

8-Week Marketing Plan

Draft

SKATING IN THE CLOUDS

OBJECTIVES

1. To achieve 60% houses for Performances 1 – 7 and to sell out Performance 2 (Opening) and Performance 8 (Final).
 2. To remunerate my cast and crew of 6 at MEAA rates.
 3. To promote the show with a marketing campaign that is environmentally responsible, as paper-free as possible and has an online focus.
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TARGET AUDIENCES

Women who are environmentally and politically aware. Perhaps LGBTQIA+ or allies.

Demographics:

- a. Age: 30 – 60+
- b. Gender: Female
- c. Location: City of Port Phillip – St Kilda, Elwood, Middle Park
- d. Income level: Medium to high

Consumer behaviours:

- a. Enjoy watching thought-provoking theatre and indie films with a political/queer focus
- b. Read intelligent newspapers - The Age, The Saturday Paper or The Quarterly Essay.
- c. Vote Greens, and say Yes to an Aboriginal Voice.
- d. Shop locally, eat organically and live carefully.
- d.

Uni students/graduates aged 25 – 35, all genders and orientations.

Demographics:

- a. Age: 25 – 35+
- b. Gender: All
- c. Location: Live locally (from St Kilda – Prahran) and inner-city Melbourne
- d. Income level: Medium – they are likely to be in permanent employment

Consumer behaviours:

- a. Enjoy theatre at Theatre Works, La Mama, Melb Fringe and Midsumma seasons
 - b. Discuss climate a lot, and may have participated in climate protests
 - c. Vote Greens, and say Yes to an Aboriginal Voice.
 - d. Spend a lot of their income on lifestyle, entertainment and eating out.
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KEY MESSAGES

1. SKATING IN THE CLOUDS is a sumptuous and spine-tingling story about Summer and Autumn, their relationship, and their relationship with the earth.
 2. By day Clare Mendes is the Company Manager of Melbourne Writers' Theatre. At night Clare dreams about stories and story arcs, characterisation, turning points, great dialogue, plot twists and **Summer** and **Autum n** of course.
 3. An exquisite piece of theatre that unfolds in a vast bedroom, on a remote mountain and on ice.
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Tools and tactics

- Media release sent to reviewers and a range of arts and event publications (e.g. Arts Hub, Spectrum, ADTW, Only Melbourne, etc) 6 weeks out
- I will organise my own media interviews, esp. radio
- E-flyer campaign sent to MWT mailing list – every Monday for 4 weeks
- Facebook and Insta campaign starts 6 weeks out

Budget

Tool/tactic	Supplier	Spend
Creation of poster	MWT marketing assistant	\$400 payment to staff \$40 printing (minimal print run)
Social Media campaign	MWT SM volunteers and me	\$250 payment to volunteers \$0 material costs

8-WEEK MARKETING PLAN – in a nutshell

SEVEN WEEKS OUT

22/3– Writer/Producer (Clare Mendes) and MWT staff start marketing campaign:

- Poster finalised / Media release sent / Reviewers approached

SIX WEEKS OUT

29/3 – Event Page link and Rehearsal photos (taken by SM) placed on MWT Facebook and Insta pages

FIVE WEEKS OUT

5/4 Opening Night invitations sent out by Writer

FB and Insta campaign starts

E-flyer #1 sent out by Writer/MWT to MWT list

A3 posters (small quantity) are displayed by MWT volunteers in key locations near venue

FOUR WEEKS OUT

12/4

FB and Insta campaign continues, with inclusion of rehearsal photos taken by SM

E-flyer #2 sent out to MWT list

A4 Posters (in small quantity) are given to Cast and Crew for displaying in places they frequent

THREE WEEKS OUT

19/4

Opening Night attendees confirmed by today

Writer/Producer checks on sales for each show

FB and Insta campaign continues, including rehearsal photos

E-flyer #3, pushing the shows that are selling slowly, is sent out to MWT list

TWO WEEKS OUT

26/4

Writer/Producer does a second check on ticket sales across the season

FB and Insta campaign continues, including rehearsal photos

E-flyer #4, pushing the shows that are selling slowly, sent out to MWT list

ONE WEEK OUT 3/5

Writer/Producer does a final check on ticket sales across the season and touches base with Theatre

Works to discuss on which nights, and how, ticket sales need to be pushed.

FB and Insta campaign continues, including final rehearsal photos

E-flyer #5, announcing the preview, sent out to MWT list

SHOW WEEK 6/5 – 12/5 and 13/5 – 19/5 (Weeks 8 & 9)

FB and Insta campaign continues, including final rehearsal photos

E-flyer #5 & #6, publicising reviews and sharing show photos

Evaluation

20/5 Post Production Meeting with Cast and Crew of 'Skating in the Clouds'

As I do with every MWT show I produce, I will do a SWOT Report of 'Skating in the Clouds' at the conclusion of the theatrical season. I will do this directly after the season, in conjunction with my Cast and Crew.

25/5 Post-Production Meeting with Theatre Works

I will share our SWOT Report with Theatre Works. Ideally I will bring the Director to this meeting, so that her feedback may also be tabled.

30/6 Acquittal Report/s (2023) prepared for funding bodies as required

I generally do the Acquittal Report for any funding received before EOFY, for a production occurring in the first half of the financial year.

END OF DRAFT MARKETING PLAN