

# Arts Marketing Strategy

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## **Introduction**

This marketing strategy is to market a production of the musical 'Grease' at the Belgrade Theatre in Coventry. Half of the profits from the production will go to charity 'Tommy's'.

The production is produced by and stars a local group of students; who work under the name of 'Scholar Productions'. 'Scholar Productions' has produced and performed a show at the Belgrade Theatre every year for the past five years. These shows are in aid of a charity and a donation of half of the profits goes to a different charity each year.

'Scholar Productions' is producing its fifth annual show 'Grease'. The target audience of the musical is teens and young adults, mainly female and in socio-economic groups C2, D or E. The unique selling points (USP's) of the event are firstly that it is produced and stars local students; and secondly that 50% of the profits are to be given to charity.

The production will take place on 31<sup>st</sup> July 2010, at the Belgrade Theatre in Coventry; tickets will cost £4. The charity that will receive a donation this year will be 'Tommy's'.

### **Aims and Objectives**

The first aim of the production is to ensure it is promoted specifically to the target audience. This will be achieved by promoting the event in the local area where the target audience will be; such as the university and city centre.

The second aim is to raise as much money for 'Tommy's' charity as possible – and also awareness of the charity. This will again be accomplished by using the correct marketing tools, in the right time scale, to make as great a proportion of the target audience aware of the event as possible to ensure maximum audience numbers which means maximum money raised.

The third and final aim of the production is to try to promote student theatre and what can be achieved by a group of students and to try to get others involved. This will be achieved by promoting the production in the community, to show the local community what students can produce and in doing this, hopefully get other students involved.

## **Marketing Strategy**

There will be multiple marketing methods used as part of the strategy for promoting the production of 'Grease' by Scholar Productions at the Belgrade Theatre. The marketing strategy will use a combination of print, electronic and guerrilla marketing to make the target audience aware of the event. Due to the fact that half of the profits will be donated to charity, there are fewer funds to pay for marketing, so free forms will be made use of.

The first is a press release which will be sent to local newspapers in the middle part of April. This will coincide with the ticket release at the beginning of May. The press release is of course free, so is a good marketing tool because of the fact it is cost-free. This allows less money to be spent on marketing and more of the profits to go to charity. It is also a good way to reach a target audience, as if they themselves do not read the newspaper, someone they know might. Also, newspapers have a significantly higher readership than their circulation figures, this is due to readers buying the newspapers then leaving them at home, on their commute or in their offices etc, where others can pick them up and read them. This means they reach a wide audience, giving a greater chance that the target audience will read the article. Since the production is in Coventry, the press release will be sent to all the local newspapers; Coventry Telegraph, Coventry Observer and Coventry Times. It will also be sent to newspapers in surrounding areas and their newspapers; Atherstone Herald, Bedworth Echo, Hinckley Times, Heartland Evening News and Nuneaton Tribune. Finally, the press will also be invited to attend two sessions where cast will be in costume; these being filming for video at the end of April and during a performance in the city centre at the beginning of May; this will give them the opportunity to take photographs and obtain interviews with the cast. This will give further free promotion in the newspaper.

The marketing strategy will also use electronic media and in particular, social networking sites such as Facebook, MySpace, Bebo and Twitter. Also YouTube will be used. 'Scholar Productions' already have pages on all the social networking sites and a video channel on YouTube. Mid January the chosen show for this year and the date of the event will be announced to all fans on the social networking sites. Then the fans will be sent a message at the beginning of February, followed by another message at the beginning of May and July. Fans will be kept updated on promotional events too. YouTube will be used to upload and then send links to the promotional video. The promotional video will be filmed at the end of April. The video will include clips of a selection of songs from the show and will be posted on the group's official YouTube channel. The link will be sent to all 'friends' and subscribers on YouTube and all fans on the social networking sites. These are effective promotional tools for this marketing strategy as once again they are free and very simple to complete. Only taking a few moments to post and a few hours to make the video, but they reach thousands of fans and can be passed on to others quickly and easily.

This marketing strategy will however, use print media which has a cost. But with multiple buys from online companies it limits the amount of the profits that will have to be spent. There will be seven A3 sized posters, which will cost £30. These will be placed in Coventry Belgrade Theatre; as this is where it is taking place; and in the Ellen Terry building at Coventry University; as this houses the performing arts students of which are within the target audience and who may be specifically interested in a performance. There will also be a poster displayed in the Coventry Student Union (Fifty Four) as a large proportion of the

student population visit there and this means that not only the Art and Design students will be targeted with the poster. Also a poster will go in the Bedworth Civic Hall, Atherstone Memorial Hall, the Abbey Theatre in Nuneaton and Hinckley's Concordia Theatre; as these are all local theatres which put on events with the same target audience as this performance. The final poster will be displayed at Warwick Arts Centre as this is a large venue that attracts the event's target audience amongst its audiences. These will be distributed at the beginning of June; halfway between ticket release date and the performance date.

Another form of print media that will be used is leaflets. These can be made for £106 for 1,000. These will be distributed to each of the theatres at the beginning of June. 250 will go to Belgrade Theatre, Bedworth Civic Hall and Warwick Arts Centre respectively as the Belgrade is the event's venue and the Civic Hall and Arts Centre are the closest and more importantly the largest to the venue. Then 50 will go to each of the Abbey Theatre, Memorial Hall and Concordia Theatre, as these are the next closest to the venue, but are small venues so they do not have large audiences. The information centres in Coventry, Warwick, Nuneaton and Hinckley will receive 100 leaflets each, because these are information centres that update the local community of events in the area. Finally, the libraries in Coventry, Warwick, Nuneaton, Atherstone, Bedworth and Hinckley will receive 50 leaflets each, as these too tell the local community about events in the area and always display leaflets and flyers. The remaining 400 will be distributed to the theatres again at the end of June according to which have the least remaining.

The final marketing tool this strategy will use is guerrilla marketing. This will be in two ways; the first will be a performance in the street, like street theatre and the second will be a promotional car. The performance will be of a few scenes from the production, lasting approximately 15 minutes during the busiest times of the day. The performances will be located by the fountain where the shopping centres and streets meet. This is where the shoppers are most likely to pass and people walking through the town. It is also a fairly central location so is easy for the target audience to get to if they hear about the performance and want to see it. The performances will take place between 8:00 – 9:00, 12:00 – 14:00, 15:00 – 16:00 and 17:00 – 18:00 on a Friday. These times include commuting hours, lunchtime and the hour when school and college students finish their day. The performances will also take place on the Saturday at 10:00 – 11:00, 13:00 – 14:00 and 16:00 – 17:00. These times include the busiest shopping hours and lunchtime. In doing these performances a "buzz" will be created in Coventry city centre and will attract the target audience as they commute to and from school and work, on their lunch hour and during shopping on the Saturday. It is also an effective marketing tool as it is cost-free and will generate word-of-mouth about the event. The performances will take place at the beginning of May and July; to coincide with the ticket release and performance day. There will also be flyers on a table next to the performance, so that passers-by can take one for more information; these will cost £124 for 2,000 A6 sized – 500 flyers per day.

The second guerrilla marketing event that will take place is a promotional car driving around Coventry city centre. The car will have a sign on the roof with an image of the main cast members and the title of the production and when and where it is taking place. The sign will cost £47.50 and the car will drive around at the beginning and end of June; to coincide with ticket release and event day but so as not to clash with the performances in

the city centre. The car will drive around during peak shopping hours on a Saturday; 10:00 – 11:00 and 15:00 – 16:00; as this is when the target audience are most likely to be in the city centre. This is an appropriate marketing tool for the event, as this too will create a “buzz” in the city centre, but will also reach a large proportion of the target audience whilst they are shopping.

These marketing techniques amount to a total cost of £307.50. This will be paid for from ticket sales, which will equal £3464 if all 866 seats are filled. This would make £3156.50 profits. So, these marketing strategies are cost-effective and will be used effectively as to reach the greatest proportion of the target audience.

## Timeline

(B) = Beginning of the month

(M) = Middle of the month

(E) = End of the month

<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
(B) Establish production	(B) Message fans on Facebook, MySpace and Bebo of 'Scholar Productions' about the show.	(B) Posters, flyers, leaflets and car signs finalised and sent to printers. A draft of the press release written.	(M) Send press release to local newspapers. Tweet about the show on Twitter.
(M) Show and date announced to fans on Facebook, MySpace and Bebo and events page created on Facebook. Tweet about the show on Twitter.	(M) Draft of the posters, flyers, leaflets and car signs drawn up and photo-shoot with the cast for promo images.	(M) Decide on tracks from soundtrack to play in the promo car and select scenes to perform in city centre and to be filmed for YouTube.	(E) A selection of scenes filmed for and promo/trailer produced and posted on the company's official YouTube channel. (Good time for press visit)
(M) Email Coventry student union to check availability of poster space in student union (to be put up at beginning of May).		(E) Press release finalised. Posters etc received back from printers.	
(E) Production finalised			

<b>May</b>	<b>June</b>	<b>July</b>
(B) Tickets on sale!	(B) Leaflets and posters distributed. Promo car sent to drive around the city centre.	(B) & (M) More performances in city centre. Tweet about the show and message fans on Facebook, MySpace and Bebo.
(B) Performance in the city centre. (Also a good opportunity for press photography) Poster in the student union. Tweet about the show and message fans on Facebook, MySpace and Bebo.	(E) Contact local radio station to arrange interview for as soon as possible. Visit theatres to see which need more leaflets. Promo car sent to drive around the city centre.	<b>31<sup>st</sup> July – Show day!</b>

## **Examples of marketing materials**

### **Press release:**

#### **'Grease is the word at Belgrade Theatre'.**

Local student production group 'Scholar Productions' are due to perform their fifth annual show on the 31<sup>st</sup> July 2010 at the Belgrade Theatre in Coventry.

'Scholar Productions' are producing and starring in 'Grease', with 50% of the profit going to charity 'Tommy's'.

This is their fifth production at the theatre, in which every year they have donated half of the profits made to a popular charity. Every year this group have received fantastic reviews from local press.

'Grease' is a fun musical with all the well-known songs such as 'Summer Nights' and 'You're The One That I Want'. Once again, the students have choreographed all the songs and drafted the script themselves.

'Grease' takes place at the Belgrade Theatre in Coventry on the 31<sup>st</sup> July 2010. Tickets cost £4 (50% of the profits go to Tommy's charity) and are available at the Belgrade Box Office on 024 7625 6431 from 1<sup>st</sup> May onwards.

#### **ENDS**

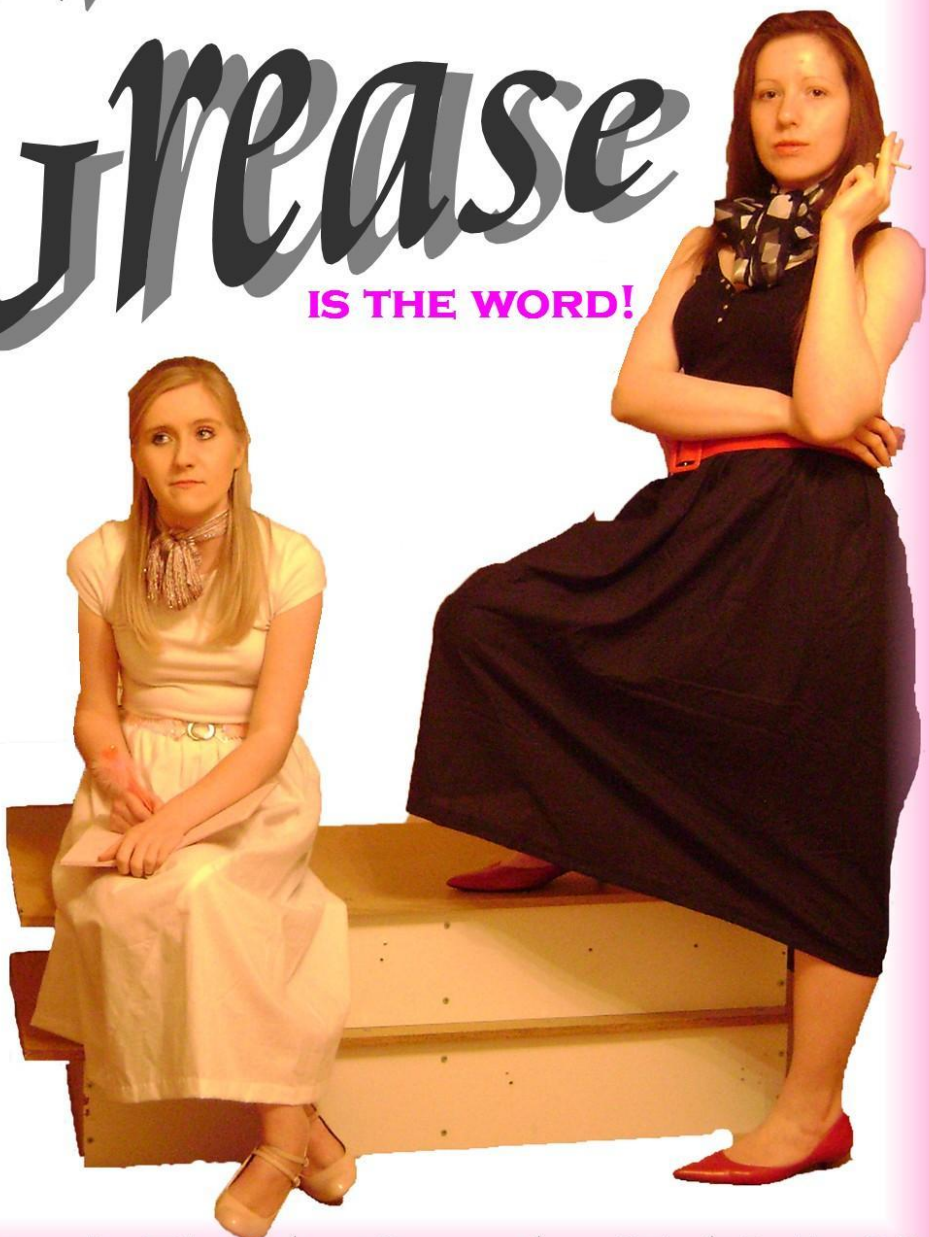
For further information email [scholarproductions@aol.com](mailto:scholarproductions@aol.com) or visit the group's Facebook page at <http://www.facebook.com/scholarproductions>

Flyer:

**'SCHOLAR PRODUCTIONS' FIFTH PRODUCTION**

# Grease

**IS THE WORD!**



**At Belgrade Theatre Coventry 31st July 2010**

**"They never fail to deliver"**  
**- Atherstone Herald**

***In support of Tommy's Charity***

Call 024 7625 6431 or visit [www.facebook.com/scholarproductions](http://www.facebook.com/scholarproductions) for tickets

Leaflet:

**'SCHOLAR PRODUCTIONS' FIFTH PRODUCTION**

# Grease

IS THE WORD!

**At Belgrade Theatre Coventry 31st July 2010**

**Scholar Productions** **tommy's**  
 THE BABY CHARITY

## Booking and Information

**CALL** 024 7625 6431 **ONLINE** [www.belgrade.co.uk](http://www.belgrade.co.uk) **VISIT** [www.facebook.com/scholarproductions](http://www.facebook.com/scholarproductions)

**PRICE**  
 £4 for all

**PERFORMANCE TIME**  
 7.30 PM  
 31st July 2010

*In support of Tommy's Charity*  
[www.tommys.org](http://www.tommys.org)

**tommy's**  
 THE BABY CHARITY

**WHERE TO FIND US**  
 Corporation Street  
 Coventry  
 West Midlands  
 CV1 1GS

**Scholar Productions**

**"Grease is the time, it's the place, it's the motion... Grease is the one that you want to see!"**  
 - Coventry Telegraph

**'Summer Nights'**

**'Look at me I'm Sandra Dee'**

**'Rydell Fight Song'**

**'Hopelessly Devoted To You'**

**'There Are Worse Things I Could Do'**

**'You're The One That I Want'**

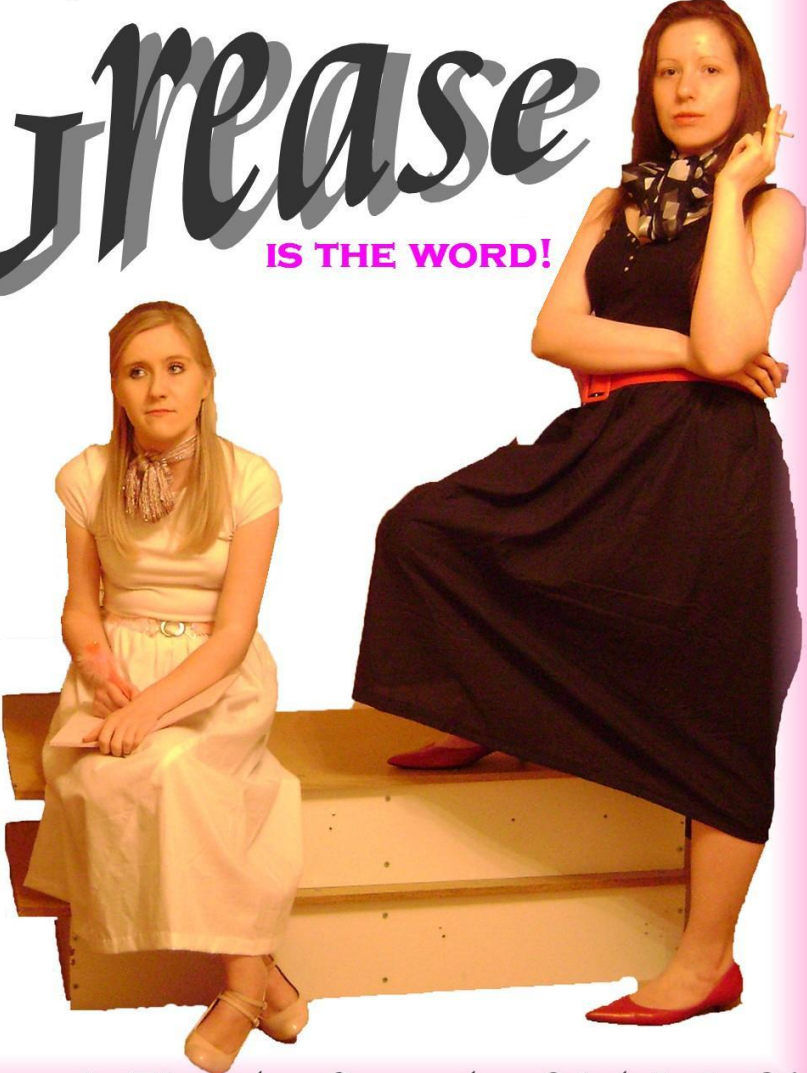
*'Scholar Productions' are a student group who have in Coventry for the past four years. This will be their sold-out every year. This year the charity they will donated to them. 'Grease' is a fantastic, fun show with performed a different musical at the Belgrade Theatre fifth. They have received critical acclaim and have support is 'Tommy's' - half of all profits made will be all the songs you know, perfect for a girl's night out!*

Poster:

**'SCHOLAR PRODUCTIONS' FIFTH PRODUCTION**

# Grease

**IS THE WORD!**



**At Belgrade Theatre Coventry 31st July 2010**

**'A student group like you've never seen before' - Hinckley Times**

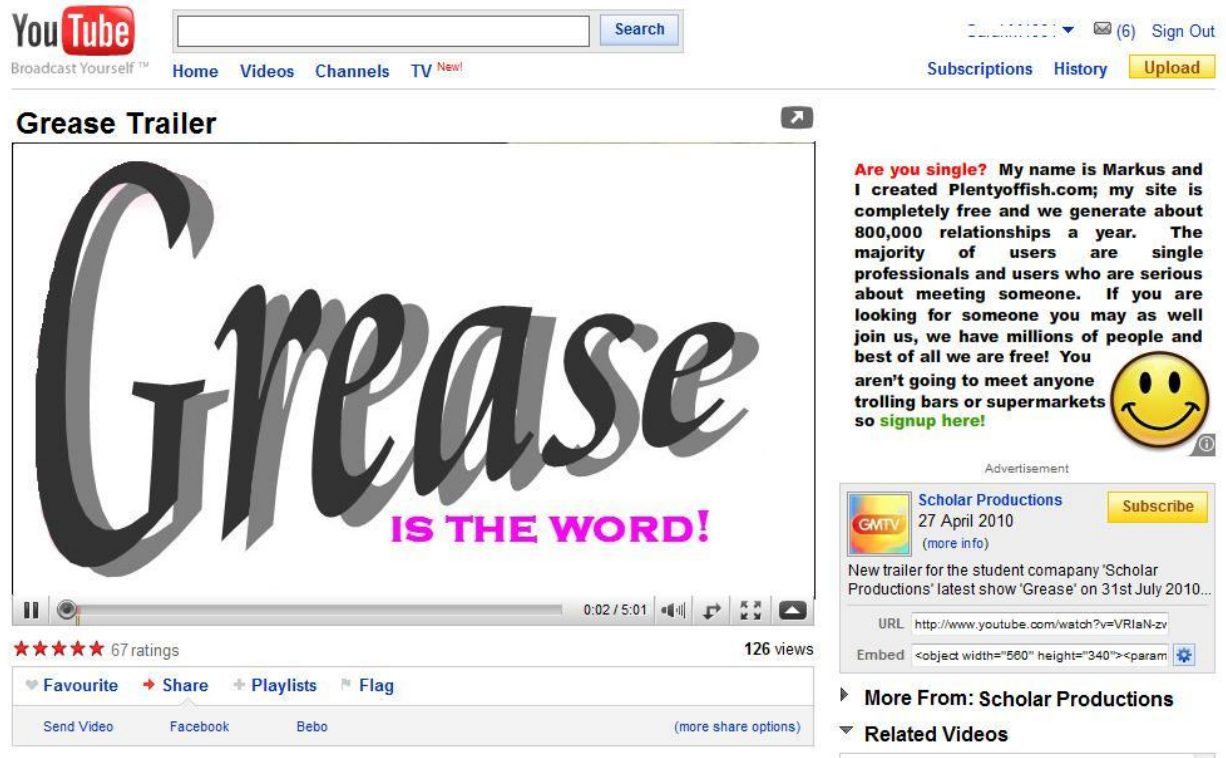
**tommy's**  
THE BABY CHARITY

**'Five Stars' - Bedworth Echo**

Call 024 7625 6431 or visit [www.facebook.com/scholarproductions](http://www.facebook.com/scholarproductions) for tickets

Scenes for promotional video:

Clips of the main songs; 'Sandy (Opening)', 'Summer Nights', 'We Go Together' and 'You're the One that I Want'.



The image is a screenshot of a YouTube video player. The video title is "Grease Trailer". The video player shows a large, stylized "Grease" logo in black and grey, with the text "IS THE WORD!" in pink below it. The video progress bar is at 0:02 / 5:01. Below the video player, there are 67 ratings (5 stars) and 126 views. There are buttons for "Favourite", "Share", "Playlists", and "Flag". Below these are "Send Video", "Facebook", and "Bebo" options, along with "(more share options)". To the right of the video player, there is an advertisement for "Scholar Productions" dated 27 April 2010. The ad includes a "Subscribe" button and a description: "New trailer for the student company 'Scholar Productions' latest show 'Grease' on 31st July 2010...". Below the ad, there are sections for "More From: Scholar Productions" and "Related Videos".

Scenes for performance:

A few lines from each of the scenes before the songs; 'Sandy (Opening)', 'Summer Nights', 'Look at me I'm Sandra Dee', 'We Go Together' and 'You're the One that I Want'.


Facebook page:

facebook

[Home](#) [Profile](#) [Friends](#) [Inbox](#)

[Settings](#) [Log out](#)

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AT BELGRADE THEATRE COVENTRY

31ST JULY 2010

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Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

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Scholar production is a group of students from the Midlands. 50% of the profits go to charity. Check out the Events tab for latest show info.

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Information


Founded: 2005


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Fans


6 of 3,025 fans [See All](#)


  
Maria

  
Verity

  
Rosemary

  
Sarah


  
Becky


  
Emily

---

Links

2 of 6 links [See all](#)

 Tommy's Baby Charity  
25 January 14:08

 Scholarship Productions | Official Website  
18 March 2008 20:08

---

Events

2 Forthcoming events [View all](#)

Tickets on-sale!  
1st May at 09:00

Grease!  
31st July at 18:30

Scholar Productions

the new show has been announced! This year we're doing Grease. Show is 31st July 2010 and tickets on sale 1st May :D 5 minutes ago

Wall
Info
Events
Photos
Links
»

Basic Info

Founded: 2005

Detailed info

Website: <http://www.scholarproductions.com>  
<http://www.myspace.com/scholarproductions>  
<http://www.bebo.com/http://www.bebo.com/Profile.jsp?MemberId=3487421378&TUUID=e28128t3-1274-4491-3df9-ac813c0bb9e7>


Company Overview: Scholar Productions is a group of students from the Midlands. Every year they produce and star in a show in aid of a charity. Each year is a different show, at a different venue within the Midlands and a different charity benefits. 50% of the profits every year go to charity.

Mission: To produce a show that teens and young adults can enjoy, whilst also raising as much money for charity as possible.

Latest News: Scholar Productions is 5 years old this year! This year's show has been announced as 'Grease' The charity we will be supporting this year is Tommy's Show will be on 31st July 2010 Tickets on sale 1st February 2010! Check out the Events tab :)

Create an Advert


Iraq: Tell the Truth



War criminal or liberator? Don't let the Iraq Inquiry be a whitewash. Click here to make sure Blair faces tough questions.

[Like](#)

Chrome by Google



Try a fast and stylish new browser: Google Chrome now with artist themes by Vivienne Westwood, Cath Kidston and more.

[Like](#)

Create an Ad on Facebook

Advertise on Facebook

Reach over 300 million active users on Facebook. Learn how to connect your business to real customers through Facebook Ads.

[Like](#)

More Ads

## **Evaluation and Critical Analysis**

This marketing strategy uses various marketing techniques to reach the target audience for the event. Print media was chosen because although it has to be paid for, it is effective as it can be placed in the correct location to reach the target audience and also gives the target audience as much information as possible. Electronic media was chosen as it is cost-effective in that it is free. It can also reach a large amount of the target audience at the same time and can be passed on to others and viewed any time. Guerrilla marketing is also free and it creates a feature and a miniature event which attracts the target audience and gives them something to talk about. It also attracts other audience members which may not be the target, but may know someone who is and information about the event may be passed on. All three media forms are effective for this marketing strategy.

The press release was chosen because it is a free form of print media. The press release includes all the key information for the audience and tells them all they need to know. However it could be more persuasive and possibly longer. Although it does have all the information and the USP included.

The flyers will be A6-sized which is an ideal size for the target audience to pick up off the table by the performance, put in their pocket or bag and read later. The colours used are conventional to the target audience; pink, white and blue are conventional colours for the female target audience. Black makes the production title stand out and the grey also makes the location and date stand out but without detracting attention from the production title. The header at the top tells the audience the production is from a company that they know and that is established and popular. The image shows two of the main characters which show the audience what they can expect from the show. The quotes also tell the audience what to expect and gives them confidence that it will be a successful show. The fact that it is in support of charity gives the event a USP, it makes the audience want to see the show so they can feel they are helping a charity as well as having a night out, so putting this on the flyer attracts the attention of the target audience. Finally, the phone number and website address are there so that the audience do not have to search online for them or look elsewhere to book tickets; the information is there in front of them so they can do it as quickly and easily as possible. They also give the audience the opportunity to find out more information about the production. All these factors make the flyer an effective promotional tool, but it could possibly have a more eye-catching title or more quotes from newspapers.

The leaflet is also ideal for the target audience to pick up on their way out from the theatres or if they want information on different local shows as it is A5-sized. The front cover is similar to the flyer, except that instead of quotes it has the production company's logo and the charity logo, these show which companies are involved and do not give too much information away, pulling the target audience into the leaflet and acting as an enigma to get them to read on. The quote is used as the heading to attract the audience and was

chosen as it uses a famous quote from the musical. The text explains about the production company and then about the show, persuading the target audience that it is a show they wish to see. The images give an example of what to expect; the famous songs and costumes. The back cover gives all the vital information for booking and further information. It also gives a map and specific location to make finding the theatre easier for the audience. The image re-enforces what the audience can expect if they see the show and the charity information re-enforces how they will be supporting a charity if they see the show. It also gives them the opportunity to look for further information about the charity they could support. These all make the leaflet an effective piece, although the middle pages could maybe have had more text included, but there was a small amount as younger audiences prefer less text.

The poster is effective as it is A3-sized, making it eye-catching. It is similar to the flyer and front of the leaflet in most ways for the same reasons. Except that it has an extra quote and the charity's logo. The extra quote enforces the acclaim the company and production are receiving and further attracts the target audience. The charity logo stands out, so the target audience will be very aware of it when glancing at the poster, making sure they know this USP. This is an effective piece as it gives the audience all the information they need to know about the event from a glance at the poster as they walk past. However, despite the poster keeping in theme with the rest of the print media, it feels slightly repetitive, so possibly the poster could use a different image instead or a different layout.

In conclusion, the marketing materials are effective, despite needing possible changes. They would however attract the target audience and use many conventions to do so. Thus ensuring that the event be sold-out and as much money raised for charity as possible.