



# Mystery Shop

## Guidelines & Client Requirements

### AMC Theatres—MPAA Age Compliance

*Confero does not pay for assignments that are not conducted according to these guidelines. Guidelines and client requirements must be followed carefully while performing and reporting your mystery shop assignment.*

#### Preparation:

- Location configurations vary. Check your shop log to be sure you understand the type of theatre you have been assigned to visit (traditional, Fork & Screen dine-in theatres, Cinema Suites dine-in theatres, etc.)
- If you are assigned to conduct more than one shop visit, report each visit on the correct shopper survey form.
- Movie tickets must be purchased from a theatre employee at the time of the shop visit. Advance purchases, online purchases, or purchases made at an Automated Box Office are **not** permitted.
- **You must have a teenager age 14-17 with you to conduct this shop.**
- The teenager must attempt to purchase a ticket to an R-rated movie *without* showing ID and *without* a parent or guardian, and must follow through with that purchase if allowed.
- **Prior to conducting this shop, review the R-rated movies available at your assigned theatre.** In the rare case the teenager is sold an R-rated movie ticket, *and* the ticket taker allows him/her access to the theatre without asking for ID, **you must purchase a ticket for the same R-rated movie and accompany the teenager.** These two (2) R-rated ticket stubs must be submitted for shop validation and cannot be exchanged for G, PG or PG-13 movie tickets.
  - **At no time should the teenager show ID of any kind;** however you (not the teenager) may show your ID at the box office to obtain entrance to the R-rated movie.
  - If an R-rated movie is not playing at the time of your assignment, please contact your scheduler. The shop cannot be performed until an R-rated movie is currently playing at your assigned theatre.
  - If there is not an R-rated film you wish your teenager to view, you and the teenager may leave the theatre after the R-rated ticket and concession purchase is made, as required by our client.

#### Days, Dates and Times to Shop:

See your shopper log for the dates and times you accepted:

1. Allowed date range
2. Weekday or weekend
3. Before 4 pm or after 4 pm

#### Validation Requirement and Reimbursement Allowance:

1. 2 x separate Movie ticket purchase receipts, up to \$15 per ticket\* Please take a photo of these two tickets side by side.

*\* Shoppers will be reimbursed for the purchase of TWO regular admission tickets to the movie of their choice based upon rating. Shoppers may upgrade to 3-D, IMAX, ETX and the like at their own expense.*

Additional food and beverage items may be purchased at shopper expense.

#### Conducting the Mystery Shop

**Video:** The mystery shop report you file will be taken seriously by AMC’s management. At random, mystery shop reports will be selected by Confero and/or by AMC for audit, which will require the viewing of the security camera videotape taken at the box office referenced during the mystery shopping visit. Please prepare to conduct your audit accurately and report it honestly. Please understand that all theatres have security video surveillance. If AMC and/or Confero have reason to believe that inaccurate information has been submitted, questioned reports will be viewed on tape for accuracy.

**Cell phone** conversations (or answering your cell phone) are not permitted during interactions or transactions with AMC employees.

#### At the Box Office (Conducted by teenager aged 14-17):

**Allow the teenage shopper (age 14-17) to approach the box office alone.**

**Stand well away from the transaction, out of view of the box office employees, so the box office employee has no way to know that there is an adult with the teenager.**

The teenager must approach the box office and ask to purchase a ticket to a specific R-rated movie currently listed/playing at the theatre. If the teenager is asked for ID, or asked if he/she is there with an adult or guardian, the teenager must **NOT** show ID and must state he/she is alone. **At no time should the teenager show ID of any kind.**





In the rare case that the teenager is allowed to purchase an R-rated movie ticket without an adult or ID, he/she should complete the purchase then proceed to the ticket taker in the theatre. *Note: We will not accept a shop if the R-rated ticket is purchased by the parent. The ticket purchase must be conducted by the teenager. **Please note - there must be a minimum of 3 minutes on the time stamp for the ticket purchase. If the ticket purchase time is the same on both tickets, we will not accept the shop.*** If the teenager is not allowed to

purchase an R-rated movie ticket, he/she should purchase a ticket for a G, PG or PG-13 movie. *Note: You must also purchase a ticket for the same film, and cannot choose an R-rated film to view on your own.*

**In the Theatre: Ticket Taker/Usher (Conducted by teenager aged 14-17)**

1. Observe the following:
  - Name of ticket taker/usher (Please look to see if he/she is wearing a name tag)
  - Description of ticket taker/usher
2. If the teenager was allowed to purchase an R-rated ticket without an ID, did the ticket taker/usher ask for ID? **At no time should the teenager show ID of any kind.**
3. If yes, was the teenager allowed to enter?
  - **If Yes:** Once inside the theatre he/she should text or call you to let you know which movie ticket to purchase. *Note: **You must purchase a ticket for the same R-rated movie and accompany the teenager.** You may show your own ID at the box office to obtain entrance to the R-rated movie.*
  - **If No:** He/she should return to the box office and request to exchange the ticket for a G, PG or PG-13 movie. *Note: **You must purchase a ticket for the same movie and accompany the teenager.** You cannot choose an R-rated film to view on your own.*
  - **Age Restriction Locations:** A small number of theater locations have an age restriction policy for entry (ex. "Minors Under 18 Must Be Accompanied by a Guardian Over 21"). If denied entry by the ticket taker, the minor will not be able to exchange the ticket even for a G, PG, or PG-13 movie. In this instance, the minor should get a refund for the purchase, and the shopper (parent/guardian) can approach the box office ticketing area *separately* and purchase two tickets for a G, PG, or PG-13 movie (not R-rated) in order to enter the theater and complete the remainder of the shop.
4. Both tickets (teenager and shopper) must be purchased at different times and when possible, at a different window.

Look for these posters/signs and report on their placement.

<p><b>Policy posters or sign inserts—</b>  <i>either a Glass Cling on the corners of the box office glass facing customers OR a Cardboard Stand-Up sitting on each corner of the box office counter</i></p>	<p><b>MPAA Ratings Sign/Poster</b></p>
 <p><b>the rules</b> let's keep it classy!</p> <p><b>No refunds after printed showtime.</b> <i>Sorry, Charlie for any other guest that goes by any other name!</i></p> <p><b>Outside food and drinks are not allowed.</b> <i>Leave the pouring and popping to us!</i></p> <p><b>No kiddos under 6 after 6pm at R-rated films.</b> <i>It's our official curfew.</i></p> <p><b>This theatre is for guests 18 and over, or those under 18 who are with a parent or guardian.</b> <i>We're family friendly as long as guests under 18 are with an adult who's 21 or over.</i></p> <p><b>Once you get to the auditorium, no cameras are allowed.</b> <i>It's the law, so don't break it! (Violators could be prosecuted).</i></p> <p><b>Always remember the golden rule.</b> <i>Everyone's here for the show, so be respectful of each other. Don't do anything dangerous, disruptive or disorderly. No toting either.</i></p> <p><b>thank you</b></p> <p><b>ask about accessibility</b> We have assistive listening devices. Ask for more info about</p> <p> assistive listening</p> <p>Some wheelchair spaces may be available even if the show is sold out.</p> <p></p>	 <p><b>the AMC guide to the MPAA movie ratings</b> let's take a closer look!</p> <p><b>everyone's invited to this party</b></p> <p><b>G GENERAL AUDIENCES</b> All Ages Admitted <i>Nothing that would offend parents for viewing by children.</i></p> <p><b>there's grown-up stuff in this movie</b></p> <p><b>R RESTRICTED</b> UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN <i>Contains some adult material. Parents are urged to learn more about the film before taking their young children with them.</i></p> <p><b>ok for almost all ages, but you know your kiddos best</b></p> <p><b>PG PARENTAL STRONG CAUTION</b> SOME MATERIAL MAY BE OFFENSIVE TO CHILDREN <i>Parents urged to give "parental guidance." May contain some material parents might not like for their young children.</i></p> <p><b>for adult eyes only</b></p> <p><b>NC-17</b> NO ONE UNDER 17 ADMITTED <i>Parental adult. Children are not permitted.</i></p> <p><b>every movie &amp; every movie-goer is unique, so you'll want to get more info from the ratings box</b></p> <p><b>PG-13 PARENTS STRONGLY CAUTIONED</b> SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN 13 &amp; UNDER <i>Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.</i></p> <p><b>the AMC rules for R-rated movies</b> We'll want to see your ID. Be prepared to show it if you're 25 or under. If you're under 17, you'll need to bring an adult. That's a parent or guardian who's 21 or over. No little ones under 6 after 6pm at R-rated films. It's our official curfew.</p> <p></p>

- You cannot be a current or former employee of AMC Theatres or a direct competitor of AMC Theatres. You cannot know or be related to anyone who works for AMC Theatres or a direct competitor of AMC Theatres.
- You cannot be a staff member, scheduler, or an editor for a mystery shopping company other than Confero, without Confero's prior approval of your assignment for this project. Do NOT contact any AMC Theatres EMPLOYEE directly for any reason! If you have any questions or concerns about your assignment, about what happened during your shop, about an employee of the store, contact your scheduler immediately.