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| **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 writting. 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 promoetion 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 |