

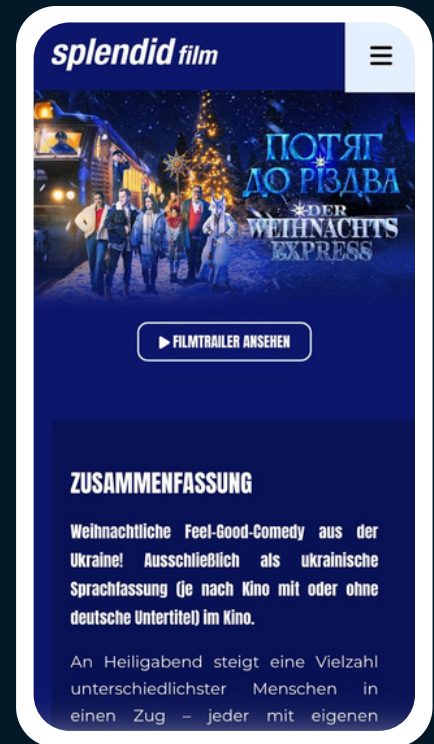
How Splendid Film & Film.UA Achieved a 38% Theatrical Conversion with MovieSite

Overview

Train to Christmas (Ukrainian: Потяг до Різдва), released in December 2025, is a Ukrainian festive comedy following a group of strangers travelling to Western Ukraine on Christmas Eve, who form unexpected bonds along the way.

Working with Film.UA, Splendid Film delivered a campaign that combined strong cultural positioning with a recognisable cast and a clear seasonal release window.

To support the campaign, a dedicated usheru MovieSite page was used to guide audiences from interest to ticket purchase.



Campaign Approach



Cultural relevance

The film's positioning centred on rediscovering authentic Christmas traditions, resonating strongly with Ukrainian audiences, particularly those in the diaspora.



Recognisable cast

Well-known Ukrainian actors played a central role in the campaign, bringing with them an existing connection and trust with audiences

This was supported by:

- A Christmas release window, naturally aligned with cinema-going behaviour
- Positioning the film as a shared family experience
- Strong use of social media and talent channels as primary discovery drivers
- Existing awareness from the film's franchise/sequel context

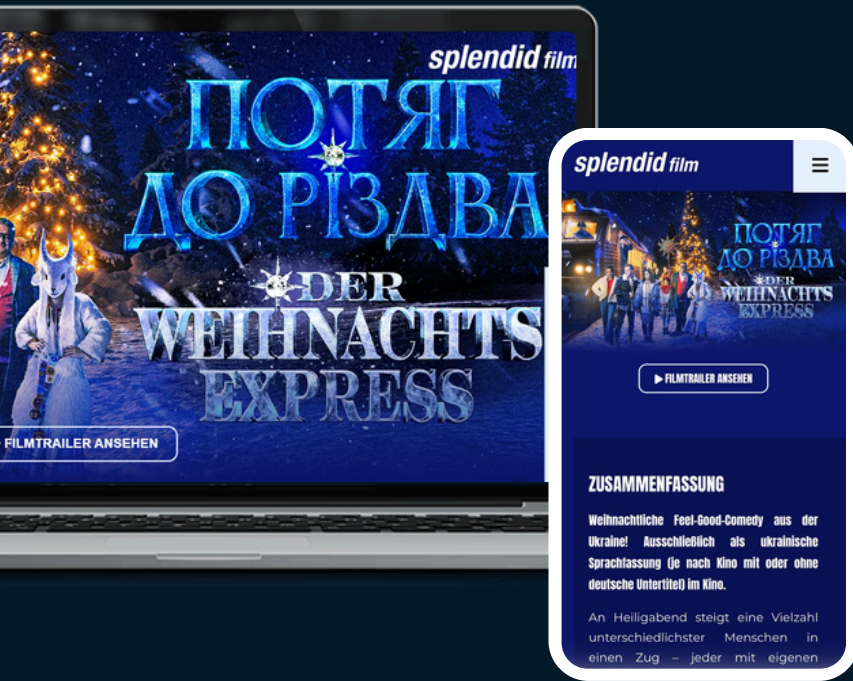
“

The site played a key role in converting audience interest into cinema visits. Once audiences arrived, it gave them a clear and immediate path to find showtimes and plan their visit.

Nina Scherfer

Head of Theatrical
Splendid Film GmbH

Solution



Key Takeways

1. Casting and recognisability matter

Talent with existing audience relationships can significantly increase engagement and intent when aligned with the film's positioning.

2. Cultural relevance drives connection

Positioning that reflects audience identity and experience can be particularly powerful, especially for diaspora audiences. Seasonal scheduling (e.g. around Christmas) can also amplify this connection.

3. Conversion journeys need to be simple

Once audiences are aware and engaged, a clear, low-friction path from interest to ticket purchase is critical.

Solution

The MovieSite functioned as the central hub for audience action. While marketing activity drove awareness and demand, the site played a key role in helping audiences move from interest to planning their visit.

In particular, it enabled:

- Clear navigation by city, allowing users to quickly find relevant cinemas
- Immediate access to showtimes and ticket links
- A simple, focused journey from discovery to decision

This helped reduce friction at the point where audience intent was highest.

Results



37.8%

of site visitors clicked through to cinema ticketing pages

This was driven by **high intent traffic** to the site and the **low friction purchase process** it offered. In particular, the traffic quality was driven by Splendid and Film.UA's campaign that focused on:

- **Face-led** positioning, built around recognisable talent for the target audience
- Strong **emotional and seasonal positioning**
- Establishing high levels of **trust and affinity** for the film