



**University of Wisconsin
Oshkosh
Strategic Advertising
Campaigns 2010**

phantom **XV**



Table of Contents

Agency Statement & Executive Summary.....	2
Situation Analysis.....	3
Brand.....	3
Industry.....	4
Economic.....	4
Research.....	5
Primary.....	5
Secondary.....	7
Key Findings.....	8
Competitive Analysis.....	9
SWOT Analysis.....	11
Problems & Opportunities.....	13
Target Audience.....	15
Primary.....	15
Secondary.....	17
Strategy.....	19
Creative Execution.....	21
"Expose Yourself".....	22
Media.....	23
Objectives & Strategy.....	23
Traditional.....	25
Interactive.....	26
Social Media.....	27
Guerilla.....	28
Public Relations.....	29
Promotions.....	30
Budget & Timeline.....	31
Campaign Evaluation.....	33
Sources.....	34

Executive Summary

The Grand Opera House has prided itself on providing the local community with an enriching alternative to mainstream entertainment for decades. The Grand has lost presence in the minds of its younger consumers due to the emergence of other diverse entertainment options.

Our primary audience consists of college students who are pursuing majors within the performing and fine arts programs that may be looking for something new.

Through extensive research, planning and execution, we discovered that college students are largely unaware of The Grand's existence and position in the local community, much less the benefits associated with experiencing the arts.

The Grand is currently positioning itself with the phrase,

"You're a part of it." Research shows college students in fact do not feel they are a part of The Grand. Our campaign slogan, "Go Grand," encourages the target audience to experience a new form of entertainment.

Our strategy encourages students to break free from the status quo and to expose themselves to the benefits of arts and culture at The Grand, which delivers a unique, cultural experience in a social setting.

In order to educate consumers about different aspects of The Grand, our media will be divided into four phases: Awareness, Informative, Decisive and Action.

At the conclusion of this campaign, The Grand will be the special occasion hot spot for college students. UW Oshkosh students will readily Go Grand.

Agency Statement

Phantom XV. We eliminate the mystery behind ingenious advertising. We are 15 highly talented and motivated individuals who produce results that leave a haunting impression in the minds of consumers. We research. We strategize. We execute. We've imposed powerful initiatives to create one grand campaign. We are Phantom XV. Innovative. Influential. Inspiring.

phantom XV

Situation Analysis

Brand

The Oshkosh Grand Opera House, a historic Victorian-style theater established in 1883, is a nonprofit organization dedicated to providing the Oshkosh community with performing arts and cultural entertainment.

With the support of a loyal fan base, corporate sponsors and funding from the city of Oshkosh, The Grand formed capital campaigns to finance critical renovation projects in the 1980s and again in 2009-2010 to renovate structural problems that threatened its historic existence.

The Grand expects to reopen in the fall of 2010 and will continue to entertain the Oshkosh community while fostering an appreciation for the arts.

Current non-user misconceptions, ineffective advertising campaigns and a dated product contribute to The Grand's struggle to attract new audiences to its venue.



Industry

The performing arts center industry enjoyed a nationwide resurgence from the 1980s into the late 1990s, when a surge in disposable income bolstered its popularity and profitability.

Recently, the industry experienced increasing production and performance costs while witnessing a decline in ticket sales, loss of financial support and reduced operating budgets. These influences led to the nationwide increase of performing art center closures.

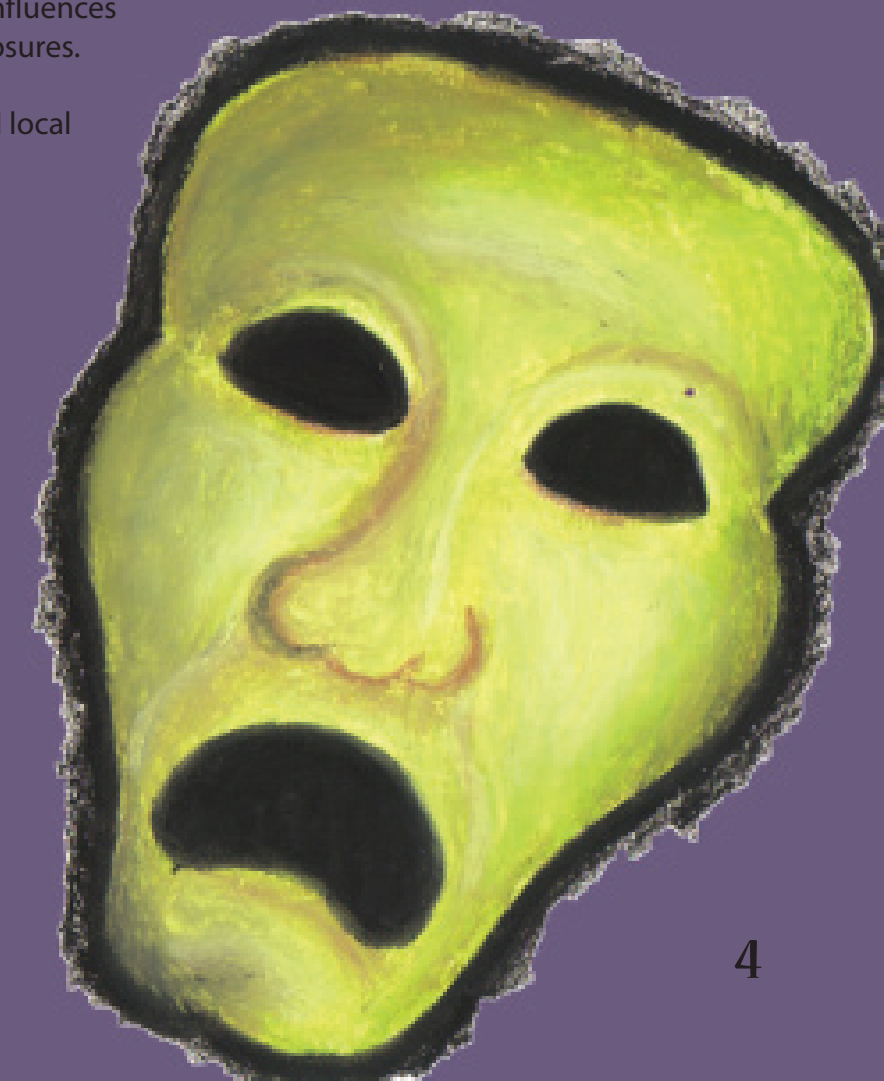
Today, successful theaters rely heavily on partnerships and local funding for stability and support.

Economic

The current recession marks a historic decrease in the job market, leaving nine percent of Americans unemployed. Historically, an increase in unemployment directly impacts consumer spending, leading consumers to develop more conservative spending habits.

With a decrease in consumer spending, Americans' first priority is to cut budgets. Consumers first limit their spending on entertainment and recreation (25 percent), food and dining out (21 percent), and shopping and personal items (15 percent).

By 2011, Wisconsin's unemployment rate is projected to decrease by 2.3 percent. The expected 2.1 percent increase in personal income accompanied with employment growth will help stimulate the economy and create an expected increase in consumer spending.



Primary Research

Survey

Objective:

Obtain initial information regarding the opinions, thoughts and perceptions of The Grand.

Methodology:

Using Survey Monkey, we surveyed 890 Fox Valley community members and UW Oshkosh students.

Results:

Ninety-two percent of non-users and 82 percent of 18 to 25-year-old respondents had an overall "Classical/Fine Arts" or "Musical Theatre" perception of The Grand.

As the age of the respondents increased, the likeliness of them attending shows at The Grand also increased.

For entertainment, our target audience most frequently visits restaurants, bars and taverns, followed by shopping centers and community events.

Focus Group

Objectives:

Gain new insight regarding the underlying misconception of college students.

Discover how to attract college students to The Grand.

Methodology:

We had a moderator ask seven current students and one alumnus a series of open ended questions.

Results:

All students, when asked to draw a patron of The Grand, composed a picture of an elderly person who was formally dressed for the occasion.

Students attend shows at The Grand infrequently, if at all.

Most participants felt The Grand's current advertising was ineffective and outdated.

The Grand Theater in Wausau, WI.

This theater complex is part of a local art community in Wausau called ARTSblock. ARTSblock is the home base for the Wausau Area Performing Arts Foundation, Inc., a private nonprofit community arts organization established in 1972.

This theater is more integrated into its community than The Grand and its website is more interactive and looks less formal. Though The Grand has more history on its side than the theater in Wausau, that is not exactly what our target audience is looking for. The Grand could emulate this ARTSblock model when reaching out to the community and updating its website.

Psychographic Changes in Young Adults

Young people are enthusiastic consumers of mass media, whose main themes seem to be fame, fortune, aggression and sexuality, usually in excess, with rarely a thoughtful reflection of how to put them into proper perspective.

Many students tend to look at academic accomplishment as just another commodity to be purchased. Developing a meaningful philosophy of life has steadily decreased as an important objective for going to college. This attitude may be a result of years of grade inflation in high school, misunderstood attempts to bolster children's self-esteem or society's overall disrespect for the immaterial value of education.

Key Findings & Trends

Focus Group

1. There is a misconception among college students that The Grand's atmosphere is formal and stuffy.
2. Students believe The Grand does not cater events or market to the college demographic.
3. Most students agreed the slogan "You're a Part of it" did not apply to them.
4. All participants said the type of entertainment they would most like to see is live comedy.

Survey

5. Non-users and the 18 to 25-year-old participants cited the most misconceptions of The Grand's atmosphere and entertainment options.
6. Older and younger demographics both favor traditional media, but 18 to 25-year-olds show more interest in online media for event information gathering.
7. Among all respondents aged 26 to 65, at least 75 percent of every age segment (with a peak of 95 percent among the 56 to 65-year-olds) had attended an event at The Grand, whereas only 47 percent of 18 to 25-year-olds had attended an event.
8. As respondents' age increases, so does their positive perception of The Grand's name, atmosphere and entertainment offerings.
9. Seventy-six percent of respondents would be interested in seeing live comedy at The Grand; of these respondents, only 36 percent have ever been to a comedy club. Seven percent have gone to the Comedy Quarter in Neenah and 20 percent have gone to Skyline Comedy Cafe.

Secondary Research

Primary Competition

The Grand competes with several venues in the area for the UW Oshkosh students' entertainment dollar.

Although these venues vary widely in terms of size, entertainment offered and cost to the student, the list on the right compares and contrasts The Grand's primary competitors.

Venue	Number of Seats	Distance from UWO	Primary Entertainment	Season
The Grand Opera House Oshkosh	668	1 mile	Live Music, Plays, Comedy	September-May
Leach Amphitheater Oshkosh	7500	1 mile	Live Music	May-September
Comedy Quarter Neenah	360	16 miles	Comedy	Year-round
Appleton PAC Appleton	2072	21 miles	Live Music, Comedy, Plays	Year-round
Skyline Comedy Cafe Appleton	220	21 miles	Comedy	Year-round
Thrasher Opera House Green Lake	200	28 miles	Live Music, Comedy, Plays	Year-round
George Gerold Opera House Weyauwega	150	32 miles	Live Music, Plays, Movies	Year-round
Meyer Theatre Green Bay	1005	51 miles	Live Music, Comedy	Year-round
Stefanie H. Weill Center Sheboygan	1115	56 miles	Live Music, Plays	Year-round

Secondary Competition

The Grand also competes with local bars, restaurants and shopping centers, as well as museums and art facilities, such as the EAA AirVenture Museum and The Paine Art Center.

SWOT Analysis

Strengths

- Proximity to UW Oshkosh campus
- Affordable ticket prices
- Rich history
- Strong local community support

Weaknesses

- Students' negative perception, i.e. "it's stuffy"
- Concessions restricted to lobby
- Limited operating budget
- Previous advertising campaigns were cluttered and ineffective

Opportunities

- Uniqueness of its "haunted" nature
- Renovation creates a fresh start for new customers
- Community's ability to choose programming
- Main Street construction may bring extra traffic and attention

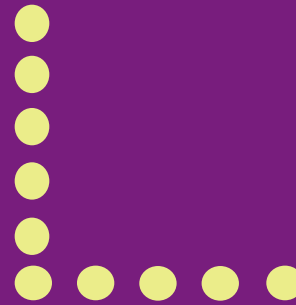
Threats

- Competition for entertainment dollar
- Poor national economy
- General lack of arts appreciation

Problems & Opportunities

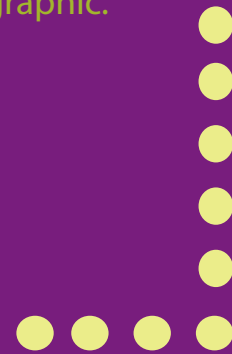


Based on the online survey and focus group we conducted, UW Oshkosh students have little to no awareness of The Grand and the events it holds.

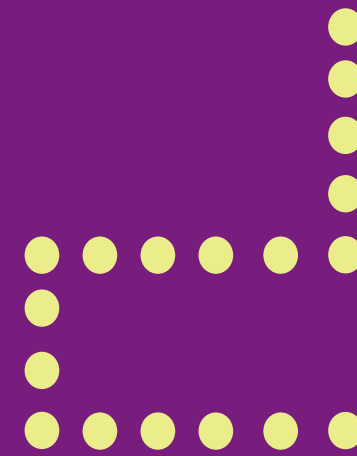


A large part of this stems from The Grand's poor brand identity—though it is a casual place with something for everyone, students feel it is stuffy, with entertainment catered mainly toward an older demographic.

Students also have a limited budget to spend on entertainment, and the poor national economy makes their budgets even tighter.

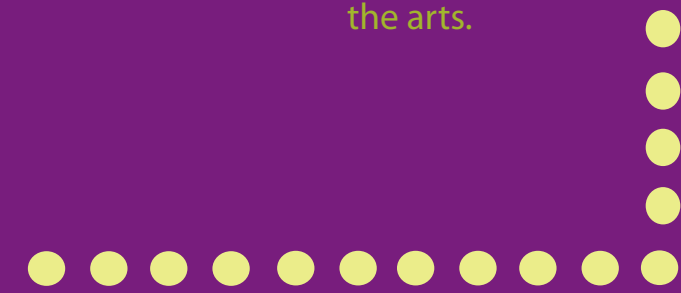


Experiencing the arts can help students feel more well-rounded and culturally savvy.



The campaign will also inform students about The Grand's low ticket prices and allow students to experience a new social atmosphere.

Phantom XV intends to bring new college students into The Grand through emphasizing positive connotations with its status as a well-established center for the arts.



Primary Segment

Faith, female arts student

Demographics:

Female
Age: 21-Years-Old
College Student
Marital Status: In a relationship
No Children
Location: Renting a house with friends

Faith is a creative, outgoing individual who thinks outside the box. Although she rents her house, she has made it a home. Wall space is covered with her own artwork, and she has several shelves filled with books relating to art and literature. Faith is not a slave to pop culture—she makes her own trends.

Lifestyle:

Social/Entertainment:

Faith is a unique individual looking for something away from the norm. Whether creating art projects, taking photographs, or searching for under-the-radar bands on MySpace, everything she does is distinctive. Like most college students, she enjoys going out on weekends and taking spontaneous trips but prefers quieter bars and less-visited establishments.

Sports/Fitness:

Faith keeps an active lifestyle by running and jogging to stay fit.

Technology:

Like many creative individuals, Faith uses Macintosh computers. She refuses to follow fads and purchase the latest and greatest technology (i.e. her cell phone is out of date.)

Purchasing Habits:

Faith will always find money to spend on items she values like art supplies, cameras and books; however, for other items, she is very conservative. She goes to thrift shops for clothing or sews her own.

Damian, male arts student

Demographics:

Male
Age: 21-Years-Old
Marital Status: It's complicated
College student
No children
Location: Renting a house with friends

Damian is artistic and values products or ideas that reflect human culture. He is not afraid to go against society's norms, and he embraces new opportunities and experiences.

Damian is outspoken about his liberal religious and political views. His eccentric personality and creative impulses label him as an outsider, but he does not mind. His sense of humor is laid-back, sarcastic, edgy and witty.

Lifestyle:

Social/Entertainment:

For leisure time Damian likes to grab a drink at a local bar or go to live concerts, museums or art exhibits. He is in a band and often goes to local coffee shops to relax, work on his art or listen to a new music group.

Sports/Fitness:

Damian is active and physically fit, but not a stereotypical "macho man." He enjoys walking and biking but does not believe in fad diets or nutritional supplements. Damian is an adrenaline junkie who enjoys extreme sports that get him closer to nature such as surfing, kayaking, backpacking and rock climbing.

Outdoors:

Damian thinks nature is a sanctuary, almost like a religion. He believes others should be environmentally conscious and that art and creativity can be sparked in the natural beauty of the world.

Technology:

He enjoys new, emerging technology that allows him to stay engaged with society. Damian blogs and uses Twitter to inform others about the latest bands he admires or his political opinion on a recent bill.

Purchasing Habits:

Damian purchases items that fit his casual, laid-back appearance. His shopping is based more on personal attitude than a fashion statement or trend. He is a spontaneous discount customer and makes decisions based on convenience and affordability.

Secondary Segment

Katie & Ben, upper class students

Demographics:

Male/Female students
Age: 21-25 year olds
Marital status: Single, but many are in relationships
Jobs: Part-time job and/or internship
Location: Live off-campus in rental housing or within a 30-mile radius of Oshkosh
Transportation: Majority have their own car

They are close to completing their undergraduate program and looking forward to life after college. They value instant gratification, spending time with friends and preparing for their professional lives.

Katie and Ben are part of the tech-savvy Generation Y, also known as "Millennials." They seek social connection with others but tend to have a selective attention. Immersed in technology since youth, Katie and Ben have developed purchasing habits that are highly influenced by digital media. They intensely crave interactivity, connection and social validation.

Lifestyles:

Social/Entertainment:

Katie and Ben prefer being with friends, trying new activities and venturing off campus. They frequently go to upscale restaurants and visit Main Street establishments for drinks and socialization.

Sports/Fitness:

Katie and Ben play a variety of sports, enjoy being active with friends and tend to make anything a social event.

Outdoors:

They enjoy being with friends outdoors, attending social gatherings such as cookouts and professional sporting events.

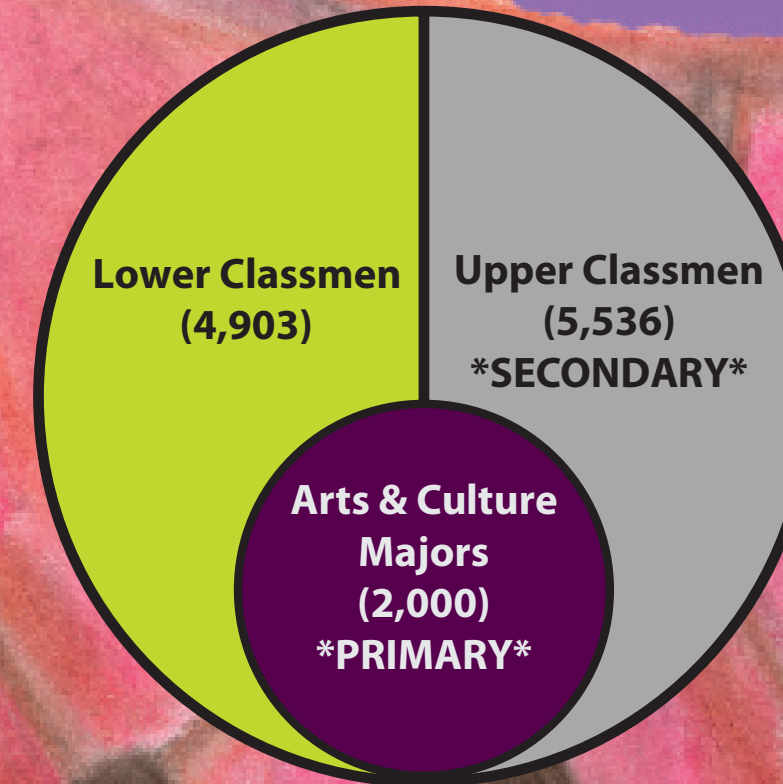
Technology:

Katie and Ben rely heavily on technology for communication and have their own computers, cell phones, iPods and cameras. They are on the Internet constantly, utilizing social media websites such as Twitter and Facebook.

Purchasing Habits:

Typically Katie and Ben spend a lot of money on food and eat on the run because of busy schedules. They tend to have little disposable income, some student loans and at least one credit card. However, they will find a way to pay for an item if they are deeply interested in the purchase. They do a lot of their shopping online.

Target Audience
10,439 - UW Oshkosh Undergraduate Students



Phantom XV is targeting UW Oshkosh students who already have an appreciation for arts and culture. Our secondary audience are in their junior and senior year. Our target audience will view The Grand as a unique entertainment platform that encourages and embraces individuality and expression.

Strategy

OBJECTIVES

- To increase the number of UW Oshkosh students attending events
- To promote cultural awareness
- To associate positive connotation
- To communicate social benefits

SECONDARY SELLING POINTS

- Historical value
- Haunted intrigue
- Newly renovated lounge
- Small, non-overwhelming
- Casual
- Audience interaction

KEY SELLING IDEA

The Grand offers patrons an overall life-enriching experience that stems from its inherent cultural, health and social benefits, which are showcased in a fun and liberating environment.

The Grand is the quintessential local entertainment venue that delivers a unique cultural experience to those seeking a break from conventionalism.

BIG IDEA

"Break free"

CAMPAIGN SLOGAN

"Go Grand"

TONE AND MANNER

Challenging the status quo of the student community and its preconceived notions about The Grand's cultural relevance.
"Don't judge a book by its cover."

POSITIONING STATEMENT

For students who desire a social, healthy lifestyle, The Grand offers high-quality live cultural entertainment in the Fox Valley. The Grand is unique in that it signifies class, a historical value and matchless entertainment.

STRATEGY STATEMENT

To convince college students to go to The Grand for a special night of entertainment, instead of continuing to follow their usual entertainment routine, because The Grand offers an overall life-enriching experience that includes both health and social benefits.

Creative Execution



Expose Yourself to the arts

We all want to be something greater, but often the power is already inside of us. With The Grand's wide selection of live music, comedy and theater, you can bring out that inner cultural super hero.

1.3 mi SE of UW Oshkosh Campus
text: Grand to: 155 For Promo Deals

www.grandoperahouse.org




Expose Yourself

Are you blending in or standing out?

Break free from the bar scene. Stand out from the rest and mix up your usual weekend routine. Enjoy a night out with your friends at The Grand, where you can experience live music, comedy and theater.



Go Grand
1.3 mi SE of UW Oshkosh Campus

www.grandoperahouse.org

text: Grand to: 155 For Promo Deals

Expose yourself ... to the arts



www.grandoperahouse.org

No, not like this guy. But at The Grand Opera House, where you get to experience live music, plays and comedy, minus the cool breeze this guy is undoubtedly feeling right now.



1.3 mi SE of UW Oshkosh Campus

text: Grand to: 155 For Promo Deals

Expose Yourself to The Grand

The "Go Grand" campaign tells UW Oshkosh students to break free from routine and expose themselves to fresh, fun-filled and enriching experiences.

Faith and Damian will choose The Grand because they feel trapped in the monotony of the "college campus bubble." Katie and Ben will choose The Grand because, for them, the bar scene has become mundane.

It's time to grow up. It's time to opt for a healthier, yet equally social option.

The campaign will increase the number of feet at The Grand by enhancing brand awareness on campus. In order to catch the attention of UW Oshkosh students, the message will be delivered in a comical, thought-provoking manner.

Media

Objectives & Strategies

Target Audience and Media Mix:

Objective:

The campaign will use a variety of traditional and non-traditional tactics, in addition to interactive and promotional methods to extend beyond a typical campaign.

Strategy:

All of the tactics will intertwine. Traditional advertisements will remind and inform the target audience where they can find information about The Grand, more specifically their evolving social media sites. Advertisements will be in locations the target audience regularly visits, and in places where they can see them frequently.

Reach and Frequency:

Objective:

Since The Grand's target audience is unfamiliar with its business, the campaign will increase frequency while maintaining a moderate reach.

Strategy:

Through the mixture of interactive and traditional media, the target audience will have multiple opportunities to see the campaign's message. Interactive media such as Facebook, Twitter and Foursquare and the use of text messages will have the greatest presence because the sites are used regularly by the target audience and can be updated constantly.

Sales Promotion:

Objective:

Since the target audience has a low disposable income, they are always looking for discounts. Implementing sales promotions throughout the campaign will be an effective strategy to get new feet in the door of The Grand.

Strategy:

Through several sales promotion tactics we will be able to effectively reach cash-strapped college students.

A) Valpak Coupons

- 1) They will reach upperclass students who live off-campus and are more likely to look for deals in the monthly Valpak envelope.
- 2) There will be two different Valpak coupons created and released in the monthly dispersing of Valpak.
 - a) One coupon will feature upcoming shows and events at The Grand.
 - b) The other coupon will create buzz for students to select The Grand when choosing an entertainment venue.

B) Bar and Restaurant Partnerships

- 1) Will offer an incentive once a ticket is purchased from The Grand.
- 2) Discounts given on food and drinks at participating locations.

C) Food Pantry Partnerships

- 1) A worthwhile avenue to pursue.
- 2) Students can donate perishable food items for a discount or additional promotion on their next visit to The Grand.

Phases of the Campaign:

There will be four phases of the campaign. "Act I" will run from August through October to gain awareness, excite the audience and begin to get them involved; this phase will contain some of the strongest tactics as we are introducing The Grand to our target audience. "Intermission" will run November through December to evoke interest and engage students. The third phase, "Standing Ovation," will run January through February, during which our target audience will continue to look to The Grand as an entertainment option. In our final phase, "Encore," which will run March through July, we will make a lasting impression on our target audience and maintain returning customers by keeping them involved. (See pages 31 and 32 for a timeline of the four campaign phases.)

Social Media Intern Position

A more beneficial way for The Grand to reach its target audience would be to hire a student intern to connect with UW Oshkosh students. The youthfulness and energy of an intern would invigorate The Grand.

Type: Internship
Class: Part-time
Date: 2010-2011 academic school year
Job Title: Social Media Intern

Job Overview:

The Grand Opera House is looking for an energetic, motivated intern to assist in developing and executing its social media brand marketing programs. The ideal candidate must demonstrate previous experience in a wide variety of social media activities such as blogging, tweeting, social bookmarking, commenting, etc. The candidate must also be currently affiliated with the broader social media world, a creative thinker and a self-starter who is able to implement new programs.

Job Description - Duties/Responsibilities:

- Work to maintain and develop The Grand's social media marketing on Facebook, Twitter, Foursquare and others by providing timely and important information for users
- Create video and written testimonials from patrons and publish on relevant channels (blog, Facebook, YouTube, etc.)
- Monitor and respond to all relevant blog posts, text messages and social media statements
- Measure the effectiveness of social media on promotional efforts
- Assist in updating and designing website and increasing traffic
- Help plan events and promotions

Job Qualifications- Requirements:

- Undergraduate or graduate student, preferably majoring in media studies, marketing, advertising, and/or public relations
- Creative and innovative
- Ability to contribute individually and as part of a team
- Excellent writing, editing and communication skills
- Proficient in Microsoft Office applications
- Preferably design experience in Adobe Creative Suite
- Must be self-motivated
- Demonstrates an interest in guerilla and "word of mouth" marketing
- Candidates with an existing blog and excessive involvement in social networking sites will be favored

Compensation & Benefits:

Position will be held for 28 weeks at \$8/hr, 15 hours a week.

How to Apply?

Please send resume with cover letter and include any personal blogs, Twitter or social networking sites to <http://www.grandoperahouse.org/>.

Guerilla (Non-traditional)

Tactics:

Halloween Flash Mob:

The first flash mob will take place on the Wednesday before The Grand's Halloween party to create buzz about the event and indirectly draw attention to The Grand. A designated team of performers will dance to multiple Halloween-related songs. The songs will be a mixture of familiar pop music and more cultural fare.

"GRANDuation" Flash Mob:

The second flash mob will take place the first week in April in order to promote the "GRANDuation" raffle for soon-to-be graduates. Performers dressed in caps and gowns will walk slowly through campus as if they are preparing to graduate with "Pomp and Circumstance, March No. 1" playing. As a crowd begins to gather, the music will switch abruptly to a song that is deemed popular at the time, and the performers will dance accordingly.

Why:

The emergence of new media and technology has changed traditional communication methods. Non-traditional media is generally less expensive than traditional and can generate a buzz by implementing creative, attention-grabbing tactics.

It takes a lot to capture our target audience's attention. By using flash mobs, a group of seemingly ordinary people in ordinary situations who break into sudden performances in public places, The Grand will be able to spark up conversation about the performance and arouse interest in performances at its own venue.

Media Media Media Media Media Media Media Media Media Media Media Media Media Media Media

Public Relations

Tactics:

Halloween Horror:

The Grand will host a gothic-themed Halloween costume party on Saturday, October 23rd featuring a costume contest, concessions and a "haunted" storytelling tour. This free event will be a unique twist to the popular holiday for our target audience.

"GRANDuation":

The "GRANDuation" event will be a raffle for soon-to-be UW Oshkosh graduates to win a new television. To win, students must purchase a ticket to a show in April or early May. Each individual will be entered as many times as they purchase a ticket, and the winner will be drawn after graduation at a show.

Press Releases:

The social media intern will write press releases to be distributed to local media such as The Northwestern and Advance-Titan two weeks prior to the flash mobs or other events.

Scholarships:

The Grand will offer two \$500 scholarships to students who submit a YouTube video that creatively demonstrates their involvement with art, culture or theater. The deadline for submission will be the end of January so The Grand can award the winners before the start of spring semester.

Why Halloween Horror:

The Grand's free Halloween Horror event creates an opportunity to get the target audience into The Grand without the expense of a ticket purchase while offering a social atmosphere to show off their costumes to their friends.

Why "GRANDuation":

The "GRANDuate" idea is an appropriate theme to correlate UW Oshkosh with The Grand and serve as a vehicle to sponsor upcoming shows at the end of the year. This will be the last effort to attract our secondary target audience and keep their interest by offering the possibility to win something they desire, in return for a ticket purchase.

Why Press Releases:

These will offer additional, free coverage during the campaign to increase awareness. This allows for external media vehicles to provide publicity about The Grand and its upcoming events.

Why Scholarships:

The scholarships will sustain a connection between our primary target audience and The Grand in hopes that students will see a commitment to continuing education and interest in arts and culture.

Promotion

Tactics:

Bar and Restaurant Incentives/Partnerships:

The Grand will team up with bars and restaurants to offer incentives to its target audience. When a person purchases a ticket and attends a show at The Grand, he or she can bring the stub to a participating location and redeem it for a specific promotion (such as a free drink or percentage off food).

Food Pantry:

The Grand will partner with a local food pantry during the holiday season and offer a promotion to students that donate perishable food items prior to the holiday show lineup. Students will receive a percentage off of their ticket plus the "student rush" discount when they donate to the local food pantry.

Study Abroad Fair:

The Grand will donate luggage tags to students at the study abroad fairs in September and February. The luggage tags will feature The Grand's logo, with its message "Expose Yourself to the World," as well as social media contact information.

Valpak:

The Grand will release two different Valpak coupon advertisements that provide upcoming show information and a discount for people who redeem the coupon. The coupon will feature information about the "student rush" discount and a map to The Grand. November's release will feature the partnership promotion with the local food pantry. The Valpak books will be distributed in November and January, which are off-peak months for the advertising schedule.

Why:

The target audiences have low disposable incomes and are searching for inexpensive forms of quality entertainment. Through all media vehicles, the campaign will consistently be promoting the current "student rush" discount for half-off ticket prices, one hour prior to shows.

Last year's study abroad fair had an attendance of 437 students in the fall and 312 in the spring. Most students that attend are looking for a new and exciting experience by traveling abroad; however, The Grand can offer a similar experience that is closer to home.

Media

Media

Media

Media

Media

Media

Media

Media

Media

Media

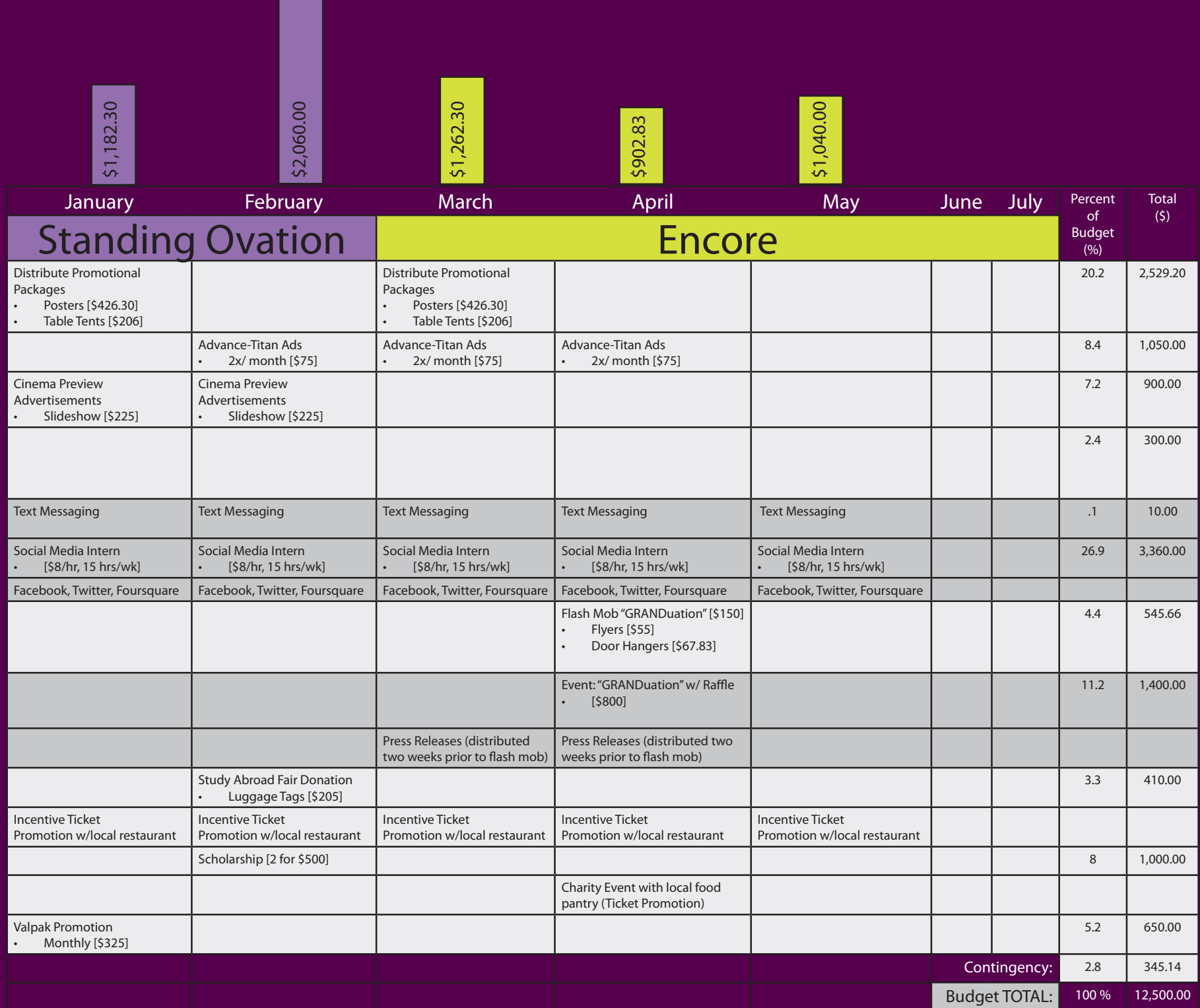
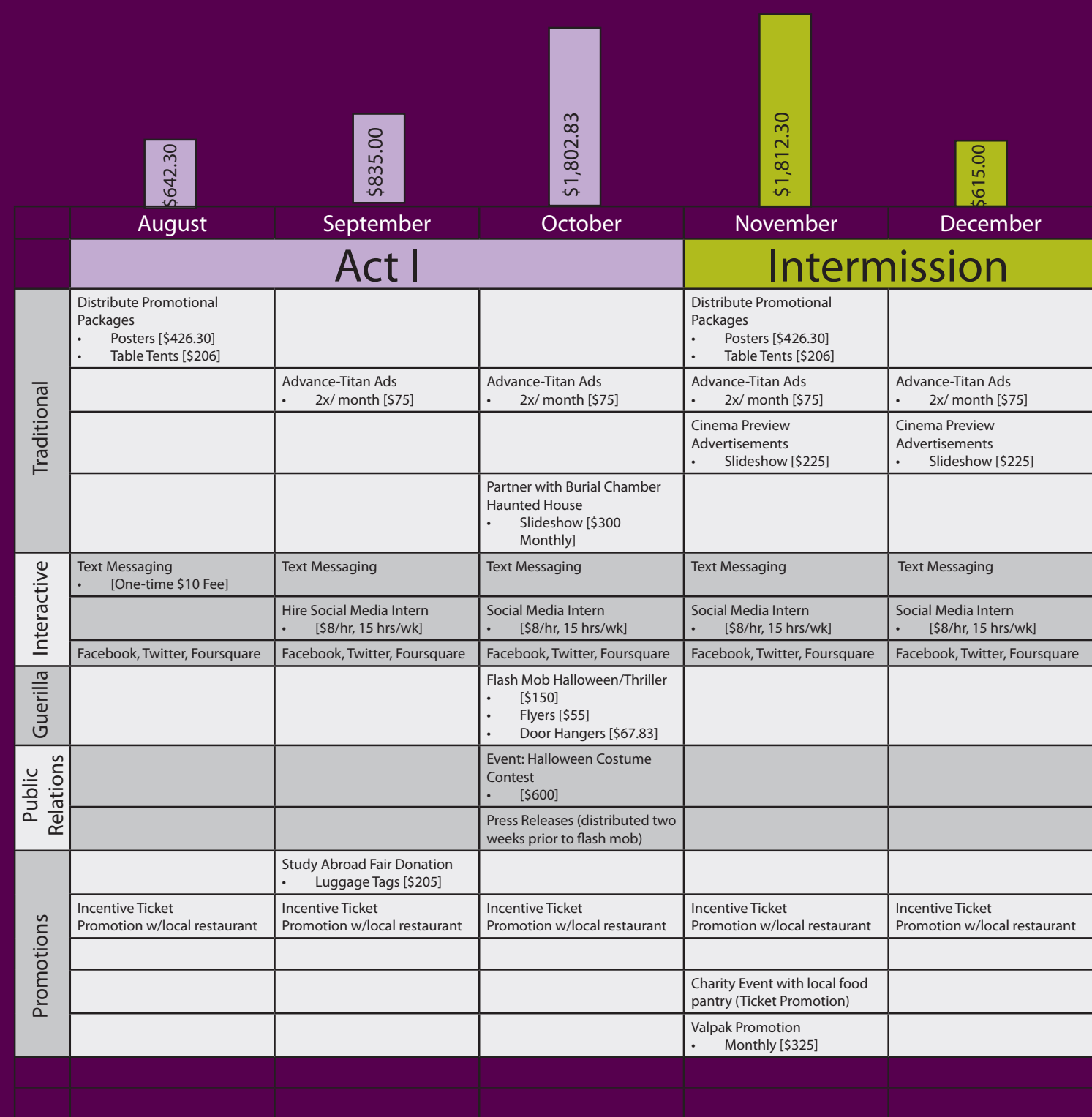
Media

Media

Media

Media

Media: Budget & Timeline



Campaign Evaluation

The overall campaign will be measured by the number of student rush ticket sales and general ticket sales. We will measure non-traditional media and promotional media through the tactics listed below:

Non-Traditional

- The amount of phone numbers added to The Grand's database via text code
- Number of website hits at www.grandoperahouse.com
- Number of friends added to The Grand's Facebook page promoted by the social media intern
- Number of Twitter followers added to The Grand's account promoted by the social media intern

Promotional

- Number of coupons redeemed at participating locations (i.e. free drink, percentage off food)
- Number of coupons redeemed from Valpak
- Number of students entered in the raffle from the "GRANDuation" event

Sources

- Cohen, Mark. "Text-Message Marketing." The New York Times. 23 Sept. 2009. Web. 17 Apr. 2010. <http://www.nytimes.com/2009/09/24/business/smallbusiness/24texting.html?_r=2&pagewanted=1>.
- Hansen, Edmund. "Essential Demographics of Today's College Students." 16 Apr. 2010. <<http://www.artsci.ccsu.edu/Planning/Demographics.html>>.
- IXI Corp. Cohort System. N.p., 2005. Web. 6 Apr. 2010. <www.ixicorp.com>.
- Marcus Theatres. 2009. Web. 16 Apr. 2010. <<http://www.marcustheatres.com/Corporate/CorporateLanding/3/>>.
- Oshkosh: Advance-Titan Advertising Department. "College Newspapers are the Best Read Medium on Campus." Alloy Marketing and Media. 2009. N. pag. Print. <<http://www.bsu.edu/news/article/0,1370,61565--,00.html>>.
- Ransford, Marc. "Survey finds smart phones transforming mobile lifestyles of college students." Newscenter. Ball State University, 25 Mar. 2009. Web. 15 Apr. 2010. <<http://www.bsu.edu/news/article/0,1370,61565--,00.html>>.
- The Grand Theater Wausau, WI. 16 Apr. 2010. <<http://www.onartsblock.org/>>.
- Vollmer, Christopher, and Geoffrey Precourt. Always On: Advertising, Marketing, and Media in an Era of Consumer Control. N.p.: McGraw-Hill, 2008. Print.

Thank You

Hats off to...

The Grand Opera House

A Special Thanks to: Joe Ferlo & Jeff Potts

Dr. Sara Hansen & the fall 2009 Research in Strategic Communication class

Grace Lim

Shawn McAfee

Wayne Abler

Eric Schadrie

EnvisionInk

Kelly's Bar

Cousins Subs

The Cast of Phantom XV...

Account Managers

Whitney Fedie

Lisa Hayek

Annie Moon

Lisa Wilke

Media Team

Shannon Madigan

Kelly Moran

Emily Sanderfoot

Shannon Steele

Advisor

Dana Baumgart

Graphic Designers

Whitley Cech

Hilary Simon*

Copy Editors

Charles Greenley

Jordan Steinert

Creative Team

John Dangles

Mariah Haberman

Daniel Mast*

**Phantom XV Team Leaders*

Printed By:



envisionink

printing solutions that build your business

COMMERCIAL DIGITAL LARGE FORMAT WEB-BASED

