

Minter + Reid

Online/In-store Movie Rental Case Study

As we were learning about new ways to rent movies, we found ourselves addressing a question of primary importance – how do you include retail stores into the mail-service movie rental system? The average consumer using a service like Netflix sometimes forgets to return their movie, and is stuck without anything new to watch Friday night. Through the Idea Engineering process we generated a new, profitable solution to this common problem.

Great, simple ideas have high value. In this case, simply allowing consumers to come down to their local video store and trade-out online rentals for in-store movies proved to be a highly profitable idea. The competition was charging \$8-15 monthly for a service *without* this perk, and we came to the conclusion that we could charge the same or more and retain a significant amount of business. It was clear, throughout our one-on-one interviews that this was an unmet need for people that were not planners.

The numbers game – logistics and execution – was based off of our one-on-one interviews. Projected numbers 3 years after deploying the project were within 10% of the actual results. From a blank slate, to 3 million subscribers - and a highly profitable extension of this mostly-bricks business. Idea Engineering in action.