

Cinemas practising "reduced prices ploy"

I recently went to the East Rand mall to see a movie. Upon my arrival I was told that the cinema has upgraded to "Classic" at a price of R35 or so, and no longer R12 on Tuesdays.

Just out of curiosity I asked what the difference is, and the lovely lady told me that, "Oh, you get to choose your seat. Remember, initially you would just walk in and seat wherever."

I said: "Good Lord. Is that an improvement?"

Two weeks before that I came to the same place and two weeks later, there are new placards of "Classic" but nothing has changed. The "reduced prices ploy" was some temporary measure to get bums on the seats.

And now it's festive season the prices have gone up, but when its quiet again, they will be all over the show telling people that movies are affordable.

Surely you can do better?

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