

MARKETING PLAN: THEATRE COMPANY 2016

BRAND	Theatre Company
	The home of ground breaking plays. We produce work that is game-changing, relevant, surprising, mischievous, visually thrilling and theatrical. New plays by first time writers are the cornerstone of our work. New work is indisputably the lifeblood of the company and indeed the theatre.
POSITION	Producer of contemporary theatre performances of new writing. Performing in London and touring internationally.
COMPETITORS	Video Games; Television; Pubs; Sport; Cinema; Subsidised University Events; Music Concerts;
PROJECT	Exciting new playwright with themes of science and environmental issues
PURPOSE OF PROJECT IN SEASON	To attract a new set audiences from younger demographic in the local area
TARGET MARKETS	
Project	
Related Events (Talk Backs, Lectures, etc.)	Across several market demographics including those new to theatre or theatre practice such as university students; scientific community and those interested in the research practices behind corporate medicine; female ages 15 and up;
Web Advertisement	Primary: Theatre Goers aged 18 and up
Print Advertisement	Primary: Theatre Goers aged 35 and up
Website	Primary: General Public familiar and unfamiliar to Theatre Company Secondary: Funders
Social Media	Primary: Friends and Peers of Theatre Company and individual artists
Email/ Newsletter	Primary: Friends and repeat audiences of Theatre Company
Snail Mail	Primary: Friends and repeat audiences of Theatre Company
MEDIUM OBJECTIVES	
Project	To showcase and promote contemporary and first time original playwriting
Related Events	To engage audience members in the themes of the play To work in partnership with organisations and other charities in the promotion of their services (Rape Relief, Doctors without Borders) To promote Theatre Company and Project to new audiences To foster dialogue between audience, artists and presenters

	To familiarize and introduce audience with the process and artists of Theatre Company
Web Advertisement	To inform target audience of contemporary theatrical and writing of Project
Social Media	To engage a younger audience base in active conversation
Print Advertisement	To promote theatrical production in traditional source
Website	To inform audience of ongoing production To facilitate, educate and engage the greater public in process and creation of theatre at Venue
Email/ Newsletter	direct mail through the Web To create and build interest in ongoing and specific projects To educate and build the audiences familiarity with Theatre Company and theatre creation To foster dialogue between theatre and ongoing audience To build audience loyalty
Snail Mail	To promote and provide a direct physical contact between audience and Theatre Company To inform and educate ongoing audience