

# Progeny Theatre Company's Marketing Plan

## Who we are

Progeny Theatre Company exists to enchant adult audiences through the adaptation of classic children's stories.

We consist of a large group of 12 dynamic members whose unique and innovative ideas have been honed to create mystical and captivating children's theatre for adults.

We are a passionate theatre company, aiming to take our audience on a journey through the dreams and nightmares beyond their wildest imaginations, through the use of technical devices. As a company, our aim is to extract the essence of the story, reducing the fairy-tale to its core. We can then reconstruct this core into a new form which explores all the darker magical elements that each story has to offer. We want to inspire an element of nostalgia for our audience by reintroducing the story to them as adults, in an adapted format.

Our company, therefore, aims to achieve a perfect balance between the mystical yet thought-provoking story and the innovative technical devices to recreate a spectacle right out of a story book.

## Our objectives

- To create a performance that pushes the boundaries of children's theatre.
- To run a marketing campaign that attracts a substantial audience.
- To successfully manage the budget.
- To acquire sponsors for extra money.

## Who our audience are

- Our core audiences are other drama students, friends and family.
  - Interested in supporting their fellow students
  - Interested in seeing their daughters/sons perform.
- Our new audiences are non-regular theatre goers.
  - Rarely attend a performance at the theatre – we want to capture the attention people who do not usually go to the theatre. Our unique selling point is the fact that we adapt children's stories and make them accessible only to adults. We create an original experience of escapism through the use of technical elements.

## Our Target Audiences

- 1) **Young Graduates** – young adults who may have been involved in the arts before but who are in need of an escapism from their post-student life.
- 2) **Sugarcubes goers** – 18+ individuals who attend the same nightclub. May be interested in a darker form of theatre.
- 3) **Drama Society** – Students who participate in drama as an extracurricular activity, shared interest in theatre, possibly new innovative theatre.
- 4) **Alternative Society** – Students who attend the Alternative society share an interest with new, quirky and possibly dark themes, would be interested in

seeing theatre in this genre.

- 5) **Gothic Society** – Students who attend the Gothic society sharing an interest in the Gothic scene would be interested in seeing a performance involving Gothic elements.
- 6) **Fantasy Society** - Students involved in the fantasy society, who share an interest in escapism and fantasy, would be interested in watching a performance involving fairy tales as they can include an element of mystery and magic.

### **How do they hear about our work?**

Our target audience will see advertisements on our website.

Through the use of social media sites including our Facebook and Twitter pages, which will include 'teasers' of our upcoming performance and direct contact with our followers.

The website is advertised on our Twitter and Facebook; it is easily accessible and clearly presented.

Individuals can easily navigate around the website and keep up to date with performance dates etc.

Posters will contain details of the performance. The posters will be on display in certain areas where our target audience are able to see them, for example in the Lincoln Performing Arts Centre (LPAC) café and in Sugercubes nightclub.

They will contain the logo and motif of our theatre company and will be visually engaging to anyone who reads them.

Audiences will remember our performance for its innovative and fresh perspective on children's theatre. We will provide programmes for the audience to take away with them, and will advertise future performances and our social media sites in order for the audience to stay engaged with the theatre company.

### **Key messages**

- This is an opportunity to see unique and unconventional theatre.
- See something you know from a different perspective.
- A great night out for adults.
- See a spectacle high tech performance live on stage.
- A rich and stunning visual piece infused with dark elements.
- Be part of something innovative and diverse.
- This is top-quality theatre.
- This show is in English.

## SWOT Analysis

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"><li>• Dedicated workforce</li><li>• We offer a unique theatrical experience</li><li>• The use technical devices to create a, visually pleasing, spectacle on stage.</li></ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"><li>• We are a small theatre company with only twelve staff members.</li><li>• We are not an established theatre company.</li><li>• We have a small budget.</li></ul>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"><li>• Our work is current.</li><li>• Technical devices are constantly being updated and improved.</li><li>• Offering a new perspective on fairy-tales.</li></ul>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"><li>• We have no regular funding.</li><li>• Competition from established theatre companies.</li><li>• Dark elements are popular in Television shows and films, people may wish to stay at home and watch those for free.</li></ul>

## Detailed plan of all marketing/advertising ideas:

### Posters

These posters will advertise our show *A Gothic Tale* using unique ideas that correspond to our show. These ideas being objects that link to fairy-tale stories, for example, a bitten 'poisonous' apple, an open book and a rose, shown in a corrupt way. To include the darker aspect of the show, and corrupt the fairy-tale images- we created fake blood to cover the fairy-tale objects. This will show the merging of the two aspects within our performance – the darker side of reality and the fairy-tale. Rather than sourcing already existing images, the marketing team created them by hand to ensure that our posters looked unique. This also enabled us to have the exact posters that we envisioned. The corrupt image of a well-known fairy-tale object or an inanimate object will draw our target audience to our posters, for instance the bitten apple drenched in blood. The image of a bitten apple will be a direct link to the fairy-tale of *Snow White*, however- having the added fake blood shows a twist on the classic fairy-tale. Showing twists such as this is what Progeny Theatre Company aim to depict on stage.

### Promotional Videos

The promotional videos for our company will provide our social networking followers an insight into how Progeny Theatre Company will adapt a classic fairy-tale into a darker piece of theatre for adults. We took the story of *Snow White* and showed the darker side of the story. This was shown through the 'sleeping curse' put onto 'Snow White' through the Poisoned apple. We highlighted this part by showing the outcome of 'Snow White' eating the apple. Further into the process of marketing Progeny Theatre Company's show, *A Gothic Tale*, promotional videos will be released that promote our show rather than our company. These promotional videos will give our social networking followers a teaser for the show. By realising the latter promotional videos after our Progeny Theatre Company promotional videos will ensure that our target audience know, and have an example of what Progeny Theatre Company aim to do on stage before they see what *A Gothic tale* is.

### Tagging

Tagging is a way of spreading a message. Our use of tagging involves writing our taglines on small pieces of paper- “No one is too old for fairy-tales” and “Once upon a time will never be the same again...”

We will place these small notes inside books, rather than leaving the notes on direct display, as the books link with the fairy-tale element of Progeny Theatre Company. On the pieces of paper will also be our company name. This will enable the finders of these notes to have a way of finding out who Progeny Theatre Company are. The aim of this promotional technique is to broaden our target audience and to create a notion of mystery as to who we are. This unique way of advertising our company will hopefully make Progeny Theatre Company stand out amongst other competing Theatre Companies.

### Street Performance

Like tagging, street performances are a way for Progeny Theatre Company to place themselves ‘on the map’ and to broaden our audience. Our main idea for street promotion is for our company to sit on a bench, in the centre of Lincoln, and each participants will hold up a newspaper with a single letter (which will be in bold so it stands out amongst the rest) from Progeny on each paper. Once all the participants are in place the bold letters will spell out Progeny. Also on each of the newspapers will be another highlighted section that reads #ProgenyTheatreCompany. This will enable the spectators to find our Twitter page, which will provide them with who Progeny Theatre Company are and what they are doing. This will allow our audience to keep up to date with what is happening.

### Social Networking sites

The social networking sites that Progeny Theatre Company use are Twitter and Facebook and YouTube. Using these sites allows us as a company to have a direct link with our audience. This provides us with the ability to tailor our performance to our target audience, through the use of polls. By asking our social networking followers questions allows us to change aspects of our show using the feedback given on these sites. We also use these sites for promotional purposes, such as pictures, teaser videos and relating quotes. By embedding our Promotional Video onto all of our social media sites will ensure that it is seen by the majority of our target audience. These teasers, pictures and quotes will provide our social networking followers to create an overall sense of who Progeny Theatre Company are.

### Marketing Tools

<b>Target Audience</b>	<b>Tools</b>	<b>Details</b>
<b>Young Graduates</b>	Social Networking sites	Advertising upcoming Performances.
	Promotional Videos	Promotional videos, on social networking sites, will raise awareness of Progeny Theatre Company and our performance.
	Street Performances	Street Performances will advertise Progeny Theatre

		company in Lincoln town centre.
<b>Sugarcubes goers</b>	Posters	Sugarcubes have agreed to put our posters up inside their nightclub.
<b>Drama Society</b>	Email	We Will email the society with details of upcoming shows.
	Posters	Posters will be situated around university with details of our performance.
	Tagging	‘Tagging’ books in the library will raise awareness of Progeny Theatre Company.
	Social Networking sites	Advertising upcoming Performances.
	Promotional Videos	Promotional videos, on social networking sites, will raise awareness of Progeny Theatre Company and our performance.
<b>Gothic Society</b>	Email	We Will email the society with details of upcoming shows.
	Posters	Posters will be situated around university with details of our performance.
	Tagging	‘Tagging’ books in the library will raise awareness of Progeny Theatre Company.
	Social Networking sites	Advertising upcoming Performances.
	Promotional Videos	Promotional videos, on social networking sites, will raise awareness of Progeny Theatre Company and our performance.
<b>Alternative Society</b>	Email	We Will email the society with details of upcoming shows.

	<p>Posters</p> <p>Tagging</p> <p>Social Networking sites</p> <p>Promotional Videos</p>	<p>Posters will be situated around university with details of our performance.</p> <p>‘Tagging’ books in the library will raise awareness of Progeny Theatre Company.</p> <p>Advertising upcoming Performances.</p> <p>Promotional videos, on social networking sites, will raise awareness of Progeny Theatre Company and our performance.</p>
<b>Fantasy Society</b>	<p>Email</p> <p>Posters</p> <p>Tagging</p> <p>Social Networking sites</p> <p>Promotional Videos</p>	<p>We Will email the society with details of upcoming shows.</p> <p>Posters will be situated around university with details of our performance.</p> <p>‘Tagging’ books in the library will raise awareness of Progeny Theatre Company.</p> <p>Advertising upcoming Performances.</p> <p>Promotional videos, on social networking sites, will raise awareness of Progeny Theatre Company and our performance.</p>

Marketing timetable overview

<b>Area Activity</b>	<b>Details</b>	<b>Who’s Responsible</b>	<b>When</b>
Fundraising	Raising money for set, costume, props and marketing through things like holding bake sales.	Jamie Hewett and Francesca Simeoli	April
Launching social	Launch Facebook,	Jessica Smith, Kelsey	January

media sites	Twitter and YouTube sites.	Stirling and Jamie Hewett	
Releasing first promotional video	Film, edit and release first promotional video.	Jessica Smith, Kelsey Stirling and Alex Urbanczyk	March
Street performance	Doing first street performance (of reading newspapers in town).	Jessica Smith and Kelsey Stirling	April
Tagging	Putting small pieces of paper, which read our tag lines, in books in the library.	Jessica Smith and Kelsey Stirling	April
Design of posters	Design/create all posters promoting Progeny Theatre Company and <i>A Gothic Tale</i> .	Jessica Smith and Kelsey Stirling	March
Release of posters	Print and release all poster promoting Progeny Theatre Company and <i>A Gothic Tale</i> .	Jamie Hewett	March

The above table consists of marketing activities with a brief description of what each activity involves. Each task has an allocated member of the company, mainly the marketing and finance team, and they have to ensure that their task is complete by the set deadline. Weekly meetings between marketing and finance will ensure deadlines are met.

Word Count: 2,089