

# Team 1: Dance Packages

Deb Rossi, UFPA

Paul Sheriff, Annenberg Center

John Rafacz, Penn State

# Team 1 Challenge

- Design and promote two packages of dance presentations targets at:

**Remixers**

**Diversity Seekers**

- Choose artists from UFPA 2007-08 roster of modern and ethnic dance artists
- Avoid defining your packages by genre (e.g., modern vs. ethnic)
- Look for underlying attributes that will make them appealing to your target segments
- Your primary challenge relates to creative packaging

# The Product

- Parsons Dance Company  
Mixed repertory modern dance



# The Product

- **Danzahoy**

Contemporary Venezuelan  
ethnic dance

60-minute performance  
for young people



# The Product

- **Les Ballets Jazz de Montreal**

Three contemporary dances, all set to jazz music, with a featured 25-minute piece called *The Chick Dance* set to music composed and performed by Chick Corea.



# The Product

- **American Ballet Theatre**

An 80-minute work, *Dances of the Diaspora*, about the forced migration of Spanish Jews. Set to music composed for the work by Puerto-Rican born American composer Roberto Sierra.



# Packaging Solutions

- We are marketing one dance package to two segments, the Remixers and the Diversity Seekers.

Since our artistic directors do not program to specialized audiences, we are taking the program we're given and developing marketing strategies to attract each segment based on its values.

# Target Audience/Remixers

- Initiators who embrace technology
- Twenty-somethings with strong interest in urban culture (hip-hop) and jazz
- Want to be actively immersed in the experience; love to dance; social
- Crave modern dance and Latin/African-American culture
- Dislike classical and Broadway



# Target Audience/Diversity Seekers

- Hip soccer moms (four out of five are women in their thirties and forties)
- Outer-directed, duty to humankind
- Close relationship with natural world
- Interest in authenticity; ethnic/folk dance, folk and world music
- Dislike hip-hop culture
- Attend with friends and/or children
- Active in environmental, cultural, and community service organizations

# Key Communications Strategy/Remixers

- Get them involved in shaping the message
- Multi-sensory experience
- First-hand opportunities to participate with artists before and after the main stage performance
- Remixers want to be active participants in a social network, so we're combining their world and that of the artists
- Create a social network with Remixers at the wheel

# Key Communications Strategy/Diversity Seekers

- Appeal to their need to be good world citizens and desire to experience other cultures
- They will experience dance from a variety of cultures and share the performance with friends and/or children
- Need to appeal to their sense of connection with all living things; “we are the world, we are the children”

# Strategy 1: Promotions

- **Remixers**

- Dance lessons pre-performance

- Interaction with the artists post-performance

- Play the performance music at the clubs

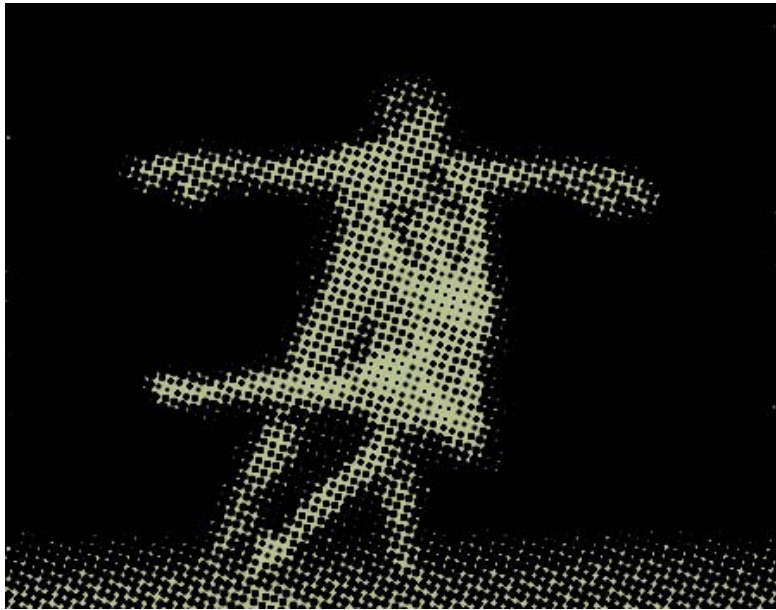
- **Diversity Seekers**

- Downloadable PDF of historical and current information about each country

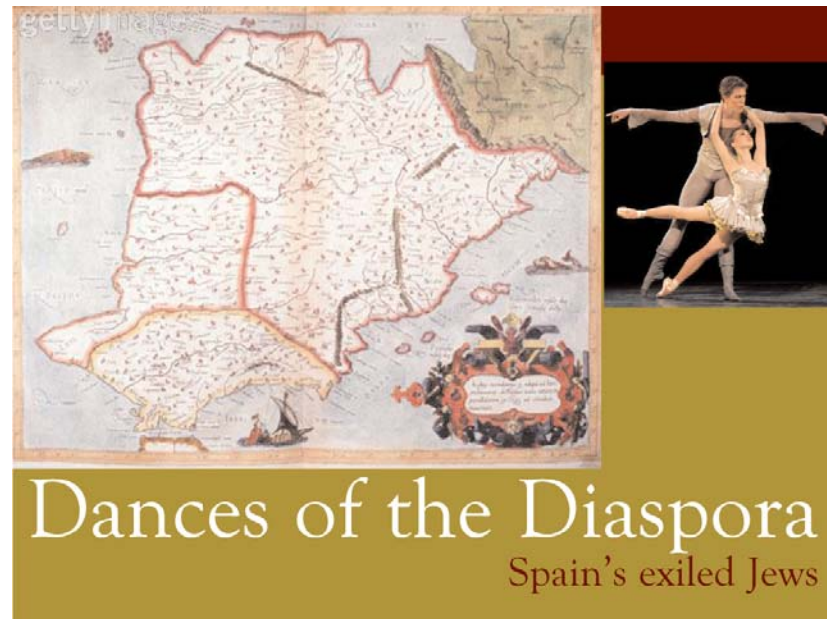
- Information to share with the child pre- and post-performance

# Creative Solution/Images

**Remixers:** You can address the image in less conventional ways. These images want to look Web savvy. Video animation and action stills are vital. Use urban images that are gritty, show energy, are nonrepresentational, use unconventional color and cropping.



# Creative Solution/Images {continued}



**Diversity Seekers:** Images want to stimulate both parent and child. Creativity and abstraction are still important. The images need to convey a sense of authenticity, but with a positive, life-affirming feel.

# Creative Solution/Copy

## **Remixers**

*MOVE!*

Latin • Jazz • Contemporary

## **Diversity Seekers**

*FEEL THE EARTH MOVE*

Other cultures. Other dances.

# Strategy 2: Electronic

## **Remixers**

E-mails to hip hop, jazz, world music clubs, organizations

Create UFPA on Second Life Web site with billboards and avatars for artists and video

Initiator post blogs on UFPA Web site after each performance and previews the next in his/her own words

Pod-cast initiators video and audio promotions

## **Diversity seekers**

E-mails to environmental and civic organizations

Promotions and ads on cultural Web sites



# Strategy 3: Peer-to-Peer/Viral

## **Remixers**

- You Tube video created by initiators on our Web site, Second Life
- E-vites on Facebook and My Space

## **Diversity Seekers**

- Co-promotions with garden clubs, cultural organizations, and bookstores

# Strategy 4: Print Advertising

## **Remixers**

- Coasters in clubs

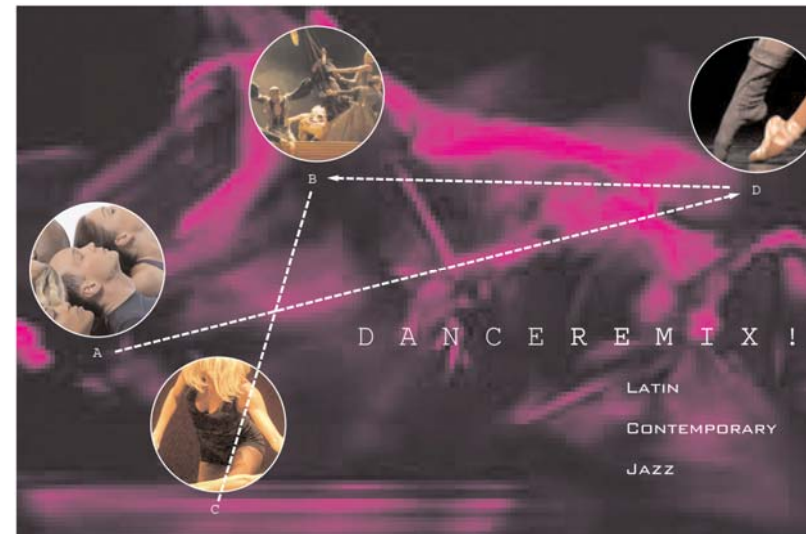
## **Diversity Seekers**

- Season brochure
- Local newspapers

# Strategy 5: Direct Mail

## Remixers

- Direct Mail Postcards



# Strategy 6: Outdoor

## Remixers

- Chalk downtown and campus with Second Life Web site

## Diversity Seekers

- Paint plant containers downtown and selected plant shops



The screenshot shows the Second Life website interface. At the top left is the Second Life logo with the tagline "Your World. Your Imagination." Below the logo is a navigation menu with links for "WHAT IS SECOND LIFE?", "SHOWCASE", "BUSINESS & EDUCATION", "DEVELOPERS", "COMMUNITY", "BLOG", and "SUPPORT". The main content area is titled "The World" and contains the following text:

The most important thing about the world of Second Life is that it is constantly changing and growing. Here's why:

- Thousands of new residents join each day and [Create an Avatar](#)
- Those avatars [Explore](#) the World and [Meet People](#)
- These people discover the thousands of ways to [Have Fun](#)
- Some people decide to purchase [Virtual Land](#), which allows them to open a business, build their own virtual paradise, and more!
- Linden Lab creates new land to keep up with demand. What began as 64 acres in 2003 is now over 65,000 acres and growing rapidly.

Below the text is a 3D-rendered image of a virtual building with a pool and palm trees.

# Strategy 7: Radio

## **Remixers**

### Radio

- Two week buy on hip-hop, jazz, Latin radio stations
- Music from the performances used as the sound bed

# Team 2: Student Campaigns

Susie Bozell, UMS

Brad Knauss, Lied Center of Kansas

Kelly Pollins, Clarice Smith Center

# Team 2 Challenge

- Design two different offers targeted at each of our two student segments and conceptualize marketing campaigns for each:
  - Mavericks
  - Networked Students
- Use actual programs planned for 07/08 season
- Both offers should seek to increase student participation and should motivate repeat attendance
- Challenge relates to alignment of offers, messaging, and communications methods

# Target Audience/Segments

## Mavericks

Risk-seekers, defy authority  
Linguistic intelligence  
Well-defined tastes  
Value creative self  
Most likely of all to attend alone  
Existential thinkers  
Living composers  
Fantasy seekers  
Art drives participation  
Not likely to subscribe  
Price sensitive

## Networked Students

Like to attend with friends or parents  
Socially gregarious  
Highest percentage of initiators  
Artistic tastes not well-defined, but  
 they have an above average preference for  
Broadway and comedy   
Prefer the safe choice to a risky one  
Value personal achievement  
Engineers, business students  
(mathematically-oriented)  
Not likely to subscribe  
Price sensitive



# Suggested Performances

## Mavericks

Eighth Blackbird -- contemporary classical ensemble

Mos Def -- poet, hip-hop artist with dirty-sounding New Orleans brass band

Cloud Gate Dance Theatre -- contemporary Taiwanese dance company performing *Cursive 3*, inspired by “wild” calligraphy

## Networked Students

*Hairspray* -- the story of a big girl with big dreams who does whatever it takes to dance her way on TV's most popular show

Second City Comedy Troupe -- comedy improvisation

The Pink Floyd Experience: *Dark Side of the Moon* -- tour features elaborate staging including giant puppets, large video screen displays and a 360 degree quadraphonic sound system.

# Key Communications Strategy: Mavericks

- Because Mavericks are price sensitive, offer a discounted student rate (e.g. 50% off at Lied KS)
- Because they are not likely to subscribe, no pre-commitment is required
- Because Mavericks have their own artistic preferences, we're not going to tell them what to see
- Because Mavericks value their own creative development, we want to involve them in co-creation of artistic experiences and connect them with artists
- Because Mavericks are existential thinkers, we want to provide them with opportunities for discovery

# Packaging Solutions: Mavericks

## Frequent attendance program

- “It’s your choice -- Ticket or Leave It” campaign
- Punch card -- buy four tickets, the fifth one’s on us
- Student ticket price (e.g. Clarice Smith \$7): purchase up to two tickets (two card punches) per performance per student ID



# Promotions: Mavericks

## Web drivers (to blog)

- Campaign starts with a teaser or clue -- cards, java jackets, tee-shirts, self-adhesive tattoos, stencils, coasters, online campus newspaper ad, e-blast
- Expand clue by adding a URL
- Expand clue further by adding one-word “punches” (descriptors)
- Campaign rolled out over period of time -- tbd

# Blind Teasers: Mavericks



# Promotions: Mavericks

## Blog

- Artists, producers, technical directors, programmers write about the creative process leading up to events
- Must be intelligent, insightful, provocative -- this is NOT “marketing-speak”
- Invite co-creation through design contests, bringing other forms of art into spaces (live pre-performance mixing in lobby)
- Links or info about student rush tickets (e.g. \$10 day of for UMS)

# Concept Sample: Mavericks



**YOU SEE THIS IS A PAPER PUNCH.  
WE SEE IT AS A WAY TO KNOCK HOLES IN  
PRE-CONCEIVED NOTIONS.**

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutate.

**MOS DEF . Date . Time**

**BLACKBIRD . Date . Time**

**BEIJING MODERN DANCE CO . Date . Time**

**THE DISTANCE FROM HERE . Date . Time**

**TWO FOOT YARD . Date . Time**

YOUR LOGO HERE

**ASFDJKAJDKAJCKJA AKEJ CKEAJ KEA  
CEJAJELJ KEJAEJKEJA DAKEJ AK.**



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**BINGO**

# Key Strategy Statements: Networked Students

- Because Networked Students want to attend with other people, provide a social component with their performance experience (pre- and/or post-performance)
- Because Networked Students don't have particularly adventurous tastes, select performances with a broad appeal to drive them to
- Because Networked Students are price sensitive, the offer is cost-conscious
- Because Networked Students value high personal achievement, incorporate a competitive element into experience



# Packaging Solution: Networked Students

**Ticket + Slice = \$12**

(Take student ticket price + a couple of bucks)

Arts & Eats, A Slice of Art, Take a Bite out of Art, Art Bites, Art 'n Around

## The Pre-/Post- Performance Event

Must be FUN!

Opportunity for students to hang out with their friends, grab a slice of pizza (or connect the food with the performance as a theme)

Contains some kind of competitive element (e.g. "Come As You Aren't Party": Hairspray costume contest -- come as your favorite character, cast member chooses winner for a shuffle, nano or some other prize)

# Promotions

## Launch Event: Hairspray

- Costumed characters on campus (street team with flyers)
- Invitations to presenters' Facebook group and MySpace group, as well as online users who've identified interest in the arts
- Promote to current, pre-existing campus groups
- Printed flyers and online ads where students are connecting with their friends

# Concept Sample: Networked



**WE DON'T ACCEPT EATING PIZZA AS A CULTURAL EXPERIENCE, BUT A SLICE AND TWELVE BUCKS MIGHT CHANGE OUR WAY OF THINKING.**

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**MOS DEF . Date . Time**

**BLACKBIRD . Date . Time**

**BELJING MODERN DANCE CO . Date . Time**

**THE DISTANCE FROM HERE . Date . Time**

**TWO FOOT YARD . Date . Time**

## THE PIZZA DEAL:

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YOUR LOGO HERE

# Promotions

## Encourage Repeat Attendance

- Give students a bounce-back coupon: next time dinner's on us (e.g. \$2 off the ticket+slice package price of \$12)
- Sign up for "party" alerts (name, cell phone, e-mail) with a check box to be added to facebook group -- draw a random prize winner from those who register
- Cast member chooses winner of costume contest
- Film the party and post a short video clip on venue's website, send to Facebook and MySpace groups

# End Note: Parking Lot of Ideas

- Random moments of art: mobile-text strategy for student rush tickets to move available inventory last minute for events that make sense for that target segment
- Student focus groups for programming and promotional ideas
- “Test drive” a program with a money-back guarantee
- Tiered discount program for networked students who organize their own groups (the more students they gather, the more incentives they receive)
- Connecting Mavericks with Experientials (poster children/mentors)
- Half-price student ticket sales, 2-3 days at beginning of semester, everything on the season available (but requires advance commitment)
- Pre-paid “debit” card for tickets (but requires advance commitment)
- Partnership with University to make arts attendance part of the curriculum

# Team 3: Great Ensembles

Rob Cline, Hancher Auditorium

Holly Meyers, Clarice Smith Center

John Hayden, Lied Center – Nebraska

*...talented, successful, good-looking*

# Team 3 Challenge

- Design a package of three to five artists/attractions on the theme of “Great Ensembles”
  - Work from Hancher Auditorium’s 2007-08 artist roster
  - Not limited to orchestras, may include ballet and western classical theatre
- Conceptualize three variations on a single ticket campaign, targeted at three different segments:
  - Classical Devotees
  - Civically-Engaged
  - Serenity Seekers
- You have the latitude to combine or choose different segments
- Design different enhancement or community events to complement each campaign
- Your challenge relates to messaging differently about the same set of programs

# Great Ex-Soviet Ensembles

- Russian Patriarchate Choir
- St. Petersburg Philharmonic Orchestra
- State Ballet of Georgia, *Giselle*



# Packaging Solutions

- Three performances from the former Soviet bloc that meet the descriptor “Great Ensembles” and appeal to our three assigned segments
- Rationale: Potential for branding based on cultures; potential for associated enrichment events; all are high-quality and therefore “sure choices.”

# Target Audience/Segments

Classical Devotees, Civically-Engaged, Serenity Seekers

In common:

- All: Prefer sure choices; respond to brochures and direct mail; classical preferences or leanings.
- CD/SS: Attend with partner or spouse
- CD/CE: Enjoy enrichment activities, i.e. pre-performance discussion & community engagement
- CE/SS: Age group of 65+

Distinctions:

- CD: High musical intelligence; love program notes/context
- CE: High inclination to subscribe; value political expression & social justice; interest in world events
- SS: Value inspiration, authenticity and historical grounding

# Key Communications Strategy

- Keeping in mind that our segments skew older, read their local newspaper, and find brochures useful, our campaign relies on a fairly traditional approach:
  - Brochure with events listed as series
  - Print ad(s) with broad message
  - Targeted direct (e)mail for the three segments
- In addition, enrichment events will:
  - Add value/exclusivity to and incentive for buying the package (vs. just one or two, or one at a time)
  - Generate wider interest by involving special guests/sponsors
  - Speak to each segment with a special angle

BLOK\*PARTY



# Strategy 1: Enrichment Events

- Launch event
  - Russian Patriarchate Choir - Pre-performance dinner; exclusive for package buyers only
  - Russian-themed cuisine (caviar tasting, etc)
  - Special appearance by choir director Anatoly Grindenko
  - Serenity Seekers, et al, appeal
  - Special guests include: corporate sponsors & campus/community figures
    - Global underwriter = Archer Daniel Midlands Co. (ADM), leader in agricultural processing; “resourceful by nature”
    - Local sponsor = Meta Communications; engineering firm w/ locations in Iowa City & St. Petersburg
    - Campus/community = School of Music, UI Russian program; Iowa City Foreign Relations Council

# Strategy 1: Enrichment Events (cont.)

- Pre-performance discussion
  - St. Petersburg Philharmonic Orchestra
  - Includes: St. Pete's guest conductor & UI School of Music faculty
  - Free & open to public
  - Classical Devotee appeal

# Strategy 1: Enrichment Events (cont.)

- Pre-performance panel
  - State Ballet of Georgia
  - Includes: Artistic Director Nina Ananiashvili; UI Center for Human Rights; artists in exile
  - Working title = “Truly Tortured Artists: How Politics Affect the Arts”
  - Free & open to public
  - Civically Engaged appeal

# Strategy 2: Brochure/Print Ad





# Strategy 3: Direct (e)mail Campaign



# Strategy 3: Direct (e)mail Campaign

- Experience three ensembles steeped in the traditions...From the soul-stirring chants of the Russian Patriarchate Choir to the majestic music of the St. Petersburg Philharmonic Orchestra...
- *Be inspired. Be Moved. Be here.*

# Strategy 3: Direct (e)mail Campaign



# Strategy 3: Direct (e)mail Campaign

- The music of three great composers performed by...; the sacred music...; one of the world's great ballet scores...
- *Brilliant music. Brilliant performers. Brilliant decision.*

# Strategy 3: Direct (e)mail Campaign



# Strategy 3: Direct (e)mail Campaign

- For decades, the artists of the former Soviet Union created astonishing work despite--or perhaps because of--the socio-political realities of their homeland. That landscape may have changed--but the pursuit of excellence has not. We invite you to investigate how political realities impact artistic endeavors--then and now.
- *History is present. You're just in time.*

# End Note: Parking Lot of Ideas

- We got nothin'.

# Team 4: Beyond Your Imagination

Sara Billmann, UMS – Ann Arbor  
Michael Porto, ASU Gammage  
Urszula Kulakowski, Penn State  
Amy Schafer, UFPA



# Team 4 Challenge

- Choose a package of challenging theatrical programs with some narrative element, drawing from UMS and ASU Gammage 2007-08 artists
  - Some may be multi-media or multi-discipline
  - You may name the series “Beyond Your Imagination” or something else
- Conceive two campaigns targeted at our two most risk-tolerant segments:
  - a single ticket campaign targeted at Mavericks
  - a subscription campaign targeted at Experientials
- Your challenge relates to designing different offers and messaging differently about the same set of programs

# The Product

- Shen Wei Dance Arts: *Second Visit to the Empress*
- *Pamina Devi* (The Magic Flute Revisited) by Khmer Arts Academy
- SITI Company: *Radio Macbeth*
- Russian Theatre Confederation's *12th Night* (all-male, directed by Declan Donnellan, performed in Russian with old English supertitles)

# Packaging Solutions

- All four works are theatrical (but not necessarily theater) with strong visuals
- Each of the four productions is a contemporary take on a classic work

# Target Audience/Segments

- Mavericks and Experientials:  
Commonalities
  - Drawn in by new, contemporary work
  - Strong visual imagery
  - See themselves as thought leaders and progressive thinkers
  - Liberal risk takers

# Target Audience/Segments

- **Mavericks and Experientials: Differences**
  - Mavericks have more students, but most of the students are doctoral/graduate students
  - Mavericks are late-planners and cheap
  - Mavericks like to curate their lives and pick and choose their own art (many are also artists)
  - Mavericks more apt to ponder existential questions
  - Experientials are “grown-up mavericks” -- they have more disposable income, plan ahead
  - Experientials more apt to subscribe, want their arts experiences curated for them

# Key Communications Strategy: Experientials

- One print piece that outlines all four works, with a subscription focus
- Key Messages:  
**eXplore your (re)IMAGINATION.**  
**Defy eXpectations.**
- Each work is a reimagination of another work
- Audience segments want to be shaken up a bit
- Focus on “X” with interesting interaction between consumer and print piece

# Strategy 1: Direct Mail

- Subscription Campaign brochure
- Brochure mailed to experientials and those inclined to purchase a lot of contemporary theater
- All print will also drive to the website, where video clips and additional images of each work will be available

# Sample Copy: Pamina Devi

The curtain rises on a color-saturated stage, rich bejeweled costumes set against a flood of jungle green tones, the performers regaled in native Cambodian dancewear. Percussive chords of a gamelan-like instrumental ensemble fill your ears with a new interpretation of a familiar score. The Queen of the Night enters...



# Sample Copy: Pamina Devi, continued

*Pamina Devi* sets a classic Mozart opera as a Cambodian classical dance. This interpretation explores divergent cultural viewpoints on the meaning of revolution. The piece uses a movement vocabulary of refined gestures, elaborate sets and costumes, and an original score.

*Pamina Devi* (re)IMAGINES Mozart's opera, *The Magic Flute*.

# Strategy 2: Print Advertising

- Some reinforcement of subscription packages through print advertising, but a limited campaign

# Key Communications Strategy: Mavericks -- Pamina Devi

- Focus on the visual image
- Use provocative language and questions to interest people in the overall content
- Engage in artistic and historic aspect of the work
- Use video clips to whet appetite for the work
- Primarily utilize electronic distribution methods
- Pricing more discount oriented, both through student promotions and through [click here](#) discounts

# Sample Copy: Pamina Devi

Is a country ENLIGHTENED when it kills all its artists?

Can extreme CRUELTY lead to extraordinary BEAUTY?

Art and revolution intersect in this visionary reimagination of Mozart's *The Magic Flute*, set to traditional Cambodian music and dance.

Defy expectations. [signature with ticket info]

# Strategy 1: Print Materials

- Club cards, distributed through art galleries, coffee houses, art film houses. Asks provocative questions and drives to website for video clip
- Direct mail piece for non-student Mavericks
- Java Jackets with “explore your (re)IMAGINATION. defy expectations.” on one side and one image on the other [images rotate depending on what’s coming up next]

# Strategy 2: Electronic

- Video clips and video campaign throughout campus, in prominent student gathering spaces (e.g., union, graduate student building)
- Links to youtube and organization website for more info
- Email campaign with links to video

# Strategy 3: Dig Deeper

- Tie in to Cambodian film series
- Art installation in lobby to support work -- Cambodia from Khmer to Present
- Symposium day of/before about art and revolution (~2 hours) featuring artistic director, dance expert, world musicologists, and historians to put it all in perspective (allows marketing through course connections)

# Strategy 4: Follow-up

- Solicit response to the production
- Begin to lay groundwork for the next event in the series
- Use their comments and language in developing campaign for the next piece in the series



# Creative Solution

Video for distribution on website and  
throughout campus

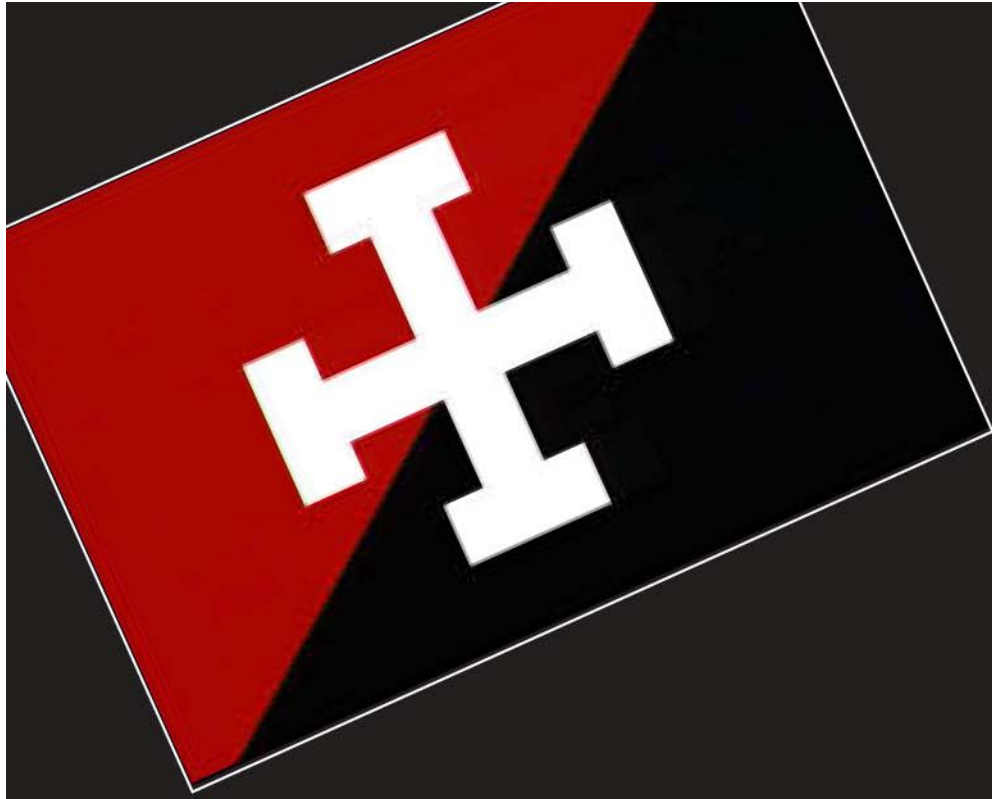
**EXPLORE**

# Tradition



?





**why?**

The image features a dark, atmospheric background with a smoky or misty texture. The colors range from deep black to a dark charcoal grey, with some lighter, hazy areas that suggest light filtering through smoke. Centered horizontally and slightly below the vertical midpoint is the word "REVOLUTION" in a large, bold, sans-serif font. The letters are a vibrant, solid red, which stands out sharply against the dark, textured background.

**REVOLUTION**





**(re)IMAGINE**





Beauty

**Life** Transformed

**Pamina Devi**

**The Magic Flute Revisited**

**Khmer Arts Academy**

Saturday, October 20, 8 pm

Power Center, Ann Arbor

**[www.reimagine.ums.org](http://www.reimagine.ums.org)**

**Tickets: 734-764-2538**

Defy expectations.



## Team 5: Social Justice

**THIS HUMAN LIFE**

Ronnie Brown, Oakville Center (ON)

Toni Gauthier, Stanford Lively Arts

Amy Beecher, Lied Center of Kansas

# Team 5 Challenge

- Your challenge is to market a series of world music and ethnic/folk dance artists on the broad theme of social justice
- Focus on two segments: Diversity Seekers and Civically Engaged, although other segments may factor into your thinking
- Select a series of four or five artists with some sort of social, political or humanistic attributes
  - Work from the 2007-08 artist rosters of Stanford Lively Arts, Lied Center of Kansas and Oakville Center
- Conceive a multi-part campaign to sell the presentations
  - May include series campaign, single ticket campaigns
- Identify the key values-based message to be associated with each artist.
- Design educational enhancement events or community promotional events to complement your package

# The Product



## **THIS HUMAN LIFE**

**Celebrating and Preserving Performing Arts Traditions from Around World**

### **Artists:**

1. Ladysmith Black Mambazo
2. inti-illimani (Chilean Artists)
3. Cambodian Stories: An Offering of Painting and Dance
4. Thang Long Water Puppets (Vietnamese)

# Packaging Solutions

- Invite 4 World Artists who are keeping their country's traditions alive in the face of great hardship
- Portion of the proceeds for buying all or a portion of the series goes to a choice of one of four charities (each charity is associated with a particular artist in the series).
- Those who purchase all or a portion of the series are invited into the *This Human Life Club*. Members are given a green cord to symbolize their involvement.
- This is offered as both a cultural enrichment experience as well as a socially conscious decision.
- Culturally enriching experience will be offered to the community, primarily to underserved segments of the population.

# Target Audience/Segments

## **Diversity Seekers**

- politically conscious (left-leaning)
- Want an emotionally rewarding experience
- they want to 'make a difference' w/o having to spend a great deal of time
- Social justice is important
- 'joiners'--like groups/clubs

## **Civically-Engaged**

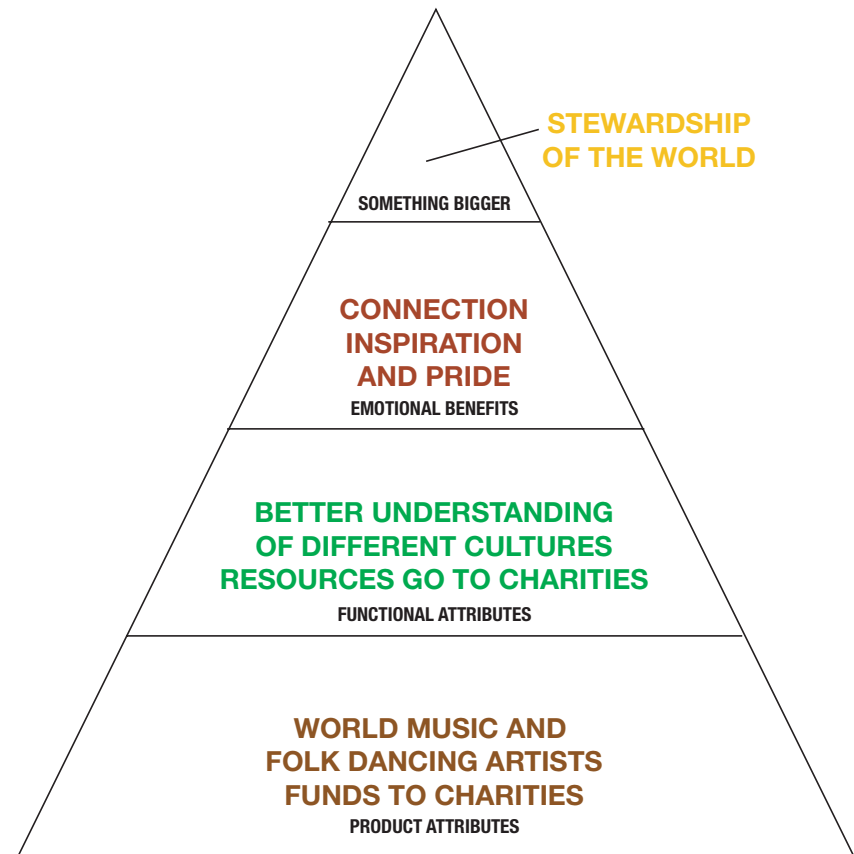
- Enjoy consuming written information
- 'Pride of Place'-want their community to have high status
- Interested in civic affairs.



# Key Communications Strategy

## What are your key messages?

- Enrich your life while enriching the lives of others
- This Human Life
- Sensational Artists/Inspirational Stories
- Meet like-minded people in your community



# opStrategy Phase 1: Market the Series

- Series=This Human Life
- order one of a portion of the series, a portion of proceeds go to charity
- newspapers ads, structured with stories
- Club
  - lecture series (part of club)
  - Web community--book recommendations
  - Blogs
  - Pod-casts
  - Wrap-around wrist cords
- In place of engagement activities we will advertise outreach into the community—  
Juvie, under funded schools, nursing homes
- stories in nat'l media
- (NPR) ads
- (NPR) interviews
- PBS
- recycled materials
- performance for the community, at a park
- posters all over community with artists wearing cord
- Benefit dinners in people's houses or the venues (\$100-\$500)

# Strategy Phase 1: Market the Individual Artists

- This South African Life: Ladysmith Black Mambazo
- --Perform for underprivileged youth
- --outdoor event (Frost Amphitheater)
- ads in newspaper
- send postcards with mini-interviews (insert in newspapers)
- interview on radio
- --highlight charity related to South Africa on Web site and collateral
- club—books, meet with artists, discussion with artists b4 the show

# Inti-Illimani

- In 1973, Chilean President Salvador Allende was deposed while Inti-Illimani was on tour in Europe. The young musicians of Inti found themselves without patria or passport. Leaving family and friends behind, Italy became home for the next 14 years. In 1988, they were warmly welcomed back to Chile, moving there permanently in 1990. Inti-Illimani became and remains South America's ambassadors of human expression.
- Playing on more than 30 wind, string and percussion instruments their compositions capture their roots in Andean music and weave them today's world sound. Their unique sound, forged with passion and poetry, is a mantra for peace in the world and within ourselves.
- Politically displaced group of musicians has strong heartfelt story to sell. World music that visually and sonically appeals to all ages.

# Thang Long Water Puppet Troupe of Hanoi

Traditional puppetry illustrates life and legend

Over a thousand years old and rich with tradition, water puppetry takes themes of village life, history and legends and sets them on a magical stage made of water. Passed down from father to son for 10 centuries, water puppetry is part of the long and colorful history of Vietnam.

Standing two feet high and weighing up to 30 pounds, water puppets are maneuvered gracefully across the water's surface by a complex system of underwater poles, rods and strings. Featuring fireworks, poetry and the alluring sounds of bamboo flutes, drums and bells, the show transports audiences to the day-to-day world of Vietnamese villagers and fishermen and illuminates fantastical legends of dragons, unicorns and magic turtles.

A show for all ages, the Thang Long Water Puppet Troupe offers a mesmerizing journey into Vietnamese history and culture.

“ ... a sensory explosion of color and sound that will remind the average Westerner of the quintessential Far East experience.” – The UCLA Daily Bruin

# Cambodian Stories: An Offering of Painting and Dance

Confronting the past, looking to the future

Cambodian Stories opens on a stage covered with deep sand and strung with large canvases. Here the teenage artists from Phnom Penh's Reyum Painting Collective begin to dance and to paint murals that will serve as backdrops to their stories. The artists explore humanity and Cambodian history and culture in a performance that expresses the hope and rebirth of a nation ravaged by its painful past.

The dancers are art students – students who, after years of oppression under the reign of Pol Pot -- are studying and preserving traditional Cambodian painting styles. The cast fuses earth and cosmos, history and myth, and life and art in a unique and moving performance.

“The stories were an offering of painting and dance that flowed seamlessly over a sand covered space.” – The Albuquerque Journal

# Electronic Strategy

- Drive audience to web for more in-depth information: Books, Restaurants, visual arts, interviews, articles
- E-mail advertising
- Allow patrons to make charitable donations online
- Provide Artist Podcast messaging

# Peer-to-Peer Strategy

- Club activities surrounding performances
- Red or green cord bracelet for members
- Member nights for open discussions, book sharing, artist selection for upcoming seasons



# Print Strategy

- Text-oriented newspaper ads
- Program and brochure content
- Tell the stories of the artists and their struggles

## **Sample Headlines:**

- WHAT WOULD YOU DO:
  - If you were completely separated from your family and friends for 14 years?
  - Inti-Ilumani would continue to keep their Chilean and Andean spirit and culture alive by touring the world and building an international following based on triumphing the human condition.
- ENRICHING YOUR SPIRIT IS EASY AS:
- Being involved in “This Human Life” helping to bring awareness to your community about world issues constantly evolving around us.
- ENRICH YOUR SPIRIT, BE INVOLVED, THIS IS HUMAN LIFE
- Four different artists, four different stories, four different causes, one chance to make a difference.
- WHAT YOU SEE IS SENSATIONAL, WHAT YOU DON’T SEE IS INSPIRATIONAL!
- THIS IS HUMAN LIFE, YOUR PRESENCE MAKES A DIFFERENCE

# Direct Mail Strategy

- Civic & service club mailing lists
- Use copy to create mailings to tell artists' stories

# Design Strategy

- Recycled materials
- Typography as driving design element
- Imagery will 'describe' place--show artists in context
- Pictures of local people and artists with bracelets
- Earth tones

# Cord as Design Element



# Team 6: Cultural Fault Lines

Brian Jose, Clarice Smith Center

Brenda Weyers, Lied Center –  
Nebraska

Margot Campos, UMS – Ann Arbor

Overarching Concept:

Boundaries, unbound

# Product

- A multi-week festival/residency of free and ticketed performances, lectures, workshops, masterclasses engaging campus and community.

# Assignment

- Promote festival/residency to a “small” group of people who will participate in the entire festival and have a sustained and transformative experience. The focus is on marketing the entire festival, not individual events. Further, our organization believe that attendance at ticketed and free events are equally important.



# It's Your Fault

- Everyday we experience boundaries. Some are real like a wall, an ocean or a mountain range; however, most are artificial. Simple constructs made by greed or decree, or more likely, they are personal boundaries embedded in our minds. Perhaps the most relevant facet of boundaries is that they are temporal. The Great Wall of China, the vast Atlantic Ocean, the firmament, all were impermeable boundaries at one time. Yet, today, are irrelevant.
- Boundaries, unbound asks you to explore the borders that you have constructed. Can they be bridged? Do they protect you or your heritage? What would you give up? What is unassailable?

# Georgian State Dance Company

- Border of Eastern Europe and Western Russia
- Authentic Folk music and dance
- Their work examines the rituals of culture
- Can you bridge the border of cultural preservation and the onslaught of globalization and political interventions?
- One ticketed performance
- An engagement event done in collaboration with the Department of Anthropology. Company manager and choreographer will discuss the history and importance of ritual.

# Kronos Quartet

- World Premiere
- Meditation on 5<sup>th</sup> anniversary of 9/11
- Dissects the pre versus post 9/11 mentality
- Traditional and contemporary classical music
- Trying to find equilibrium in the midst of imbalance
- One performance
- Engagement events will include open masterclasses with chamber music students and composers. They will also discuss how contemporary events affect their music

# From Tel Aviv to Ramallah

- One Man performance
- Urban narrative artform that combines beatbox and hip hop elements
- Focuses on the Palestinian/Israeli fault line
- Examines cultural and religious boundaries
- Artificial and real boundary
- Creates internal struggle in everyone
- Two performances in smaller spaces
- Engagement activities include working with high school students on music and politics. Also, will include a debate with the political science and history departments

# Daniel Bernard Roumain

- Multimedia elements and audience engagement
- String Quartet + turntablist(DJ) + solo violin
- Classically-trained musicians performing contemporary music with hip hop beats
- Examines hip hop versus classical fault lines
- One performance
- Engagement events include open dance classes and a visit to a youth detention center

# LA Theaterworks

## Battle for the Pentagon Papers

- This is a “radio” play
- Context of the Vietnam War Fault Lines
- Parallel with contemporary politics fault lines and domestic spying issue
- Fault lines of Freedom of Press
- Two performances
- Open forum with Ben Bradlee and member of Nixon White house. Also, a collaboration with the democracy Collaborative

# Segments

# Experientials

- Primary Segment
- See Positive Indicators in Segmentation Report.
- Want Curated Experience
- Open to contemporary art forms
- Virtually a perfect fit



# Remixers

- Ancillary Segment
- Interest in urban and hip hop culture.
- Value diversity
- Relate to art intellectually
- Believe in Social justice
- Less linguistically oriented
- Less interested in classical music

# Civically Engaged

- Ancillary segment
- Strong commitment to social justice
- Outer directed values
- Retired with time to participate in engagement events
- Politically liberal
- Want a sure thing (more risk averse)
- Arts tastes are more conservative

# Diversity Seekers

- Tertiary segment
- World cultural citizens – Sense of duty to mankind
- Social Justice and equal opportunity
- Not interested in urban/hip hop scene
- Want original, not remix

# Mavericks

- Tertiary segment
- Adventurous – risk takers
- Challenge of art attracts them
- Consider themselves to be thought leaders
- Reject social norms
- They are fantasy-seekers
- Not interested in series programming

# Key Messages

- Boundaries only feel permanent, are yours?
- Why walk the line, when you could jump it?
- Boundaries, unbound allows a host of experiences from many perspectives

# Vehicles

- Website – Pre and post event context
- Advertising – print, local NPR affiliates, online advertising
- Print Collateral (postcards, handbills, guides/brochures)
- E-mail from organization
- Podcasts
- Giveaways – t-shirts
- Guerilla marketing - chalking
- Donor Materials



**boundaries**



**unbound**





**unbound**

**Everyday we experience boundaries. Some are real like a wall, an ocean or a mountain range; however, most are artificial. Simple constructs made by greed or decree, or more likely, they are personal boundaries embedded in our minds. Perhaps the most relevant facet of boundaries is that they are temporal. The Great Wall of China, the vast Atlantic Ocean, the firmament, all were impermeable boundaries at one time. Yet, today, are irrelevant. Boundaries, unbound asks you to explore the borders that you have constructed. Can they be bridged? Do they protect you or your heritage? What would you give up? What is unassailable?**

A photograph of a vast, flat, golden-brown field under a clear blue sky. A person is walking across the field, leaving a path. The field appears to be a large, open area, possibly a field of dry grass or a large field of crops. The person is walking away from the camera, towards the horizon. The sky is a clear, light blue. The overall scene is one of vastness and solitude.

**it's your fault**

# Parking Lot

- Include a large tent for festival feel
- Opportunity to meet with experts and artists
- Lithos - It's your fault
- Punch card to track experiences and engaging new people
- Website test to measure perspective change

# Team 7: Family

**Sara Morin**

*Hopkins Center for the Performing Arts*

**Laura Sweet**

*Lied Center for Performing Arts, NE*

**Roy A. Wilbur**

*Annenberg Center for the Performing Arts*



# Our Challenge

- \* Promote two different series of family-appropriate programs: one for **Diversity Seekers** and one for **Blockbusters/Faith & Family**
- \* Select programs from the roster of 2007-08 programs planned by the Annenberg Center and the Lied Center
- \* Design packages with the target segments in mind
- \* Conceive a series ticket campaign for each of the two series, developing messages that will resonate with each target group

# Package for Diversity Seekers

## **Yamato**

Drummers of Japan

## **Moiseyev**

Russian Folk Dance

## **Ronald K. Brown/Evidence**

African American contemporary dance company featuring exhibition of Harlem photographs, circa 1940

## **Catherine Wheels "Lifeboat"**

Scottish Theatre Company presents play based on historical events surrounding children escaping from war-torn London during World War II

## Package Solutions for Diversity Seekers

All the events in the Family Series were selected because they are authentic, both culturally and historically, and provide the opportunity for families to connect with people from other backgrounds. Yamato and Moiseyev are the connection to this cluster's interest in ethnic dance and music, while Evidence and "Lifeboat" align with teachers and those interested in books and visual arts. Evidence also fulfills the need for **Diversity Seekers** looking for new works by living artists.

# Positive Indicators Diversity Seekers

- \* Interest in ethnic dance & music
- \* Interest in social justice
- \* Primary or secondary school teachers
- \* Valuing family cohesion
- \* Authenticity important to them
- \* Among top five segments with children
- \* Interest in new works by living artists
- \* Experiencing a variety of art is important.
- \* Belong to book clubs, do visual arts activities
- \* Naturalist intelligence



# Key Communication Strategy for Diversity Seekers

## “BEYOND YOUR BACKYARD...”

The backyard is the place for BBQs, games, playing with the family dog, climbing the Jungle Gym and swinging in trees, but there's a whole giant world beyond the backyard and **Diversity Seekers** are eager to discover it. It's a world rich in possibilities for adventure and provides limitless opportunities for discovering other cultures. Moms, dads, guardians and children are urged to open the backyard gate and enter a new world of culture. It's all within their reach: England, Japan, New York City and Russia...it's all there, “Beyond Your Backyard...”

# Package for Blockbusters/Faith & Family

## Les Parfaits "Circus Inconnus"

Four former Cirque Eloise guys in a new show filled with music, comedy and circus antics! Children will create international crafts following the show.

## IntraMusic Theatricals' "Flat Stanley"

In a whirlwind musical travelogue, Stanley scours the globe for a solution to his unusual problem. Kids get to create their own Flat Stanley at the show.

## Dan Zanes

Young ones love this 2007 Grammy-winning children's music entertainer!

## "Annie"

Blockbuster Broadway musical about everyone's favorite curly, red-haired kid!

## Package Solutions for Blockbusters/and Faith & Family

Blockbusters and Faith & Family (F&F) are interested in accessible, popular shows. While the first cluster is attracted to Broadway shows, the second likes good clean fare - both want a social occasion that's multi-sensory. All the shows in this Family Series fulfill their expectations. "Circus Inconnus" and "Flat Stanley" foot the bill for F&F's desire to make crafts. These two shows along with "Annie" provide the multi-sensory experience.

# Positive Indicators

## Blockbusters/Faith & Family

- \* Value family cohesion
- \* **Blockbusters** are ages 35-54 with children in the household.
- \* **Faith & Family (F&F)** are households with children - grandparents live in the same house or nearby.
- \* Both have limited risk tolerance.
- \* Both like light-hearted entertainment
- \* **F&F** cluster is faith-based, conservative and offended by vulgar or political content.
- \* Cost can be a barrier for **F&F**.

**Key Communication Strategy  
for Blockbusters/Faith & Family  
"FUN TODAY...MEMORIES FOREVER"**

Many events, shared with your loved ones, become treasured memories for a lifetime. This Family Series offers big name shows, popular stars and entertaining stories that are sure to provide "Fun Today...Memories Forever." Adults and their little ones will leave the theatre hand-in-hand singing "Tomorrow" and whistling Dan Zanes' latest Grammy-winning song. It's sure to be a special moment recalled at family gatherings for years to come. Those treasured memories - come and "Take Them With You."

# Promotions

Findings reveal that those who fall within the **Faith & Family (F&F)** cluster are price sensitive. **Blockbusters** are not. Since a combined Family Series with one set of prices will be created, it is necessary to offer a special promotion to meet **F&F's** financial concerns.

Through targeted direct mail and e-mail campaigns, a discount of \$20 off the full order will be offered to **F&F** when they meet the designated deadline. The discount will be redeemed online and at the box office with the code, Sandy.



# E-Mail Marketing

- \* An e-mail campaign will be implemented to promote both series. The message will duplicate the imagery and copy utilized in print.
- \* The existing in-house list will be supplemented with lists from faith-based organizations, those with an interest in gardening, and family organizations. In addition, we will cross-promote our offerings to lists from other family cultural organizations, such as museums and zoos.
- \* An e-vite will be sent to all who have purchased the series, thanking them and asking them to send the message on to friends and families.

# Print Advertising

- \* Print advertising ranked 4.0 or higher for all three clusters. We have selected this medium for this reason as well as for the fact that it allows for strong visuals, which are critical to this campaign
- \* Full color display ads, 1/2 page or larger will run in targeted (not daily) print publications, including family, faith-based and gardening.



# Direct Mail

- \* Another medium that ranked high among these clusters were brochures.
- \* For the **Blockbuster/Family Fun Series**, a 5-panel - 1 panel per event, the 5th with calls to action - accordion brochure will be created. The **Diversity Seekers** brochure will feature a gate fold.



Beyond your backyard...

# Let the journey begin!

There is a giant world beyond your backyard and your performing arts center invites you in. A world rich in possibilities for adventure, and limitless opportunities for discovery. Experience the authentic artistry of performers like the Japanese drum Masters Yamato – or the passion of russian dance culture with Moiseyev. Your PAV puts the world within reach, you and your family hold the passport to new world knowledge and understanding.

**YAMATO**  
SAT 9/23 8 pm  
Spaulding \$45

**MOISEYEV**  
FRI 9/29 8 pm  
SAT 9/30 8 pm  
Moore \$28

**RONALD K. BROWN**  
EVIDENCE Dance Company  
THU 9/21 7 pm  
FRI 9/22 8 pm  
Moore \$28

**LIFE B OAT**  
Sat 10/7 8 pm  
Spaulding \$40

FRESH AIR AND FRESH IDEAS  
Conversation with the artists  
while enjoying the outdoors  
Noon, day of show





Fun today...  
MEMORIES FOREVER!



Take them with you.



## Parking Lot of Ideas

- \* Fresh Air & Fresh Ideas: Conversations with the artists while enjoying the outdoors!
- \* Collaborate with garden clubs to promote the **Diversity Seekers**.
- \* Group sales effort to church groups.
- \* Market through the schools: Ex. Friday folders that parents must review, sign off on, and send back.

# Team 8: Intimate Expressions

Laura Sullivan, Penn State

Shayne Olson, Stanford Lively Arts

Joe Osburn, UFPA

Ian Cahir, Lied Center of Kansas

# Team 8 Challenge

- Marketing different aspects of intimacy is your challenge.
- Choose a series of chamber music artists
  - Draw from actual 2007-08 presentations planned by Penn State and Stanford Lively Arts
- Assume that each artist will perform two concerts, and that you get to decide where and when they will perform.
- Design your series with two segments in mind:
  - Classical Devotees
  - Serenity Seekers
- Conceptualize two single ticket campaigns, one targeted at each segment
  - Develop an overall messaging and design approach to single ticket sales that plays to the different values systems of each segment

# The Product

- Provide a quick list of the artists and programs that you are marketing
  - American String Quartet, Brentano String Quartet, Kronos Quartet's *Sun Rings*, St. Lawrence String Quartet
  - Performing in two different concert series
    - 1) an intensive chamber music mini-festival over a short period of time featuring concerts plus diverse enrichment opportunities that give patrons access to the artists and opportunities to really explore the music inside and out. Programs will feature primarily classics interspersed with new works including Kronos' *Sun Rings* program, inspired by sounds and imagery from space.
    - 2) a destination concert series that brings chamber music into unique and intimate destination locations -- champaign and ambiance paired with shorter concerts make each performance a special occasion. Programs will be shorter and will feature accessible programs and Kronos' *Sun Rings* program, inspired by sounds and imagery from space.



# Target Audience/Segments

- Key insights about the one or two segments you are trying to reach

## **CLASSICAL DEVOTEES**

- Their “something more” = pursuit of excellence & knowledge
- It’s all about the music!
- Deep love, knowledge, and appreciation of classical music
- Program content and quality is very important
- Information is essential in making purchase decisions
- They want to become better appreciators
- Enrichment events are highly valued
- Conservative
- Accuracy is valued
- Technologically averse but will use online tools, especially email, when provided with direction and in an easy to use format like email with links; response to direct mail and traditional media

# Target Audience/Segments

- Key insights about the one or two segments you are trying to reach:

## **SERENITY SEEKERS**

- Their “something more” = enjoyment & happily-ever after
- They enjoy familiar and safe programming
- Happy endings
- Relaxing, enjoyable experiences that make them feel good
- We see them as consumers of fine dining, all-inclusive resort vacations, spa products, jewelry, luxury products
- Value historical accuracy
- Warm, welcoming, and safe experiences
- Evening out with spouse
- Conservative & areas of study are engineering, math, physics
- Hard to reach segment; technologically averse; response to direct mail and traditional media.

# Key Communications Strategy

## **SERENITY SEEKERS**

- Outline your overall campaign approach
  - Candle lit venues and complimentary champagne bring elegance and sophistication to unique and intimate destination concerts. Attendees are welcomed, pampered, and treated to an unforgettable experience as they enjoy the chamber music in venues such as the president's estate, the art museum, a serene outdoor amphitheater under the trees, and under the stars in the planetarium.
  - The campaign will focus on selling the experience: one that is comfortable and enjoyable to this risk averse audience segment. We will use imagery and language that appeals is warm, welcoming, and appeals to this group's desire for a happy ending.
  - We will use direct mail and traditional and high-end media to market these special event concerts to an audience that is averse to new technology.

# Key Communications Strategy

## SERENITY SEEKERS

- What are your key messages? Why?
  - First Class in Every Way
  - Invites audiences to experience chamber music in comfortable and unique settings
  - From parking to drinks, we've taken care of everything.
  - Just join us to relax. Enjoy a concert experience to remember.
  - Your seat is waiting for you.

Copy will appeal to the audience's desire for a relaxing, enjoyable, fairy-tale experience. We want to emphasize the experience: candle lit venues and complimentary champagne bring elegance and sophistication to unique and intimate destination concerts. Attendees are welcomed, pampered, and treated to an unforgettable experience as they enjoy the chamber music.

# Key Communications Strategy

## SERENITY SEEKERS

- What is your creative strategy? Why?
  - Materials shouldn't be bogged down with too much information, but rather set the stage to sell the experience and give this conservative audience what they expect. We'll use visuals and emotive imagery to entice. The unique venues, paired with luxury elements that audiences associate with enjoyment and relaxation (comfortable chairs, champagne), will be used to sell a serene experience where they will be welcomed and feel comfortable.
  - The artist/program is secondary to the experience. We use artist photos sparingly, if at all. We don't plan to include detailed program notes in ads/brochures as that could be intimating but will provide just enough information to make them feel comfortable and so they know what to expect.
  - Typography is classic and simple; elegant; adding to the experience.
  - The look is refined but not elite. Everyone wants to sit in first class, relax and enjoy the ride so we hope to put them there through the marketing materials.

# Key Communications Strategy

## **CLASSICAL DEVOTEES**

### Outline your overall campaign approach

- Festival Format featuring 4 thematically-connected concerts and numerous enrichment activities designed to engage and promote participation in the program through education.
- Concerts will be scheduled within a ten day period to intensify the overall experience. Each concert will be held in an acoustically exceptional concert hall and marketed to the classical connoisseur using traditional media coupled with robust supplemental and online resources to enhance the understanding and appreciation of the program.
- Two concerts will be scheduled in the afternoon with pre-concert lunch and learn artist roundtables. The other two will be evening events featuring pre-concert talks with a music expert and post-concert receptions with the artists.

# Key Communications Strategy

## CLASSICAL DEVOTEES

- What are your key messages? Why?
  - All Access
    - Meet the artists
    - Explore the program inside and out
    - Be moved by the music

An intensive experience that brings you inside the music and outside the boundaries. It's the music exposed, gaining a deeper understanding, providing the opportunity to share dialogue with experts and the opportunity to express thoughts after the event through provocative talk-backs and online discussions.

# Key Communications Strategy

## CLASSICAL DEVOTEES

- What is your creative strategy? Why?
  - Materials will be clean and clear. They will be all about the music, very informative, and feature program specifics.
  - Language will be fairly sophisticated as this audience is very knowledgeable about the subjects. Quotes and/or comments about the program from artists and experts will be used to add depth and authenticity.
  - Supplementary materials, program notes, and an in-depth web site will offer education enhancements such as links to artist sites, interviews, and recordings to help serve the target audience's desire to learn more and immerse themselves in the music.
  - Visuals will include those closely associated with classical music, and they should not detract from presentation of the information.
  - Rich enhancement events will be widely promoted as a way to engage the minds of this intelligent audience and thus broaden their appreciation and engage them further.



# Strategy 1: Promotions

## CLASSICAL DEVOTEES

- Classical devotees are not particularly price sensitive and will pay for quality programs. Thus, our promotions won't be driven by discounting programs, but rather through promoting an in-depth arts experience and through the festival format itself. We will take them on a journey through which they can immerse themselves in the music and learn more about it, which hopefully will promote further learning.
- Direct mail piece focusing on the full festival and all enrichment activities. It's more about the content, the program information, the fine details. It's all about the music for this target group.
- Print ads: traditional newspaper ads will be used to provide minimal necessary information but will lead interested patrons to the venue website where they will find exclusive podcast interviews with the artists, selections of downloadable music, links to the artists' official websites, background on the program pieces, program notes--there is no such thing as too much information for these people.
- Classical and public radio station buys. Media relations, artist radio and press interviews. Press reviews

# Strategy 1: Promotions

## **SERENITY SEEKERS**

- Serenity Seekers are not particularly price sensitive and will pay for an entertaining and relaxing experience. Thus, our promotions won't be driven by discounting programs and packaging, but rather through promoting a fairy-tale type arts experience.
- We will target consumers of the all-inclusive resort destinations, luxury items, spas, fine dining, and other high-end products as well as active living communities, travel and leisure, hotels, society publications, business leaders.
- We will use traditional media (print, radio, tv, basic online) to promote the mood and sell the experience.

# CLASSICAL DEVOTEES

## ALL ACCESS CHAMBER




**BRETANO  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.  
Pre-concert talk with music expert  
Post-concert reception with the artists

**ST LAWRENCE  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.  
Pre-concert talk with music expert  
Post-concert reception with the artists

**Program**  
Noturne in E Major, op. 62 — Chopin  
Sonata No. 3 in B Minor, op. 38 — Chopin  
Sonata No. 4 in F-sharp Major, op. 30 — Scriabin  
Sonata No. 2 in B-flat Minor, op. 36 — Rachmaninov

**Program**  
Noturne in E Major, op. 62 — Chopin  
Sonata No. 3 in B Minor, op. 38 — Chopin  
Sonata No. 4 in F-sharp Major, op. 30 — Scriabin  
Sonata No. 2 in B-flat Minor, op. 36 — Rachmaninov

**4 CONCERTS IN 10 DAYS**

## ALL ACCESS CHAMBER




**KRONOS  
QUARTET**  
Saturday, March 24, 2008  
4 p.m.  
Pre-concert talk with music expert  
Post-concert reception with the artists

**AMERICAN  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.  
Pre-concert talk with music expert  
Post-concert reception with the artists

**EXCLUSIVE ARTIST INTERVIEWS, PROGRAM NOTES AND  
MUSIC SELECTIONS AVAILABLE ONLINE AT**  
[www.allaccesschamber.org](http://www.allaccesschamber.org)

## ALL ACCESS CHAMBER

**BRETANO  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.

**ST LAWRENCE  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.

**KRONOS  
QUARTET**  
Saturday, March 24, 2008  
4 p.m.

**AMERICAN  
STRING QUARTET**  
Saturday, March 24, 2008  
4 p.m.

**EXCLUSIVE ARTIST INTERVIEWS, PROGRAM NOTES AND  
MUSIC SELECTIONS AVAILABLE ONLINE AT**  
[www.allaccesschamber.org](http://www.allaccesschamber.org)

**4 CONCERTS IN 10 DAYS**

### ACCESS BRETANO

"Like my other works, this new multi-movement work will be based on Latin American idioms and I'll be focusing on coastal and Andean Peru. These countries feature an amazing mix of Chinese, African, Indian, Spanish and Arabic-Moorish cultures so there's a lot to mine from."

Gabriela Frank  
Commissioned artist with the Brentano Quartet

### ACCESS ST LAWRENCE

"Like my other works, this new multi-movement work will be based on Latin American



# SERENITY SEEKERS

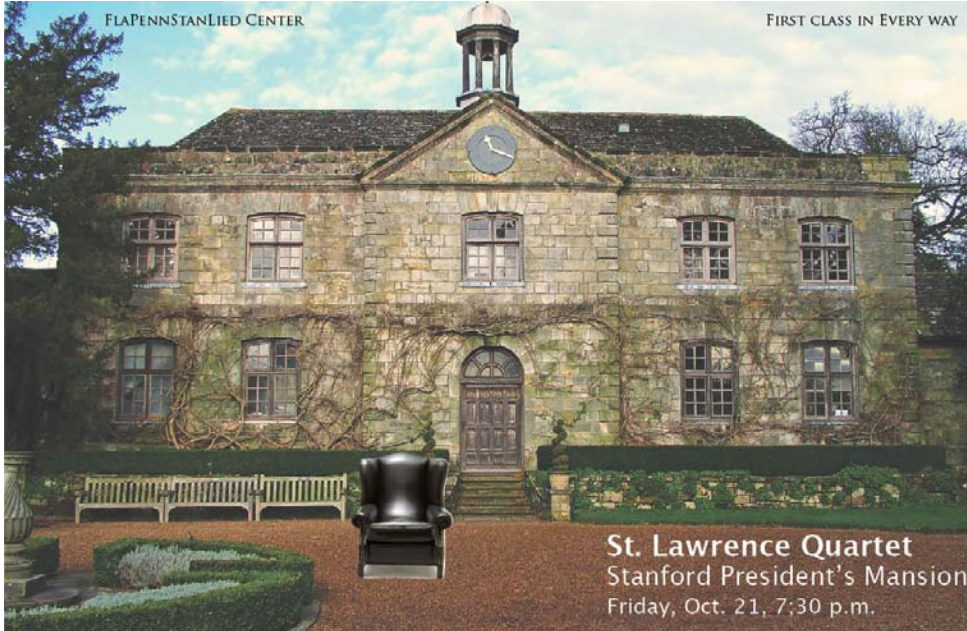
FIRST CLASS IN EVERY WAY



FLAPENNSTANLIED CENTER  
CHAMBER MUSIC SERIES


FLAPENNSTANLIED CENTER

FIRST CLASS IN EVERY WAY



St. Lawrence Quartet  
Stanford President's Mansion  
Friday, Oct. 21, 7:30 p.m.

FIRST CLASS IN EVERY WAY



OCT. 18: KRONOS QUARTET AT SMITH PLANETARIUM  
NOV. 10: BRENTANO AT TARA HOUSE  
FEB. 2: ST. LAWRENCE QUARTET AT TARA HOUSE  
MAY 7: AMERICAN STRING QUARTET AT SMITH PLANETARIUM

FLAPENNSTANLIED CENTER  
CHAMBER MUSIC SERIES

FLAPENNSTANLIED CENTER

FIRST CLASS IN EVERY WAY



American String Quartet  
Friday, May 7, 7:30 p.m.

Kronos String Quartet  
at Smith Planetarium  
Friday, Sept. 30, 7:30 p.m.

# Strategy 2: Electronic

- **Classical Devotees:**

- Electronic media will be secondary to print but a festival site will be used extensively as a learning tool supplemented by CD audio. Electronic media will feature detailed program notes, artist interviews and will provide patrons an opportunity to blog, talk-back, provide a forum for on line discussion after each concert.
- This segment does tend to use email so additional materials will reach them through this medium and will be used to promote performances as well as links to supplemental materials.
- Links to artist websites, podcasts, on line discussion boards, extensive information to motivate the purchasing decision.

- **Serenity Seekers:**

- Extensive electronic media is not needed for this group. It will be used primarily as a promotional tool for this hard to reach segment. Visually stunning materials will support the notion that this is a destination event, one to be enjoyed. In addition to the series web site, targeted community and travel/leisure/entertainment sites will be used to cultivate buyers.

## PREVIEWSpodcast

Cellist Christopher Costanza speaks with John Rafacz about the St. Lawrence String Quartet's January 31 concert. Along with soprano Heidi Grant Murphy and pianist Kevin Murphy, the quartet performs a world premiere. The podcast features excerpts of the quartet's 2006 EMI Classics recording of Shostakovich's Quartet No. 3, which is also on the program.



You can listen to this podcast in several ways: hear it on this page, download and save it on your computer, or [subscribe to PreViews](#). The podcast is 16 minutes and 55 seconds in length, and the file size is 19.4 MB. The speed of your Internet connection will determine how long it takes to load—or download, if you choose that option.



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# Strategy 3: Peer-to-Peer/Viral

- **Classical Devotees:** many attend as a solitary activity. They are more likely to attend with friends than a spouse and they are not initiators by design so viral marketing is not key for this group and will be limited and extremely targeted when used.
- **Serenity Seekers:** attend with a spouse and are not likely to have a social connection at performances and thus will likely not be motivated by social marketing techniques.

# Strategy 4: Print Advertising

- **Serenity Seekers:** traditional media buys, newspapers as well as society and AARP magazines. Alumni newsletters, active adult, and travel publications.
- **Classical devotees:** traditional media buys in community newspaper as well as ads with other arts organizations, music trade publications, University faculty/staff/alumni publications, perhaps travel/destination pubs promoting the festival as an all-encompassing chamber music experience. Free festival listings.



# Strategy 5: Direct Mail

- **Serenity Seekers:** Direct mail in the form of a series brochure is especially effective with this group and used extensively, and we will supplement with postcards as well. We will also send brochure to travel agency lists, active adult communities, society plus core classical audience. Also place brochure at point-of-purchase locations such as country clubs, spas, hair salons, athletic clubs, hotels.
- **Classical devotees:** Festival brochures and postcards will be sent to core classical buyers, faculty, symphony buyers, list trades. Print material will be supplemented by web and email and all will promote use of the online tools

# Strategy 6: Outdoor

- Outdoor banners at the venues for both concert series will be used to promote the destination feeling of the series as well as for reinforcing the brand and setting the stage for the experience.

End Note: Parking Lot of Ideas