

Arts & Culture - BMI3C

"Segmentation and Promotion within the Arts & Culture Industry"

Contextualized Learning Activity

Contact Information	
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Development date	July 5, 2011
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SHSM sector	Arts and Culture
Course code and course title	BMI3C - Introduction to Marketing
Name of CLA	Segmentation and Promotion for the Arts and Culture Industry
Brief description of CLA	Students will apply critical and creative thinking techniques for a complete understanding of the process and importance of both segmentation and the creation of an effective promotional plan within the Arts and Culture field (Art, Music, Dance and Drama). Students will use their knowledge and experience to segment their market in order to determine their target audience. With this knowledge, they will then create an effective promotional plan that will allow them to use their resources in order to reach their intended audience in an optimal manner.
Key Search Terms (Do not use SHSM, CLA, Course Code or Sector)	Marketing, Segmentation, Promotion
Duration	This CLA will take between 6 - 10 hours to complete.

Overall expectations	RSV.04 · analyse a variety of promotional strategies that can be applied in retail and service business environments.
Specific expectations	<p>RS4.01- identify the elements of an effective promotional mix (e.g., publicity, sales promotion, personal service, advertising);</p> <p>RS4.02 - describe promotional strategies that have been used effectively by a number of retail and service businesses;</p> <p>RS4.03 - demonstrate how technology can be used effectively in promotion activities;</p>
Catholic graduate expectations	<p>CGE2b - reads, understands and uses written materials effectively;</p> <p>CGE2e - uses and integrates the Catholic faith tradition, in the critical analysis of the arts, media, technology and information systems to enhance the quality of life.</p> <p>CGE3b - creates, adapts, evaluates new ideas in light of the common good;</p> <p>CGE3c - thinks reflectively and creatively to evaluate situations and solve problems;</p>
Essential Skills and work habits	<p style="text-align: center;">Essential Skills</p> <ul style="list-style-type: none"> ✓ Reading Text ✓ Writing ✓ Document Use ✓ Computer Use ✓ Numeracy ✓ Data Analysis ✓ Numerical Estimation ✓ Thinking Skills ✓ Job Task Planning and Organizing ✓ Decision Making ✓ Problem Solving ✓ Finding Information <p style="text-align: center;">Work Habits</p> <ul style="list-style-type: none"> ✓ Teamwork ✓ Reliability ✓ Organization ✓ Working Independently ✓ Initiative ✓ Self-advocacy ✓ Customer Service ✓ Entrepreneurship

Instructional/Assessment Strategies

Students should have previous knowledge of basic marketing concepts in order to effectively segment their audience and create a promotional plan, which is both well written, and has a clear focus/objective. The lecture notes are in MS PowerPoint format and require a computer and projector for presentation. The student note templates are in MS Word format, and include "fields," which are to be filled in by the student, in MS Word, as they listen to the presentation. If the students do not have access to a computer, the notes can easily be printed out as a pen/paper task. That being the case, it would be ideal for the teacher to book a computer lab for these activities.

Context

In order to be successful in the Arts sector, artists must continually find new ways to market and promote their own work. Whether they are a musician promoting their latest single, or a visual artist trying to sell their own paintings or sculptures, effective promotion strategies are required to get their work to the appropriate audience. In completing this CLA, Arts and Culture students will learn ways to identify their target market, as well as different methods of advertising, promoting and publicizing their product.

Strategies

- Introduce the concept of segmentation. Use examples to highlight your message. Ex:
 - Dividing the class based upon various variables (gender, height, ethnicity, etc.) in order to create "similar" groups amongst a whole.
 - TV Show "CSI" - the notion of profiling criminals in order to understand their behaviour in the process of tracking them down (i.e. - criminology research shows patterns and trends in demographic and psychographic behaviours, etc.)
- Present the "Segmentation and Consumer Profiling" MS PowerPoint. Students will follow presentation by completing the "Segmentation and Consumer Profiling Note Template" as the lecture is presented.
- Teacher will formatively assess student knowledge of segmentation through the "Segmentation and Consumer Profiling Assignment". Teacher should circulate class to provide support/guidance. The teacher should collect work to ensure student understanding and provide feedback.
- Present the "Promotion" MS PowerPoint. Students will follow the presentation by completing the "Promotion Note Template" as the lecture is presented.
- Teacher will use "Segmentation and Promotion Summative" to formally assess student understanding. Teachers should encourage the students to use their formative feedback to inform their summative assessment.
- During the formative process, the teacher could bring in a guest speaker from a local business to discuss their strategy of segmentation and promotion. For teachers in the Waterloo Region, speakers can be booked through the Speaker's Bureau (<http://www.bus-edpartnership.org>). For other regions, contact your board for similar organizations.

Accommodations

As with all instruction, teacher should make accommodations based upon individual student needs. Teachers should address exceptional students' Individual Educational Plans (IEPs) and consult with the appropriate support staff. This will allow the teacher to effectively implement prescribed accommodations/modifications based upon the student and their exceptionality.

List of Attachments

- Segmentation and Consumer Profiling.ppt
- Segmentation and Consumer Profiling Note Template.doc
- Segmentation and Consumer Profiling Assignment.doc
- Promotion.ppt
- Promotion Note Template.doc
- Segmentation and Promotion Assignment.doc

Segmentation and Consumer Profiling

- As marketers and business people, we will sell our products to whomever will buy it

Ie:

- _____
- _____

Yet these aren't our "most likely customers".....we need to optimize our marketing dollar....let's get the "_____"

- Everyone has unique physical features, personality, values, beliefs, geographic location and history
- These differences are demonstrated by the daily decisions and behaviors these different people do
- As a marketer, the more we know about our potential customers, the better we are _____
- Marketers therefore create "_____" of the kind of people most likely to be attracted to a specific product
- Each identified group of consumers with _____ is called a "consumer segment" which is accomplished through the process of "segmentation"
- Once identified, marketers will focus their efforts on trying to _____ these segments
- For some products, there may only be one segment....for others there may be multiple segments
- Examples:
 - One segment: _____
 - Multiple segments: _____

Let's look at how this is done.....

- Categorizing potential consumers in this way enables marketers to direct their efforts toward a target market, _____

1. DEMOGRAPHICS

- The study of obvious _____.
- These characteristics include age, gender, family life cycle, income level and ethnicity and culture
- Each characteristic is then subdivided into variables or ranges

Let's look at each of the main variables.....

A. AGE

- Depending on the market, people are grouped into various groups
- Stats Canada divides the population as such:

- _____, marketers need to determine the age group that will most likely purchase their product

B. GENDER

- The classification of the population into either _____
- Marketers must determine whether the target market for their product or service is mainly male, female or both and _____
- Ie:
 - Male – _____
 - Female – _____
 - Both – _____

C. FAMILY LIFE CYCLE

- A consumer's stage in the family life cycle determines many of his or her wants, needs and purchasing patterns

- Businesses use this demographic to determine who buys what for whom
- Ie:
 - New Family – _____
 - Older Family – _____

Examples of Family Life Cycle Stages

- Single
- Married (no children)
- Family (young children)
- Family (older children)
- Empty Nesters (children left)
- Retirees

D. Income Level

- Grouped by how much money the _____
- Allows marketers to determine how many consumers can afford their product / service
- In Canada, the average gross family income (before taxes) in 2008 is _____
- Based upon these statistics, marketers can generally define the Canadian population into the following income segments:
 - _____ (\$ 150,000 +)
 - _____ (\$ 50,000 - \$150,000)
 - _____ (\$ 50,000 or less)

E. Ethnicity & Culture

- It is vital for a marketer to understand the _____
- Marketers must design their marketing strategy to appeal to their target market, yet make sure they _____
- Ie... Wedding Gowns
 - In our western culture, _____ is the norm

– In China, _____

- Understanding our target market's culture is essential to marketing success

2. PSYCHOGRAPHICS

- A system of measuring consumers' _____.
- A way of profiling consumers on the way they “_____”...
- IE:
 - Religious beliefs, lifestyle, musical tastes, attitudes, etc.
- They are much _____, yet they are vital in creating an effective customer profile

3. GEOGRAPHICS

- A system of measuring “_____” consumers live
- Do your customers live:
 - in a rural / urban / suburban area?
 - Do they live in “pockets” or concentrations in certain places?

IE:

- tractors – _____
- Indian Cuisine – _____
- Toronto Raptors – _____

What is the target consumer for People magazine?

Profile Category	Profile Group	Targeted Consumer
Demographics	Age	_____
	Gender	_____
	Income	_____
	Family Life Cycle	_____
	Culture	_____
Psychographics	Lifestyle/Values	_____
Geographics	Country/City	_____

- A business will obviously sell their product to whomever they can, yet they need to _____
- However, if a marketer is able to effectively profile their target market, they can then begin to create a marketing plan that focuses on that “target”
- Although this doesn’t guarantee business success, your chances are much _____

Segmentation & Consumer Profiling

Using your knowledge of “consumer profiling”, try to define a profile or target market for each of the following. Use the following table to complete your analysis:

Mercedes Benz	Giant Tiger	St. Jacob’s Schoolhouse Theatre	Food Basics Grocery store
Pampers Diapers	Skateboarding Magazine	McDonalds	91.5 The Beat

Profile Category	Profile Group	Targeted Consumer
Demographics	Age	
	Gender	
	Income	
	Family Life Cycle	
	Culture	
Psychographics	How do they think ?? (ie - Lifestyle / Values / What’s important to cus- tomer)	
Geographics	Where do they live ?? (ie – Country / City / Urban / Suburban)	

Promotion – Powerpoint Note

1. A “_____” is a blend of all of the marketing communications the business generates to increase sales.
2. The four main elements of a “promotional mix” are:

A. _____

- Any _____ of communication of ideas or products in the "prime media"
- Advertising is intended to _____ and inform
- The two basic aspects of advertising are:
 - the _____ (what you want your communication to say)
 - the _____ (how you get your message across)

» Examples:

B. _____

- Involves personal interaction with potential _____ of a product with the intention of making _____ .
- The personal selling may focus initially on developing a relationship with the potential buyer, but will always ultimately end with an attempt to "_____".
- The four main roles involved in personal selling are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____

C. _____

- Providing incentives to customers to _____
- More than any other element of the promotional mix, sales promotion is about “_____”.

- Its ultimate goal is about _____
- There are a variety of popular promotional techniques....they are:

D. _____

- otherwise known as " _____ " or PR.
- It is the communication of a product, brand or business by placing information about it in the media without _____.
- The main goal of Public Relations is to enhance a company's _____ by presenting the company or individual to the world in the best light.
- Some examples of PR are:

Mix Element	Advantages	Disadvantages
Advertising	•	•
Personal Selling	•	•
Sales Promotion	•	•
Public Relations	•	•

So...how do we ever decide on which elements and variables to use in our “promotional mix”? You need to consider the following three factors:

A.

B.

C.

As a result, the “promotional mix” is a _____.....you simply need to put the right pieces together in order to achieve your marketing goals.

Segmentation and Promotion Summative

You have just been given the task of promoting each of the following groups / individuals. For each product, create a “promotional mix” for each case.

Case A: You are the new Promotions Manager for the Kitchener based indie band, *Porcelain*. Their first single sold 1000 units, and you are currently attempting to market their first album. As a result, you need to create a promotional strategy, which will introduce their music to a wider audience, in order to increase their fan base, and thereby increase their sale distribution. How will you do it?

Case B: You are an independent painter from Kitchener, and you are well known locally for your work with abstract pieces. Your local gallery exhibits have met with critical acclaim, but you are not earning enough from painting sales to make art your sole source of income. You need to create a promotional strategy that will expose your art, and prints of your art, to a wider audience, and therefore, sell more of your artwork. How will you do it?

TIP:

- For each situation:
 1. Focus on your target market
 - Demographics (age, sex, income, gender, etc.)
 - Psychographics (beliefs, opinions... “get inside their heads”)
 - Geographics (where do they live?)

All of your marketing efforts should be focused on this group.....

2. Consider all 4 of the “promotional mix” elements (Advertising, Personal Sales, Sales Promotion, Publicity) to see if there is a “fit” between your company, product and customer. For each area, describe if / how you would specifically use each element in your overall plan.

Music Specific Online Marketing Tools:

Bandcamp - <http://bandcamp.com/>
 iTunes - <http://www.apple.com/itunes/>
 purevolume - <http://www.purevolume.com/>
 CD Baby - <http://www.cdbaby.com/>
 Reverbnation - <http://www.reverbnation.com/>

Art Specific Online Marketing Tools:

Imagekind - <http://www.imagekind.com/>
 Etsy - <http://www.etsy.com/>
 DeviantART - <http://www.deviantart.com/>
 Artist Rising - <http://www.artistrising.com/>
 Artid - <http://artid.com/>

Example:

You are the new Promotions Manager for the “Centre In The Square”. They are currently trying to promote their upcoming musical “Mamma Mia” that begins in September. Being the headline musical for the upcoming year, management has provided you with as much money as necessary to ensure this event is wildly successful. As a result, you need to create an integrated promotional strategy that will both create awareness for the play and sell tickets. How will you do it?

Target Market:

- **Demographics** - The target market for this play would be middle aged couples (35- 55) of middle to higher income (\$50,000+ per year) that are able to afford a “night on the town”.
- **Psychographics** - The target market are couples that enjoy a night out at the theatre in order to relax from the “busyness” of their regular lives. They will also enjoy the music of ABBA.
- **Geographics** – The targeted customer will be in the greater Kitchener / Waterloo area (Kitchener / Waterloo / Cambridge / Guelph).

Promotional Mix

1. Advertising

- TV – Rogers Cable / CKCO will run advertisements promoting the play, times and ticket information during Kitchener Rangers hockey games
- Radio – Talk Radio 570 News / 105.3 KOOL FM will run similar info ads during the morning and evening rush hours
- Newspaper – Print ads will run daily in the Entertainment section of the Kitchener Record
- Grand River Magazine
- Billboards
- Internet - home page of “Centre In The Square” website will promote all facets of the play
 - place ads on various “high traffic” websites visited by target market (ie – The Record, Yahoo, kijiji.com, etc...)
- Social Media (Twitter, Facebook, Google Plus, YouTube, MySpace)
- Online arts communities (e.g. evanthor.ca, kwartsawards.ca)

2. Personal Sales

- Encourage sales representatives to prospect large corporate clients (ie – RIM) or community groups (ie – Kitchener Soccer) to buy a high volume or “groups” of tickets.
 - Ie – Manulife – they could sell discounted tickets to employees, have a “Manulife” night solely for their employees and families
- Encourage ticket booth employees to cross promote the play when customers are buying / picking up other event tickets.

3. Sales Promotion

- Discounts
 - Offer 20% off any tickets purchased before June 30th (to create urgency)
 - Offer 25% off if you buy 4 or more tickets
- Coupons
 - Place coupons offering 10-20% off in various coupon books and newspaper / magazine advertisements
 - Online coupons (e.g. Groupon, Cheep.ca, WagJag)
- Contests
 - Run a contest on 570 – each morning 2 listeners call in and are asked to sing a popular ABBA song. The “winner” is put into a draw and a final “winner” drawn. They will receive a limo ride, 10 free tickets and a backstage tour to meet the musical singers and dancers.
- Point of Sale Displays
 - Place posters, banners and large displays at the locations where tickets are being sold (ie – Centre In The Square, Kitchener Aud, TicketMaster outlets, etc.)

4. Publicity

- Contact the Kitchener Record / 570 News / 105.3 KOOL FM / Rogers Cable / CKCO to gauge interest of interviewing lead character or director of musical.
- Coordinate a charity event for Big Sisters / Big Brothers Kitchener. Hold a bowl-a-thon and have musical members and other local celebrities play to raise money.
- Hold a one night only “sneak peek” of the play at Victoria Park for free – customers simply have to bring a canned good that will be donated to the St. John’s Soup Kitchen in downtown Kitchener.
- Social Media (Twitter, Facebook, Google Plus, YouTube)
- Online arts communities (e.g. evanthor.ca, kwartsawards.ca)

By integrating my advertising, salesreps, sales promotions and PR, I will be able to create excitement, build awareness and provide information to my target market through multiple channels.

Rubric

Categories	Level 1 (50 - 59%)	Level 2 (60 - 69%)	Level 3 (70 - 79%)	Level 4 (80 - 100%)
Knowledge and Understanding <ul style="list-style-type: none"> • demonstrates knowledge and understanding of the content 	<ul style="list-style-type: none"> • demonstrates limited depth and breadth of understanding of segmentation and the promotional mix 	<ul style="list-style-type: none"> • demonstrates some depth and breadth of understanding of segmentation and the promotional mix 	<ul style="list-style-type: none"> • demonstrates considerable depth and breadth of understanding of segmentation and the promotional mix 	<ul style="list-style-type: none"> • demonstrates thorough depth and breadth of understanding of segmentation and the promotional mix
Thinking & Inquiry <ul style="list-style-type: none"> • uses critical analysis to explain to explain their reasoning 	<ul style="list-style-type: none"> • uses critical analysis skills with limited logic of segmentation and the promotional mix 	<ul style="list-style-type: none"> • uses critical analysis skills with some logic of segmentation and the promotional mix 	<ul style="list-style-type: none"> • uses critical analysis skills with considerable logic of segmentation and the promotional mix 	<ul style="list-style-type: none"> • uses critical analysis skills with a high degree of logic of segmentation and the promotional mix
Communication <ul style="list-style-type: none"> • expresses ideas in logical organization using proper business vocabulary and tone 	<ul style="list-style-type: none"> • expresses ideas with limited clarity 	<ul style="list-style-type: none"> • expresses ideas with some clarity 	<ul style="list-style-type: none"> • expresses ideas with considerable clarity 	<ul style="list-style-type: none"> • expresses with a high degree of clarity
Application <ul style="list-style-type: none"> • applies concepts to their case in appropriate context 	<ul style="list-style-type: none"> • applies concepts in context with limited appropriateness 	<ul style="list-style-type: none"> • applies concepts in context with some appropriateness 	<ul style="list-style-type: none"> • applies concepts in context considerable appropriateness 	<ul style="list-style-type: none"> • applies concepts in context with a high degree of appropriateness