



# WB to MA Buy One and Choose (BOCO) Flow

Product Strategy

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# BUY ONE AND CHOOSE CUSTOMER JOURNEY



In this example, offer set at Buy One Choose 2 out of 5

1

Customer receives WB URL with digital movie code  
<http://wb.com/redeemmovie>



## Pre-populated Code Options

### QR Code



If QR code included, customer can scan QR code using mobile device

### Clickable URL

If user is provided with a URL that they can click/tap (i.e. received via email, social, etc.), code can be prepopulated when launched by setting up URL with code

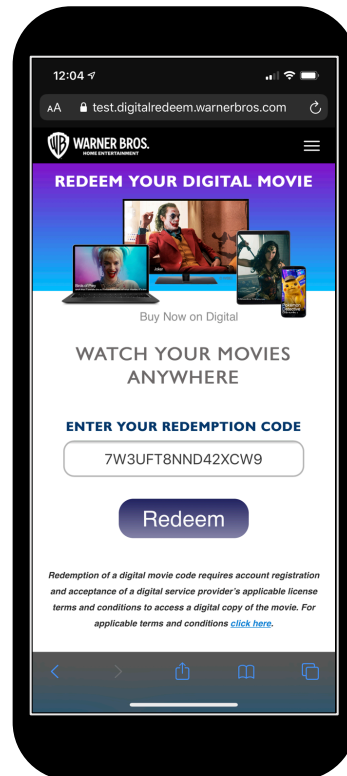
<http://www.wb.com/redeemmovie/?code=xxxxxxx>

in this example:

<http://www.wb.com/redeemmovie/?code=7W3UFT8NND42XCW9>

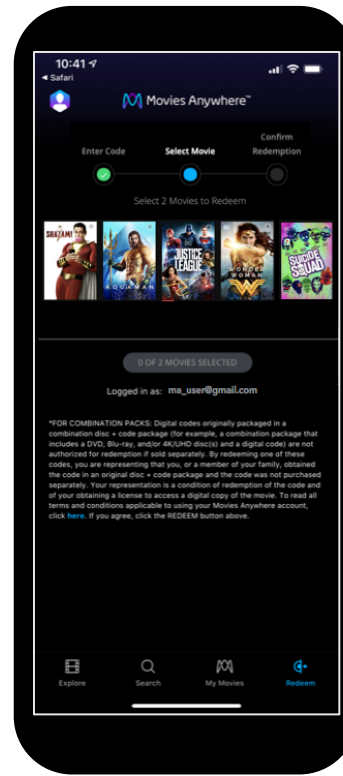
2

Once on WB Redeem Movie page, customer either sees pre-populated code or enters code and clicks/taps 'Redeem'



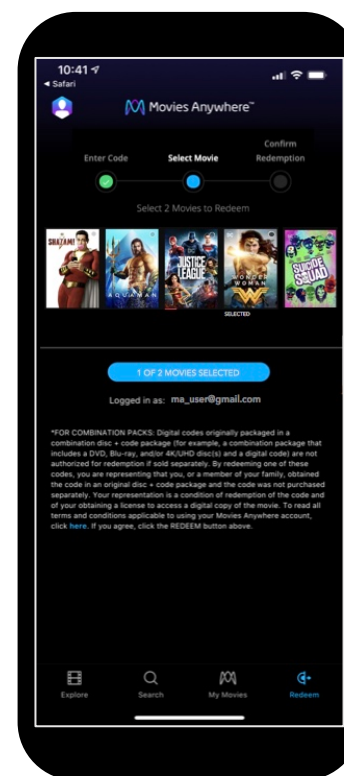
3

Customer is taken to the Movies Anywhere Buy-One-Choose Page



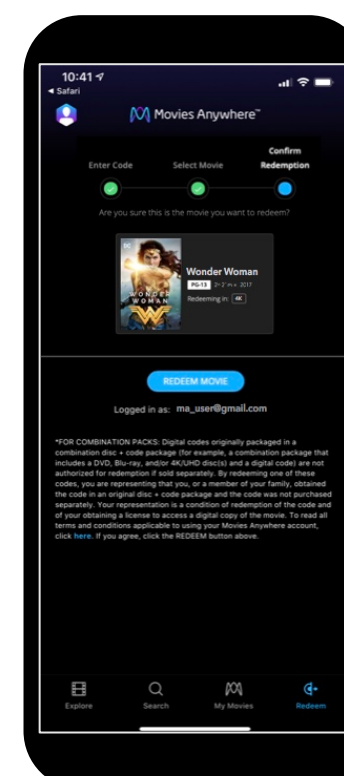
4

Customer selects one movie out of 2 from the 5 options



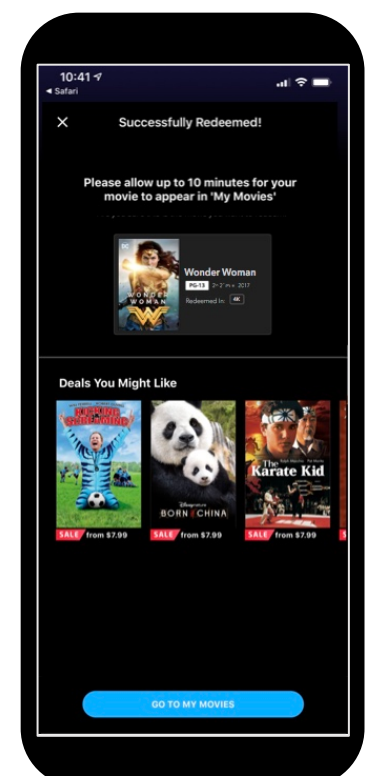
5

Customer decides to redeem one movie now and the other later



6

Customer decides to redeem one movie now and the other later



Depending on offer configuration, customer can select both movies at the same time or wait to select the other later

## OFFER CONFIGURATION OPTIONS:

1. Buy One and Choose One from One
2. Buy One and Choose One from Multiple
3. Buy One and Choose Multiple from Multiple – multiple selection must be made at the same time and content selection must be different
4. Buy One and Choose Multiple from Multiple – multiple selection can be made at different times and content selection must be different (flow sample with step 7 here)
5. Buy One and Choose Multiple from Multiple – multiple selection can be made at different times and content selection can be the same
  - This option should ideally only be selected if the offer is intended to be shared with other people. For example, I choose Wonder Woman today. Share my code with a friend to choose Wonder Woman again on another day.

7

Customer decides to redeem second movie from 5

