

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