

Competition:

1) Pittsburgh Cultural Trust Events

The Pittsburgh Cultural Trust puts on shows and events that overlap with performances of Into the Woods. This creates a competition for consumers' time and money.

<http://trustarts.culturaldistrict.org/calendar/monthly>

2) Professional Pittsburgh Sports (Penguins and Steelers)

Pittsburgh loves their professional sports. The Penguins (NHL) and Steelers (NFL) both have home games in Pittsburgh that overlap with performances of Into The Woods. Again, this creates a competition for Pittsburghers time and money.

Steelers- Have a home game against Arizona Cardinals on Sunday, October 18th at 1:00 p.m.

Penguins- The Penguins have home games on...

Thursday October 15th (vs. Senators)

Saturday October 17th (vs. Maple Leafs)

Thursday October 22nd (vs. Stars)

3) College Social Life

One of the targeting segments for this show is college kids in the Pittsburgh area. There are lots of colleges nearby, (Point Park, Pitt, Duquesne, CMU, Carlow, Chatham). With performances being Thursday, Friday, and Saturday nights, you're competing for the time of these college kids. Lots of college students like to go out and party on those days. They feel as though if they go to the show, especially because it's known to be a long performance, they won't have time to go out too.

Marketing Segments

Observed audiences – We had group members that attended night performances, and the matinee performance on Sunday. The Thursday night performance was found to have a lot of older individuals, and some college students. The matinee performance was found to have a higher number of older individuals. The majority of the audiences on Sundays were 60+ old people. From talking with other people who have attended the show, it was found that the majority of the audiences on Friday and Saturday nights were the “money and brains” 25 – 35 year old crowd.

Top 3 Market Segments

1. *“Money and Brains”, the 25 – 35 year old crowd*
Similar characteristics: Recently graduated college undergrad or grad students, have disposable income because the majority most likely don’t have families to support, and full houses to pay for, etc...
2. *The Senior Citizens, 60+*
Similar Characteristics: Disposable time (many may be retired at this point in their lives), some may have disposable income, and many enjoy the theatre, and theatre related events.
3. *College Students, 18 – 24*
Similar Characteristics: Live in or near the Pittsburgh area, have disposable time, the show is run by college students, so they like to come see their peers. For Point Park students, many are into the performing arts and like to see their friends.
Really want to target students at local Pittsburgh colleges, especially non-Point Park Students.

The 4 P's of Marketing

Price, Product, Promotion, Placement

Price: The Prices are very reasonable for a theatre production. They are especially reasonable for the segments they are targeting. The Prices for show tickets are as follows:

Full Price Ticket: \$12

Student Ticket: \$7

Senior Ticket: \$6

Point Park students are allowed to arrive an hour prior to the show to try and get student rush tickets, which with a valid Point Park I.D., are free (granted there are tickets available for that show).

Product: The show Into The Woods is the product. Come see Cinderella, Jack from Jack and the Beanstalk, Little Red Riding Hood, and more of your favorite fairy tale characters in this interesting spin on all your favorite classic fairy tails. Sell point- name recognition of the show is huge.

Promotion:

What was done for advertising and promotions? Quite frankly, not much. There were fliers posted around campus, a digital signage flier, and a Facebook event made. With the potential to do a lot to market towards Point Park students especially, it doesn't seem as though very much was done. The only real reasons students seemed to know about it was if they were...

1. In David's class and heard about it because they had to do this project
2. Friends with COPA people in the show
3. The show has a lot of name recognition (it was released as a movie starring a lot of famous actors which definitely helped name recognition).

Place: Pittsburgh Playhouse in Oakland. The location is very convenient for Point Park students who can take the shuttle over to the theatre. Ticket placement- tickets could've been purchased at the Playhouse Box Office Window, over the phone, or online.

SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats.

S:

- It's a conservatory show, and everyone at Point Park knows about the conservatory, many PPU students have friends in the show.
- High energy performance, with high energy performers, it won't leave you bored.
- Playhouse is easy for Point Park students to get to
- Name recognition (both the show, and the actors in the recent movie edition).
- Affordable for students

W:

- Parking (very limited parking in Oakland)
- Sound issues during performance
- May be easy for Point Park students to get to, but not necessarily easy for others.
- Performance times (see competition #3)

O: Opportunities for improvement

What do we want to provide opportunity for? There's opportunity to increase ticket sales, increase awareness of the show itself, and to increase audience attendance. See three initiatives below for full propositions.

T: Threats to the show include....

- Point Park students (they're earning no revenue since their tickets are free)
- Competition # 2
- Competition # 3
- Lack of parking can be a threat
- Poor advertising

Three Initiatives

1. Increasing Awareness – If there's no awareness of the show, nobody will buy tickets.

- ACTUALLY ADVERTISE. The advertising for this show was abysmal. The show has such a large name recognition, if they would've done more to advertise, especially to Point Park students, more people would've gone.
 - Hit social media advertising heavier. Twitter isn't updated frequently; in fact there are two twitters. One isn't updated often, and the other hasn't been updated since 2013. Promote the Facebook event more.
 - Do a flash mob of a popular song in the show in village park. Afterwards, pass out fliers to passersby. Take a guerilla marketing approach here.

- Minimal fliers were seen around campus. Print out more fliers. Put them EVERYWHERE. On the door leading to every floor of every residence hall, the lobbies of every floor of every academic building, etc....everywhere around campus.
- The Playhouse is a community theatre. Especially to target other schools, put fliers all around their campus. Contact representatives from other colleges with ticket sale opportunities (specials nights, group sales, etc...).
- Get in cahoots with other theatre companies in the area. "We'll advertise your show if you advertise ours" kind of approach. Working with competitions.
- Submit the event to online calendars for different media outlets in the Pittsburgh region.
- Get in cahoots with local restaurants frequently attended by target segments. For example, in exchange for being able to advertise show through fliers in these restaurants, we'll place an ad in our show program for them.

2. Increase Attendance

Another strong goal is to get more people in seats.
Look at the competition, you're competing mainly for people's time, so there needs to be incentives for people to come see the show.

- Offer promotional nights.

Friday nights: DATE NIGHTS! Tickets are buy one, get one free. Come with a date, come with a friend! Come out for a nice date, then go out and party!

Saturday nights: Come as you are, pay what you will. Any size donation buys your ticket.

Opening and Closing nights: For \$30, come to the playhouse at 5:30, and eat dinner and have drinks (alcoholic beverages will be available to those who are 21+, wristbands WILL be distributed and checked), while mingling with the cast. Come meet the cast and enjoy some fancy finger foods and more.

- Offer up better parking alternatives

Since parking in Oakland is limited, many people may be deterred from coming since parking is a pain. We wanted to offer them better parking alternatives! Street parking downtown is free after 6 p.m. If playgoers park anywhere downtown, they may go to the Point Park shuttle lot, show the driver their ticket, and be driven straight to and from the play via Point Park Shuttle.

3. Increasing Ticket Sales

-Offer group ticket packages

Especially when targeting other colleges, offer group ticket packages. For example, offer up a promo to other schools like, bring your club (example, a Pitt sorority could buy a ticket package), bring your friends, get 10 tickets for \$40, 5 for \$20. Really promote it as a group event!

-The promotional events being offered can also fall under this category too, as they offer incentives to consumers to buy special tickets.

-Advertise, advertise, advertise.