

SECTION 1

Artist Search/Information/Breakdown

1. Background on TSO

Trans-Siberian Orchestra is a 60-piece orchestra and chorus, and was formed in 1996 by lyricist, composer, and producer Paul O'Neill. They released their first album, Christmas Eve and other stories right before 1996 holiday season, and went on their first tour in 1998. They currently have 8 studio albums, with the most recent one, Letters from the Labyrinth, released on November 13, 2015. Over the course of their career, TSO has sold over 10 million albums, played a \$20 million production to over 100 million people in 80+ cities, earning over \$280 million in ticket sales. Billboard magazine has even stated TSO is one of the best touring artists of the past decade. They are known for their music “telling a story”, so not only are you watching a concert, but a performance.

2. History in Pittsburgh

Trans-Siberian Orchestra has toured to Pittsburgh 14+ times since 2002 (just four years since they started touring in '98). Some past stops, like this upcoming one, have had more than one performance per day. Here is an almost complete list of shows they've done in Pittsburgh since 2002 –

Dec. 6, 2002 – Palumbo Theatre Center
Oct. 23, 2003 – Mellon Arena
Dec. 16, 2004 – Mellon Arena
Dec. 18, 2005 – Mellon Arena
Dec. 3, 2006 – Mellon Arena
Nov. 18, 2007 – Mellon Arena
Dec. 17, 2008 – Mellon Arena
Dec. 16, 2009 – Mellon Arena
April 4, 2010 – Benedum Center
Nov. 21, 2010 – CONSOL Energy Center
Dec. 23, 2011 – CONSOL Energy Center
Dec. 16, 2012 – CONSOL Energy Center
Dec. 7, 2013 – CONSOL Energy Center
Dec. 13, 2014 – CONSOL Energy Center

3. What TSO is currently up to

Trans-Siberian Orchestra released their eighth studio album, Letters from the Labyrinth, on November 13 of this year. Philanthropy has always been very important to TSO, and they have a very interesting and unique way of giving back and helping communities. At every tour stop they go to, TSO donates one dollar or more per each ticket sold, and then donates it to a local charity in the city they are in. In (insert year) the band played two shows in a day in New Jersey's Izod Arena, and were able to donate \$40,000 to a local jersey charity (maybe look up charity). Over the course of their touring history, they have been able to donate over \$10 million to charity. While they like donating to any group or charity they feel is in need, the ones that help protect and assist youth are their favorite.

4. Information on CONSOL

Opened in 2010, CONSOL Energy Center is the home of NHL team, The Pittsburgh Penguins. It hosts numerous events every year, from hockey games, to concerts, to other live events. The seating capacities at CONSOL vary per event, due to a flexible curtaining system. Hockey: 18,387, End stage concerts: 14,536, Center Stage Concerts: 19,758, Basketball: 19,000.

Trans-Siberian Orchestra will be an end stage concert, so the seating capacity will be 14,536. We hope to sell at least 12,000 seats per performance (one at 3:00 p.m. and 7:30 p.m.)

SECTION 2

SWOT Analyses (Artist, Venue, Marketplace)

a. SWOT on TSO

Strengths

- Band has high name recognition
- Show is very enticing and exciting, audience won't be bored
- Fits in with holiday season, they play Christmas music.
- Very unique spin on classic Christmas songs
- Family oriented show, good for all ages
- There are 2 shows in one day so if you are unable to get to one show you might make the other one

Weaknesses

- Production is very complicated and intricate
- Production is very expensive
- A very large group, lots of people to keep track of
- Distorted sound (read through reviews)
- Too long before and after intermission (read through reviews)
- Reviews of newer shows have been more negative than past ones
- 2 shows in one day -if you are not able to be there that day you miss both shows

Opportunities

- Can link new album release to show through promotions
- Presented by Hallmark – opportunity to reach out to Hallmark customer base and create promotions with them.
- Offer fan club pre-sale and album download (already a promotion)
- Partner with their selected charity in PGH to have some sort of drive (food, clothing, toys, whatever), or help raise money.

Threats

- Show story line could be unclear to some audience members
- The bright flashing lights/pyrotechnics could bother some people
- Misleading advertising (read from reviews)

- Expectations of returning customers could be very high

b. SWOT on CONSOL

Strengths

- ADA accessibility seating available on every level of venue
- Located in the heart of Downtown Pittsburgh
- Located next to lots of colleges
- Lots of food/beverage vendors
- Brand new, high tech TVs throughout venue
- Reviews of venue have been very positive (clean, pretty, good viewing experience for different events...)
- High seating capacity for this event (14,536 seats)

Weaknesses

- Outside area is very small, not a ton of room
- It's built on top of a hill
- Parking is very limited
- The higher up seats may not provide the best visual/auditory experience
- High seating capacity (14,356 seats)

Opportunities

- Opportunity for advertising during other CONSOL events
- Opportunity to offer food & drink packages w/ tickets
- Opportunity to try and target college kids from local schools
- Opportunity to maybe partner with city to offer easier parking

Threats

- Parking
- Higher up seats could have sound issues
- City traffic
- Not allowed exit/re-entry privileges (annoying for smokers)

c. SWOT on Marketplace

Strengths

- TSO has been to Pittsburgh 15+ times since 2002
- They've played CONSOL every year since it opened
- They've had good sales in Pittsburgh, and at CONSOL
- Pittsburgh is filled with arts and entertainment, I feel like a lot of people here would enjoy this sort of performance.
- Two shows on the same day

Weaknesses

- If you don't know the area well, driving through the city could be a turn-off.
- Two shows on the same day
- Portion of the target market may be home on break
- High school targets may not be able to drive themselves

Opportunities

- Increasing ticket sales
- Get public involved with TSO charity work
- Appeal heavily to returning customers
- Pose ticket sales as "the perfect Christmas gift"
- Because it's in downtown, you have lots of advertising potential

Threats

- Time of year – Christmas, people may not have tons of disposable income
- Time of year – most college students are home on break
- Other major events (ex – Jeff Dunham, Pens) competing for sales
- Potential for very bad weather (it's end of December so...)

SECTION 3

Analysis/Conclusions on the SWOT analyses including:

a. Observations and thoughts on event, marketability in marketplace:

We feel that this event is a very good one to hold in Pittsburgh. Based on the fact they've been touring to this city for over a decade, and have been coming to CONSOL Energy Center for 5 years now, means that they've been having success here since they keep coming back. Pittsburgh is a thriving cultural center, so we feel a lot of people that live here will like this kind of event. So, based on the product's previous success and the general culture of Pittsburgh and its residence, we think it's a very marketable product in this marketplace.

b. Top 3 marketing/industry trends that could/will impact the event/this plan

1. Industry Trend – Digital music in, physical cd's out.

The sales of physical CDs are rapidly decreasing every year, while digital downloads and MP3s are increasing even quicker. The need for physical CDs just isn't as high anymore. The quality of digital music is just as good as CDs. There's already the promotion of people who buy a ticket during pre-sale get a free digital download of the album, but we need to find some other way to utilize this growing trend.

2. Social Media + New Technology – utilizing social media in marketing

"Fans expect more choices and more personalized experiences" Social media is a great way to disseminate information about your event, interact with attendees that are looking for it, solicit feedback, and create year-round engagement with your audiences. It has been found that if a social media page (such as Facebook or Twitter) hasn't been updated within the past 12 hours, people will move on. Almost everyone today is on some form of social media or another, and it's really important as marketers to hop on that trend. Especially with the 30 and younger audience members, the ones who are most heavily on social media (or whatever target segments we decide on), we need to be able to reach out to them as best we can on social media.

3. *VIP Experiences*

Again, audiences love when there's something extra in it for them. Lots of organizations and artists especially are offering VIP packages for a little extra cost because not only does it bring in revenue for the artist and/or venue, but also it gives the fans the extra "something" that they want.

c. Top 5 competitors & 1 way to draw buyers from each

1. **Pittsburgh Professional Sports (Pens and Steelers)** – try and reach this competition through TV ads on the stations these games are aired on.
2. **Other events at CONSOL** (Globetrotters, Three Rivers Classic College Hockey Tournament, Amy Schumer)
3. **Other entertainment events in PGH** (Cirque Dreams Holiday)
4. **Time of year** - targets (college kids) go home on winter break
5. **Time of year** - near holidays, competing for disposable income

Competition:

- Rudolph the Red- Nosed Reindeer: The Musical
- Sunday December 27th
- Heinz Hall
- Starts at \$26
- Family Fun
-
- The Nutcracker
- Sunday December 27th
- Benedum Center
- Starts at \$28
- Dance
-
- Steelers vs. Ravens
- Sunday December 27th
- Away- in Baltimore
- For Free (TV)
-
- Penguins vs. Jets
- Sunday December 27th
- 8:00 PM
- Away

- For Free (ROOT TV)
-
- Amy Schumer
- Saturday December 5th
- CONSOL
- 7:00 PM
- Pricing at \$72
-
- Harlem Globetrotters
- Saturday December 26th
- CONSOL
- 1:00 PM and 6:00 PM
- Prices as low as \$26

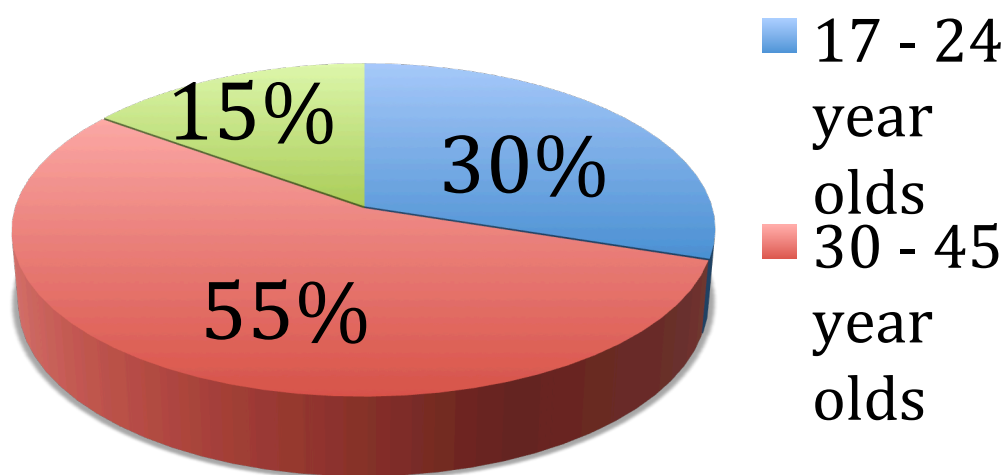
SECTION 4

Primary Target Market Analysis

1. Identify the demographic keys and characteristics - Top 3 target markets

1. 17 - 24 year olds - “students” 30%
 - Disposable time
 - Maybe some disposable income
 - Interest in this genre of music, and this type of performance.
2. 30 - 45 year olds - “families” 55%
 - Find census information on different neighborhoods
 - Targeting families.
 - Lots of people will commute downtown, provides opportunities for advertising downtown.
3. 50+ 25%- 15%
 - Older, kids are probably leaving or have left the house
 - Could have more disposable time and income at this point

% Breakdown



SECTION 5 –

Marketing Mix Breakdown

Goals of our Campaigns:

1. Our main goal is to sell at least 12,000 tickets per performance.
2. Utilize social media as a marketing tool in order to bring increased awareness to the event, and in order to further engage with our audiences.
3. Create the best possible experience for our audience members by addressing opportunities and threats identified in our SWOT Analyses.

A. Product -

Trans-Siberian Orchestra show at CONSOL Energy Center
December 27th, 2015 at 3:00 p.m. and 7:30 p.m.

Sell Points:

- Not your ordinary Christmas show
- Super exciting and engaging, won't leave audience bored
- Good for all ages

B. Price - \$40 - \$80 per ticket (as listed on CONSOL)

TICKET SPECIAL PROPOSALS -

-Student Rush Tickets - Set off blocks of seats in sections 205 - 217. 400 student rush tickets available, will be available a week before performances. Students may buy up to 4 tickets maximum at 50% off (tickets go from \$43.25 to \$22 not including processing fees). Must pick tickets up at will call and show a current, valid high school or college ID.

-Family Group Ticket Packages – Families make up 55% of our intended market, so we can to make sure they can afford to go. Families can select up to four seats. They must add any four seats into their cart. Give them a code to use “TSOFamily” to put in at checkout. Maybe max out tickets you can use with this code at four ticket. Once you put in the code, it takes off a certain percentage off of your total 30%.

-To get involved with the TSO charity of choice in Pittsburgh, an option will be given when purchasing the tickets to offer \$1, \$5, \$10, or \$20 (or more should you wish) in monetary donations to go towards that charity.

-In order to work with the “VIP” (enhanced experience) marketing trend, when purchasing tickets, meal package options will be available to the customers. For example, for \$10 you can purchase a voucher for nachos and a large drink. This, like the charity donations, can be selected when purchasing the ticket.

D. Promotional Campaigns:

1. “The 12 Days of Trans-Siberian Orchestra!”

Every day, from Monday December 7 – Friday December 18, a pair of two tickets will be given away to the evening performance of the Trans-Siberian Orchestra will be given away. How to win the tickets? Every day CONSOL’s official Facebook page will share an online flyer with that day’s “12 days of Christmas” theme. Those wishing to win must like CONSOL, and share that day’s photo along with the hashtag #TSOPittsburgh in order to be entered to win.

Goal of this promotion: To get people, to share, share, share! Viral Marketing yay! Also hopes to tie in with the holiday season.

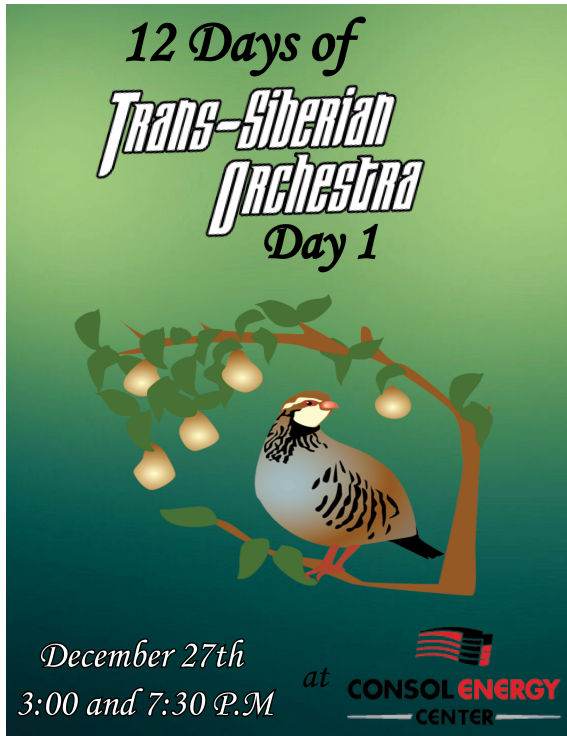
Promotional tickets used: 24/100

Placement - on social media. Contest will mainly be on Facebook.

Timing - December 7th - December 18th. Initial photo will be shared at 11 a.m. each morning.

Cost - Freeeee! Hooray for viral marketing!

Human resources needed: One person to monitor the posts being shared and to post the initial photo.



Example of a photo that'd be shared. Day 1 of this campaign (Partridge in a pear tree).

2. Light up Night!

Get push cards and pass them out on Friday, November 20 (Light Up Night). The front of the push card will have show information. Date, times, place, link to website for more information. Back of the push card will have a QR code and link to a free digital download of a new TSO song.

We have 3,000 push cards available to pass out. Light up night has a ton of people. We're going to have 10 street team members placed all around the city. Each will have 250 push cards. Give them to as many people as possible. Even slip them in strollers. Just make sure people get them.

Q 92.9 also sponsors/puts on the Light Up Night musical performances and fireworks. In exchange for 3 pairs of tickets, the last song playing during the firework display will be a Trans-Siberian Orchestra song, and they can use these tickets to make an announcement or in between music performance sets to announce the show. They can use these tickets for giveaways on their radio show.

Promotional tickets used: 6/100

Placement - 10 street team members all around downtown Pittsburgh on Light Up Night.

Timing - Friday November 21st. Musical performances put on by Q 92.9 start at approximately 8:30 p.m. Street team will start passing push cards out around downtown at 6:30 p.m.

Cost - Cost of push cards, plus 10 promo tickets to give to street members. Check budget sheet for exact financial information.

Human resources needed - 10 street team members to pass around push cards.



Front of the push card.



Back of the push card.

Scan this QR code for a free Trans-Siberian Orchestra song download!

3. Sending promotional items to high schools.

We are going to pick 10 high schools in the greater Pittsburgh area. We are going to send each high school a promotional poster, a copy of TSO's most recent CD "Letters from the Labyrinth", a letter thanking them for all they do to encourage music and the arts to their students, and a pair of tickets to the show.

Promotional tickets used: 20/100

Placement -

1. City Charter High School
Principal: Dr. Sofo
Address: 201 Stanwix Street, Pittsburgh Pennsylvania, 15222
2. CAPA High School
Principal: Melissa Pearlman
Address: 111 9th Street, Pittsburgh Pennsylvania, 15222
3. Carrick High School
Principal: Daren Grudowski
Address: 125 Parkfield Street, Pittsburgh Pennsylvania 15210
4. Brashear High School
Principal: Angel Washington
Address: 590 Crane Avenue, Pittsburgh Pennsylvania, 15216
5. Central Catholic High School
Principal: Robert Schaefer
Address: 4720 Fifth Avenue, Pittsburgh Pennsylvania, 15213
6. Keystone Oaks High School
Principal: Keith Hartbauer
Address: O Block, Pittsburgh Pennsylvania, 15216
7. North Catholic High School
Principal: Luke Crawford
Address: 1617 Route 228, Cranberry Township, Pennsylvania, 16066
8. Allderdice High School

Principal: Melissa Friez

Address: 2409 Shady Avenue, Pittsburgh Pennsylvania, 15217

9. Langley High School

Principal: Lou Ann Zwierynski

Address: 2940 Sheraden Boulevard, Pittsburgh Pennsylvania, 15204

10. Perry High School

Principal: Nina Sacco

Address: 3875 Perrysville Avenue, Pittsburgh Pennsylvania, 15214

Timing - Promo items will be mailed out to high schools on October 15th.

Cost - Cost to mail 10 high schools promo packages will cost \$27.40. 20 promo tickets will be used, at 2 tickets per each high school.

Human resources needed - One person to mail everything out.

4. Create a black Friday deal/cross promotion with Hallmark.

Pick 3 local Hallmark stores. Give them 500 push cards each. Buy the new album, and get a chance to win a pair of tickets to the show! Everyone who buys something from Hallmark will get a push card with a free digital download song regardless of whether they buy the album or not. The number of tickets is not evenly distributed to each Hallmark store - there will be (blank) tickets able to be one through this overall black Friday promotion.

Promotional tickets used: 20/100

Placement -

Laurie's Hallmark – 120 5th. Avenue, Pittsburgh, PA 15222

Joan's Hallmark – 4748 Liberty Avenue, Pittsburgh, PA 15224

Renee's Hallmark – 880 Butler Street, Pittsburgh, PA 15223

Time - Friday, November 27th is when this promotion will start.

Cost - Cost of push cards being used, and the 20 promotional tickets being used.

Human Resources needed: Just the Hallmark store employees.

5. Partner with Pens Social Media Vending Machine to give away tickets

On Friday December 11th, the Penguins play fellow Cup Contenders the LA Kings. There will be a special social media vending machine preceding that night's game, and we will give the vending machine 3 pairs of tickets (6 tickets total) to give away in it.

Promotional tickets used: 6/100

Placement - In the lobby of CONSOL. We will heavily advertise this promotion on social media.

Time - From 12 p.m. to 4 p.m. on Friday, December 11th.

Cost - None, it's technically in-house promoting at CONSOL so it's free. We are using 6 promo tickets for this.

Total promo tickets used in Promotions: 84/100

Additional Advertising and Placement:

Posters: In addition to the 10 posters that will be sent out to different high schools, the street team will take posters to local businesses in and around Pittsburgh asking if it'd be alright if they would be allowed to hang a poster up somewhere in that business. In exchange for allowing us to hang a poster up, we can offer to do two things - list their business name in a "special thanks to" section of the show program, and offer them a 20% discount on putting an advertisement in the program should they wish.

Flyers: Flyers are inexpensive. Street team members will take flyers and distribute them to local college campuses (Point Park, UPitt, Carnegie Mellon, Carlow, and Duquesne). They are also going to distribute flyers around downtown Pittsburgh (on telephone poles and such), and in neighborhoods surrounding Pittsburgh (such as Squirrel Hill, Shadyside, Lawrenceville, etc...). Flyers will be distributed the beginning of November.

Social Media Advertising -

We are utilizing both free social media marketing as well as paid Facebook advertising.

Free social media advertising will go as follows:

1. Tweets and Facebook Posts will be posted when the show is initially announced at CONSOL. CONSOL and Trans-Siberian social media accounts should post about the show at least once a week beginning early November. More frequent postings will be necessary when there are special promotions going on, for example, the Black Friday promotion, or the 12 Days of Trans-Siberian Orchestra. It's very important for social media accounts to actively promote this show since it's free to post.

Paid Facebook Advertising:

2. We are going to utilize paid Facebook advertising in order to reach an even larger amount of people. We will purchase a sidebox Facebook ad for a week at a time. We will have this ad over a span of four separate weeks throughout this process, once every month starting in September. The paid Facebook ad schedule will be as follows:

Week 1: September 20th - 26th

Week 2: October 25th - 31st

Week 3: November 22nd - 28th

Week 4: December 20th - 26th

We selected each week based upon when social media traffic tends to be highest amongst the majority of our primary target markets.

In-House Promotions at CONSOL Energy Center

In-House advertising (advertising at CONSOL Energy Center) is free. Thousands and thousands of people go to CONSOL weekly for a variety of events. Beginning on September 22nd (that's when Penguins pre-season games start at CONSOL) a video advertisement will be played on all of CONSOL's TV monitors throughout the stadium. This is a great advertising tactic because it will be seen by thousands of people each week, and it's free!

Televised Advertising

We carefully selected two TV ad spots. They might not be the most conventional, but we felt it was a good way to reach out to audience members who are also interested in events put on by our first competitor, which is Pittsburgh professional sports.

1. On October 1st, a 30 second commercial will play during NBC's evening broadcast of the Steelers vs. Ravens game.
2. On October 13th, a 30 second commercial will play during Root Sports' evening broadcast of the Penguins' home opener game against the Canadiens.

We selected these two games in particular, because a vast majority of our primary target markets will be tuning in to these games. Both games will experience high ratings, and we are sure we can reach a very high number of people by advertising at this particular time.

Radio Advertising -

In our plan, we are heavily hitting advertising on the radio. 55% of our intended target markets are those who most likely have full time jobs they need to commute to. We strategically bought radio ads that will be played during morning and evening commutes to work, because we feel as though it will reach a large portion of this intended market. Each radio spot will play throughout the course of one work week, when these commutes are taking place.

Our radio announcement schedule is as followed:

- Q 92.9- Week of September 14th through the 18th - morning spot
- The X at 105.9 - Week of September 14th through the 18th - evening spot
- Q 92.9- Week of October 5th through the 9th - morning and evening spots
- The X at 105.9- Week of October 19th through 23rd- Evening spot
- Q 92.9- Week of November 16th through the 20th- Morning and evening spot
- Q 92.9 - Week of December 14th through 18th- Morning spot
- The X at 105.9 - Week of December 14th through 18th - Evening Spot

Billboard -

We will be displaying billboard advertising the show at the end of the West End Bridge. This is a billboard many commuters pass on their way to work. It will be displayed for two weeks, November 1st - 14th.

Press Releases

A total of three press releases will be submitted to our selected media outlets.

1. Press release announcing the show. This will be submitted on June 11th.
2. Press release announcing on-sale ticket dates and ticket specials. This will be submitted on July 25th.
3. Press release announcing the Black Friday specials in conjunction with Hallmark stores. This will be submitted on November 6th.

For a complete list of press release draft dates, please consult our master calendar (located at the very end of this plan).

PSAs

For our radio advertising, we will submit public service announcements (PSAs) to the selected radio stations for them to use to advertise the show.

Each PSA will follow the same theme as the press releases - there will be one sent out announcing the show, one announcing on-sale ticket dates and ticketing specials, and one announcing the Black Friday deal at Hallmark.

E-Blasts

E-Blasts are another additional, easy way to notify audience members about important dates and upcoming promotions. Throughout the course of our plan, we will send out six E-Blasts.

1. E-Blast to TSO VIP members and people on mailing list announcing the show coming to CONSOL Energy Center - to be sent June 18th.

2. E-Blast to TSO VIP members and people on mailing list announcing on-sale ticket dates as well as ticket specials - to be sent out August 1st.
3. E-Blast to TSO VIP members and people on mailing list reminding them that tickets go on sale to the public in just one month - to be sent out August 18th.
4. E-Blast to TSO VIP members reminding them that pre-sale tickets go on sale in one week - to be sent out September 9th.
5. E-Blast to TSO VIP members and people on mailing list announcing the Black Friday deals with Hallmark stores - to be sent out November 13th.
6. E-Blast to TSO VIP members and people on mailing list reminding them that the show is in one week - to be sent out December 20th.

Grassroots/Street Team Campaigns

Throughout the course of marketing, advertising, and promoting the Trans-Siberian Orchestra shows at CONSOL Energy Center we will utilize a team of people to help us advertise.

We will recruit 10 people to be a part of our street team. They will help pass out push cards at Light Up Night, as well as pass out flyers in different greater Pittsburgh area neighborhoods. They will also go to local businesses in and around Pittsburgh and put up as many posters as possible.

In exchange for the street team's services, each person will be given a free ticket to the show.

Additional Expenses

In our budget we allotted ourselves \$500 for "miscellaneous expenses". This fund is for any unexpected things we may need to purchase throughout the course of this plan.

An additional expense we had was the cost of mailing promotional items to our selected high schools, which cost a total of \$27.40.

An ad mat costs \$350.

Final Budget Summary:**Print:**

Push cards - 1000 sheets (4 cards per sheet, total 4,000 cards) at \$0.22 per card = **\$220**

Posters - 200 Posters at \$0.25 per poster = **\$50**

Flyers - 2,000 Flyers at \$0.14 per flyer = **\$280**

Total Print Costs: \$550

Radio:

Q 92.9 - Weeks of September 14th - 18th, and December 14th - 18th - morning \$60 (x) 5

(x) 2 = **\$600:**

105.9 The X - Weeks of September 14th - 18th, and December 14th - 18th - evening \$65

(x) 5 (x) 2 = **\$650:**

Radio: Q92.9- Week of October 5th through the 9th - morning and evening \$60 & \$45

(x) 5=**\$570**

The X at 105.9- Week of October 19th through 23rd- Evening \$65 (x) 5= **\$325**

Q92.9- Week of November 16th through the 20th- Morning and evening \$60 & \$45 (x)

5= **\$570**

Total Radio Costs: \$2,715

Television:

Root Sports TV Evening Spot (to air on 10/13 the Penguins home opener)= **\$110**

NBC Afternoon TV spot (to air on 10/1 the Steelers vs. Ravens game)= **\$80**

Total TV Costs: \$190

Additional Expenses:

10 4 oz 1st Class Mail Packages = **\$27.40**

Billboard advertisement - two week span - \$1000 per week (minimum 2 weeks) =

\$2000

Misc. Expense Fund - **\$500**

Ad mat expense = **\$350**

Facebook Ads:

Facebook Ad Side Box- \$50 (x) 7 = \$350 (x) 4 weeks = **\$1400**

Total Money Spent: \$7,382.40

Leftover Budget: \$2,617.60