Project Charter

Top Gun: Maverick – AI Chatbot Engagement Campaign

Project Title: Top Gun: Maverick AI Chatbot

Project Sponsor: Paramount Pictures

Project Manager: Shirsh Kumar

Project Start Date: March 15, 2022

Project End Date: June 30, 2022

1. Project Purpose & Justification

The *Top Gun: Maverick* chatbot was developed as an AI-powered engagement tool to promote the movie before its theatrical release. The chatbot leveraged trivia questions hosted by Glen Powell, Fandango integration for ticket bookings, and a coupon reward system to drive audience participation and movie ticket sales.

This project aimed to:

• Increase fan engagement with interactive trivia and AI-driven conversations.

• Encourage movie ticket sales through seamless Fandango integration.

• Drive audience conversion using a chatbot-based coupon reward system.

• Enhance brand engagement by making the movie experience interactive before launch.

2. Project Objectives & Success Criteria

Project Objectives:

1. Finalise chatbot flowchart to define user interactions and engagement points.
2. Receive and implement creative assets (graphics, videos, and branding elements) into the chatbot.
3. Develop and launch an AI-powered chatbot for *Top Gun: Maverick*.
4. Implement trivia questions hosted by Glen Powell to enhance engagement.
5. Integrate Fandango movie ticket booking directly within the chatbot.
6. Implement a coupon code system to reward engaged users.
7. Test chatbot functionality and connect it to Facebook (FB) and Instagram (IG) pages.
8. Soft launch the chatbot in a controlled testing environment after client approval.
9. Fully launch the chatbot for public interaction.

10. Generate and share weekly reports with the client, including engagement analytics, user interactions, and ticket conversion data.
11. Provide post-launch support and a final wrap-up report at the end of the engagement period.

Success Criteria:

- The chatbot maintains high engagement rates through trivia and conversations.

- Users successfully book tickets through the Fandango integration.

- High coupon redemption rate, proving successful incentive-based conversion.

- Positive audience feedback and increased social media engagement.

- Weekly reporting provides insights into chatbot performance and user trends.

- Successful project closure with a wrap-up report summarising key outcomes.

3. High-Level Scope

In Scope:

- Chatbot flowchart finalisation to define conversation logic.

- Creative asset integration (movie branding, promotional images, videos).

- Chatbot testing and integration with Facebook and Instagram pages.

- Trivia-based interaction, hosted by Glen Powell.

- Fandango integration for seamless movie ticket booking.

- Coupon code distribution for ticket purchase incentives.

- Soft launch for final testing before full public release.

- Full chatbot deployment and monitoring.

- Weekly engagement reports to track chatbot performance.

- Final wrap-up report summarising project success and key insights.

Out of Scope:

- No direct payment processing through the chatbot (handled by Fandango).

- No customer service handling—chatbot is purely for engagement and bookings.

4. Major Deliverables & Milestones

Deliverable	Milestone	Completion Date
Chatbot Flowchart Finalization	Sprint 1	March 22, 2022
Creative Design Implementation	Sprint 2	March 29, 2022
Trivia Question Integration	Sprint 3	April 5, 2022
Fandango Integration	Sprint 4	April 15, 2022
Chatbot Testing & FB/IG Connection	Sprint 5	April 25, 2022
Soft Launch in Testing Environment	Sprint 6	May 5, 2022
Full Chatbot Launch	Sprint 7	May 10, 2022
Weekly Performance Reporting	Sprint 8	May 17 – June 30, 2022
Wrap-Up Report Submission	Sprint 9	June 30, 2022

5. High-Level Risks & Mitigation Strategies

Risk	Impact	Likelihood	Mitigation Strategy
Low chatbot engagement	High	Medium	Optimize chatbot messaging & ad placement
Technical integration issues with Fandango	High	Low	Align with Fandango's development team early
Coupon code redemption issues	Medium	Medium	Ensure codes are validated before distribution
Third-party vendor delays	Medium	High	Set clear deadlines & maintain weekly check-ins
Social media integration issues	Medium	Low	Conduct early testing with FB/IG APIs

6. Project Constraints & Assumptions

Project Constraints:

- The chatbot must be fully operational before the movie release to maximise impact.
- Trivia questions and chatbot responses must be approved by the studio and branding team.
- Fandango integration must comply with platform guidelines for seamless ticket bookings.
- Weekly reports must be delivered on time with actionable insights for marketing teams.

Project Assumptions:

- Glen Powell's trivia question recordings will be delivered on time.
- Users will actively engage with the chatbot and proceed to book tickets.
- The third-party vendor will complete workflow development as scheduled.
- Facebook and Instagram chatbot connections will function without major API restrictions.

7. Budget Estimate: $50,000

Category	Estimated Cost ($)
AI Chatbot Development	$ 15,000
Trivia Question Integration	$ 7,000
Fandango API Integration	$ 10,000
Marketing & Ad Campaigns	$ 12,000
Third-Party Vendor Fees	$ 4,000
Contingency Reserve	$ 2,000

8. Formal Closure Process

Steps to Close the Project:

1. Final Chatbot Performance Review – Analyse engagement metrics & ticket conversions.
2. Bug Fixes & Optimization – Address any remaining technical issues.
3. Final Client & Partner Review – Ensure Fandango & marketing teams are aligned.
4. Coupon Code Impact Analysis – Review redemption rates & effectiveness.
5. Final Wrap-Up Report Submission – Summarise key takeaways, engagement data, and campaign success.
6. Formal Project Sign-Off – Confirm project closure and archive documentation.

9. Approval & Authorisation

Name	Signature
Project Sponsor	Paramount Pictures
Project Manager	Shirsh Kumar