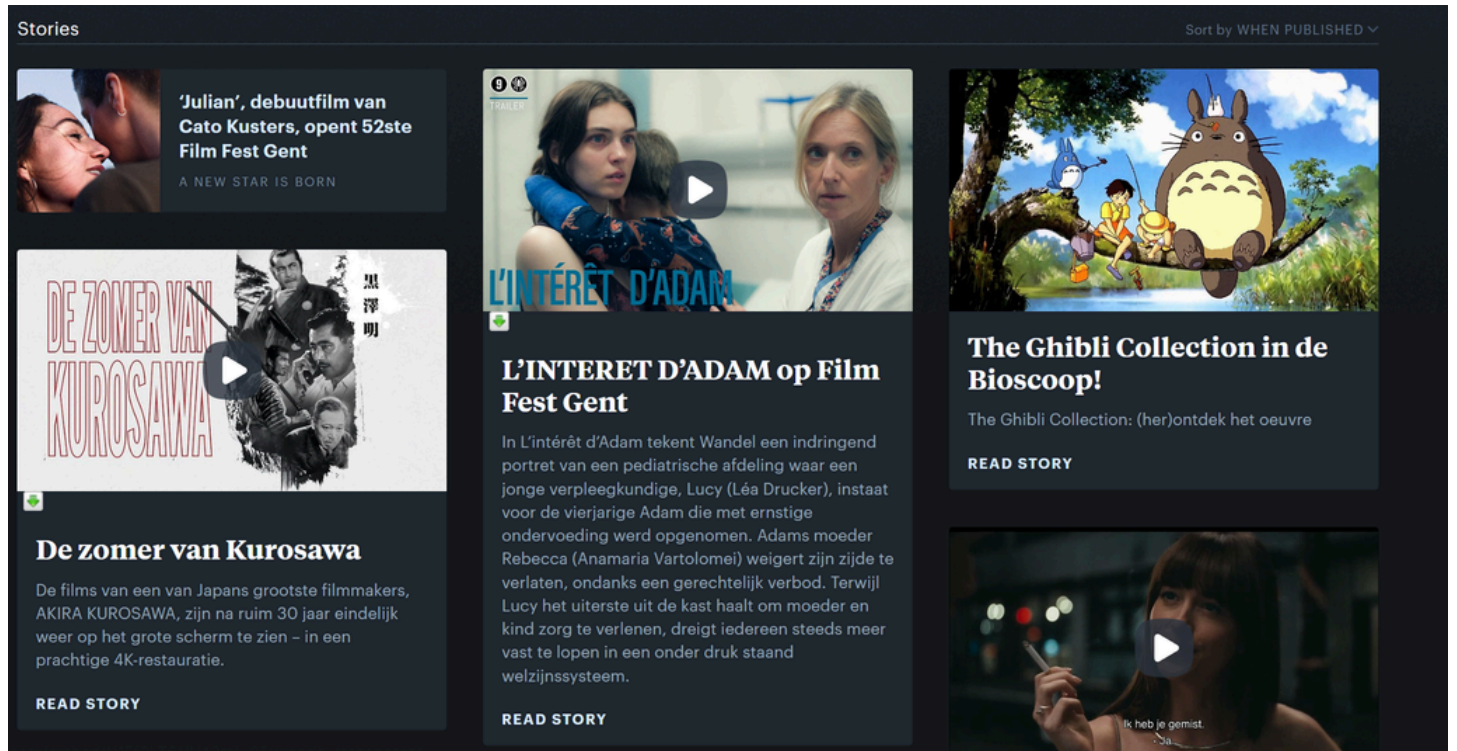
What is the Cineville Pass?

With the Cineville Pass enjoy yourself **watch unlimited movie** in all affiliated independent cinemas, for a fixed monthly fee: a

- 👉 €18,50/month for young people up to 26 years old
- 👉 €22,50/month from 26 years

- Promotion Channels & Content -

Letterboxd - one of the highlights that I want to mention about Lumière is that they actually have an account on Letterboxd. A site that is made specifically for movie discussions, reviewing, cataloging, etc. A platform used by someone interested in the arthouse film niche and who is invested enough in their film interest to go out of their way to create an account on such a platform. They implement many features on the platform, such as "Stories" (Picture 1), where they write about their upcoming movies, when you can see them, and much more. They also create playlists (Picture 2) with what they are showing that week, which can be quite useful for someone who might want to add those movies to their watchlist, etc.



Instagram (and Facebook) - they post the same content on both platforms; engagement-wise, Instagram is doing better; however, my recommendation would be to separate those 2

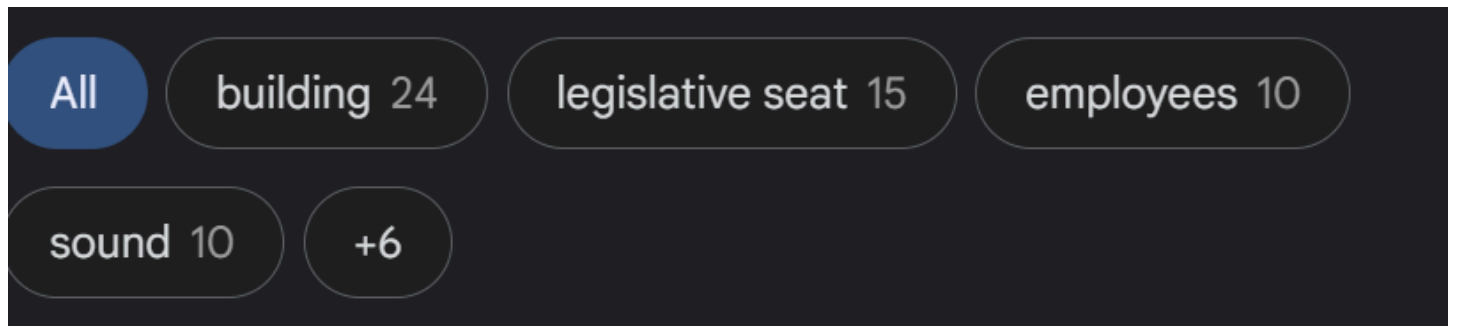
platforms as the audiences are drastically different.

TikTok - they have another approach for TikTok, and some videos went quite viral; however, new posts have not been made for a few months. Mostly sharing aesthetic clips of the movies that they show, which I think is a great choice for that platform, based on their desired target audience.

YouTube - just used to embed the trailers on their website.

Website - the place where you can learn everything, contact them, see the programme etc. In my opinion it is very well designed and quite fast.

- USP's - participant in Cineville pass (under 26 you get unlimited movies for 18,50 Euro a month across independent cinemas in Belgium that participate in the programme, I personally signed up for this) and is the only Mechelen-based cinema to do so; historical building - the location is quite unique being in a well-renovated building that kept its character; movie dinners and breakfasts; free posters for cinema lovers even with reservations! focus on a bar/catering/cafe - like opening 30 minutes before every screening,
- Customer Feedback - In general, the feedback is very positive. If you look at Google reviews, some things that are highlighted a lot are: the building itself, as it is a classic cinema building in a historical building, as well as friendly staff and some mentioned affordable prices for students.





Annelies Van der Sanden

Local Guide · 84 reviews · 66 photos



★★★★★ 3 years ago

Very nicely restored building.

No popcorn smell and a local beer from a glass with the movie.

No super large halls or screen, but pleasant chairs and a more intimate ... [More](#)

Translated by Google · [See original \(Dutch\)](#)



All

building 24

legislative seat 15

employees 10

sound 10

+6



Medhi Deschrijvere

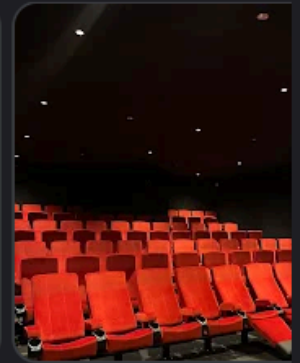
Local Guide · 93 reviews · 519 photos



★★★★★ 3 years ago

Super cinema. No industrial feeling like in big cinemas. No advertising until it suits your ears. Just watch a movie and have a drink at the cozy bar afterwards. The staff is a plus! Very friendly

Translated by Google · [See original \(Dutch\)](#)



- Website Structure & Performance - the website is great, it is intuitively designed, minimal yet still has its unique style - especially thanks to the signature muted yellow color that I have not seen implemented a lot; I have done a speed/performance test and the main recommendations for improvement are making images smaller etc., however I think for a cinema that has a need to appeal visually, this is not an option. Therefore, I will say that the website performance is optimal for this, as making movie icons smaller/lower quality will directly impact user experience.

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 74

Page size

9.6 MB

Load time

1.16 s

Requests

141

- Reservation System Structure & Performance

This cinema has free seating choices - therefore, you do not do the usual cinema thing with booking a specific seat(s) Otherwise, it is very clear - you choose your ticket, are directed to the payment and receive the ticket after.

- Negative & Positive points in marketing - strong positioning as a local art house cinema, strong aesthetics and visual brand, effective use of Letterboxd, and unique offerings like movie dinners. Negative - lack of social media platform differentiation, inconsistent social media activity, geographical limitation, as Mechelen is quite a small and sleepy town.
- Strong and weak points in the customer journey - good website and reservation system, pre-film experience (bar opening 30 minutes before movie showings etc), curation and engagement with community. Weak points - free seating - can cause problems if the room is too full, not everyone gets seats they want etc., accessibility is limited as cars are not easily parked nearby, limited program.

Strong - Website, blog, collaboration with Cineville, community, friendly staff, the building (location)

Weak - somewhat weaker social media presence, mainly due to not differentiating content based on a platform,

- Business Losers and winners

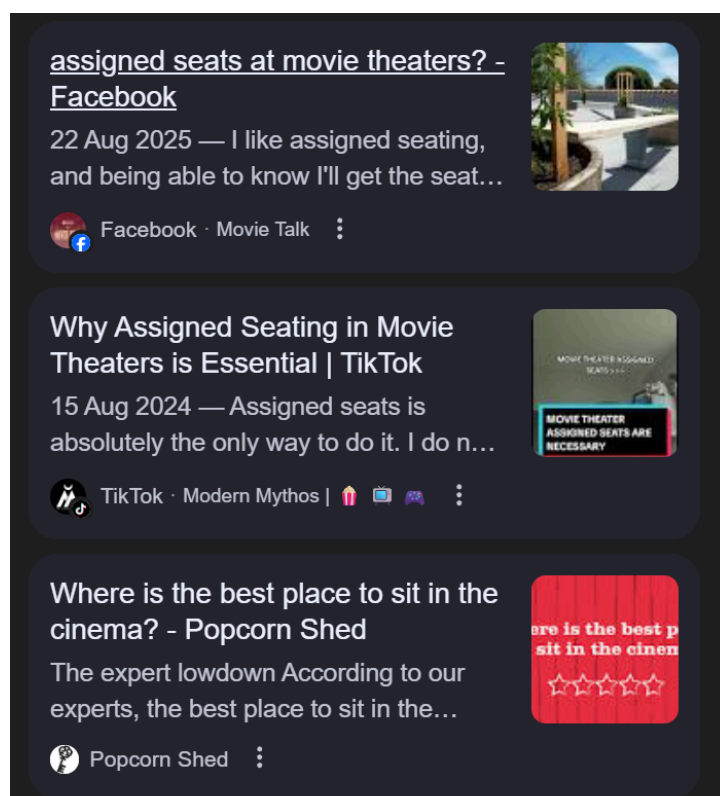
L - possibilities: showing a movie is already an expectation, so if the projector does not work or the screen is dirty, points go down. Unfunctioning website. More things like this but i did not notice any.

W - good offerings for snacks and drinks they even have stuff like a bar that offers different coffees etc; offering free posters; showing more unique movies for their audience - for

example, I watched the 1986 Caravaggio movie (with Tilda Swinton, Sean Bean), something that usually is not shown in bigger chains, as there won't be as much demand. [Cineville pass](#)

Learnings

- What I will copy: [Letterboxd profile](#) with playlists and stories is a great idea that matches the art house cinema idea, and a great way to update the customers on a platform they go to specifically to research cinema, movies, etc. [Posters and a system to reserve](#) a poster for the movie you have watched. Friendly and helpful team - training is a good investment.
- What I will upgrade: I honestly do not see what I can upgrade apart from maybe a more active social media presence and maybe run a few more movies, as some days only have a few.
- What I will downgrade: I will not put as much into the catering part of the business, no movie dinners, as it might require too much effort, like staff, ingredients, health inspections, and so on. At least not in the beginning.
- What I will drop: I personally like booking specific seats and not guessing if the seats I like are all going to be used or not - therefore, I would most likely drop the free seating booking model. Apart from the anecdotal evidence, I only have some people sharing my opinion, but not proven facts (Picture 1); however, I think it is a good choice for my business.



Royal Museums of Fine Arts of Belgium

- Location - Bruxelles Centre, very limited car accessibility
- Primary Target Groups - I actually picked this as the last competitor as I believe that some of the previous target groups overlap here - so here are the target groups that overlap

Group 1 - Students, YA - Especially art students, Erasmus students, and young people interested in culture who take advantage of reduced pricing and educational programs.

Group 2 - Tourists - major tourist attraction in Brussels, appealing to visitors who want to explore Belgian cultural landmarks

Group 3 - Culture and community-oriented people, locals and tourists interested in visual arts, history, and cultural heritage. People who regularly attend exhibitions, film screenings, lectures, and cultural events etc.

- Product Offering (for different target groups)

The fine arts museum offers different pricing for different audiences, including groups of people. But apart from that - their main product is always the same - tickets to the museums. The only difference is the price. Like many other museums, they also rely on merchandising - they sell art books, figures and other merchandise of art objects at their museum and others of high value for Belgian culture. They do also have tickets for 2 different parts of the museum - one classic art and one more modern - therefore, there is this differentiation. They also offer guided tours and some time limited exhibitions which might bring old customers back.

Description



OLD MASTERS MUSEUM

REGENTSCHAPSSTRAAT 3 RUE DE LA RÉGENCE

Discover the remarkable collection of Old Masters, covering a period running from the 15th to the 18th centuries: from the painting of the former Southern Netherlands to the Flemish School, and along the French and Italian School.



MAGRITTE MUSEUM + OLD MASTERS MUSEUM

REGENTSCHAPSSTRAAT 3 RUE DE LA RÉGENCE

Discover with one ticket only the full collections of the Royal Museums of Fine Arts of Belgium: Magritte Museum and the Old Masters Museum.



MAGRITTE MUSEUM

REGENTSCHAPSSTRAAT 3 RUE DE LA RÉGENCE

Discover this essential cultural centre in the heart of Brussels. The Magritte Museum presents an outstanding collection of works by Belgian Surrealist artist René Magritte (1898-1967), one of the world's most famous artists. The collection of over 200 works is the largest in the world. This museum, with its 2500 m² of contemporary museography, is the international reference centre for the work of this multidisciplinary artist.

◀◀ ◀ 1 ▶ ▶▶ Items per page: 12 ▾

- Pricing Strategy/Tactics

Pricing depends on the age, number of people, circumstances, and more.

Number of participants

Audioguide 	€ 4.00	<input type="text" value="0"/>	 
Adult (25-64)	€ 10.00	<input type="text" value="0"/>	 
Senior (65+)	€ 8.00	<input type="text" value="0"/>	 
Student (19-25)	€ 3.00	<input type="text" value="0"/>	 
Disabled person/ 1 accompanying person	€ 3.00	<input type="text" value="0"/>	 
Child (0-18 with family)	€ 0.00	<input type="text" value="0"/>	 
Subtotal	€ 0.00		

Visits for groups, children and schools

Are you planning a visit to the Royal Museums of Fine Arts of Belgium with a group, children or a school class? Take a look at our offers tailored to each audience:

- [School guided tour offers](#)
- [Group visits](#)
- Our programme of [activities](#)

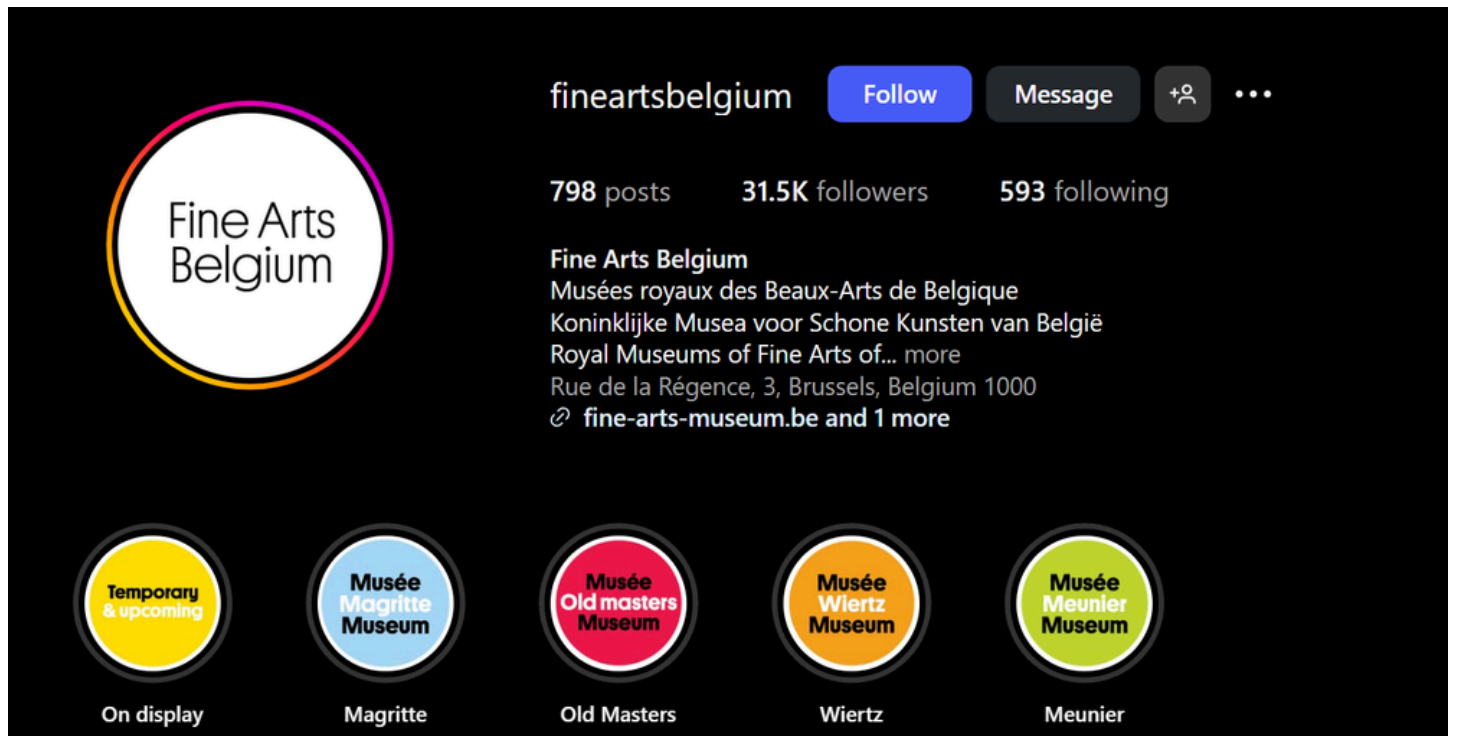


- Promotion Channels & Content -

Heavy reliance on cultural significance - as one of the biggest galleries/museums in Bruxelles the museum actually does not need to put too much of their budget into bringing visibility to its

brand. However, that does not mean engaging new audiences.

Instagram - they have an active instagram page with a lot of engaging behind the scenes content and updates,



Website - highly detailed website with tons of information (even overwhelming somewhat)



YouTube - exhibition trailers, virtual tours, lectures, and artist interviews.

TripAdvisor - as a cultural destination, they also have a page on TripAdvisor - something that can be implemented by a cinema in a historic building as well as it further positions it as a cultural hub, not just a place to eat popcorn and watch a movie.

< [Voir toutes les activités](#)

Musée royal des Beaux-Arts de Belgique

[Partager](#)

[Avis](#)

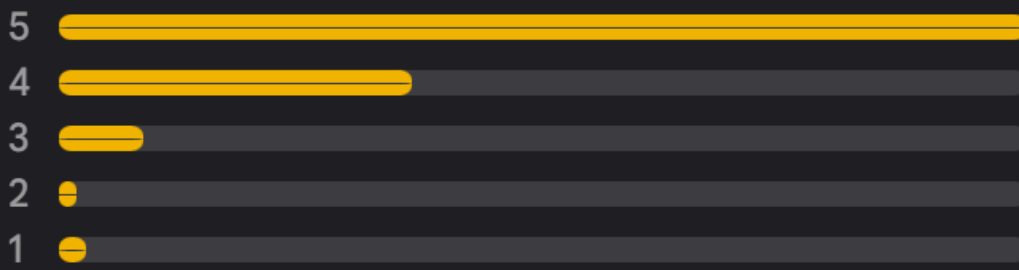
[Enregistrer](#)

4,3 ●●●●○ (1848 avis) N° 26 sur 874 activités à Bruxelles



- USP's - National cultural landmark - one of Belgium's most prestigious cultural institutions, central location, educational potential, membership program: Encourages repeat visits and community building among locals.
- Customer Feedback - as you saw above on TripAdvisor, as well as Google - reviews in general are very positive with a lot of people mentioning specific artists whose work is displayed there.


Complex of museums with over 20,000 works tracing the history of painting, sculpture & drawing. - Google



4,5



9.751 reviews

 Write a review

Reviews

All

bruegel 243

old master 163

peter paul rubens 153

flemish painting 101

+6

- Website Structure & Performance -

Design - modern, multilingual, and information-rich; navigation - clear structure but can feel overwhelming due to the breadth of content. The site is a bit on heavier side data wise so might take longer to load.



Performance grade

D 70

Page size

17.7 MB

Load time

4.96 s

Requests

151

- Reservation System Structure & Performance - might be a bit intimidating as there is quite a few steps - picking group/person type etc, having to pick a specific short time slot which might feel limiting, different museums and types of tickets - like combo of visiting both etc.
- Negative & Positive points in marketing

Positive - strong branding, multilingual communication and partnerships with tourism networks, high-quality content across social media, strong academic credibility and cultural authority.

Negative - less personal approach to social media and a lot of the times this corporate approach alienates younger audiences, limited use of newer or niche platforms, not as much emphasis on community.

- Strong and weak points in the customer journey -

Strong - very high awareness, efficient booking system, good pricing, on-site experience.

Weak - pre-visit discovery if you are unaware of it and are not looking for a museum specifically, navigation between the 2 buildings

- Business Losers and winners

L - navigation can be confusing, the amount of information on the website.

W - strong collections, good merchandising shop.

Learnings

- What I will copy: Newsletters, they advertise them on their website and i have not seen any cinemas do it - I think it's great to send out something like a weekly programme and not rely on cinema goer to check the website. Take the first step, something like a small brochure in a classic style. Low fares for the students.
- What I will upgrade: Better social media presence with more engaging less corporate content. More interactive and community-building initiatives.
- What I will downgrade: the booking system, it is a bit too complicated in this case. Same with the amount of different tickets, choice overload is a thing.
- What I will drop: information overload on the website, overly academic approach.

Thank you!