

I. Goal

Increase attendance of college students and getting them to talk about OCT around the UO campus and Lane County Community College. We want to increase house attendance by 10% meaning we would have 10 college students per showing of *Dontrell Who Kissed the Sea*.

II. Mobile Strategy

Before the show: First, we would want printed materials like flyers on campus or local business by campus with a QR code or a hashtag. The design of the printed materials should create a question for the audience. The poster would say, “#Wanna Hang Out?” then it would also include a bar code to the website. In order, for the students to know what is going on they have to use the QR code from the poster and see the twitter feed. The QR code would go to a prospective trailer of OCT and at the end of the video it would mention about the \$5 priced ticket to see the show if they share this on facebook.

This could be hastags stating topics that range from #FirstTimeAtOCT, #WannaHangOut, #HastagsTopics, #LifeJourneyAtOCT. From our hashtag groups a staff member could provide discussion topics for audience members. Encourage students sharing their feeling and feedback to the social network, use the hashtag to set up the theme. Its convenient for OCT reading and tracking the feedback, and pick up some good feedback posted it on the official website and providing certain incentives for these students. For example, they could ask

about the rhythm of the show. Or, it can connect audience members to a personal experience by sharing some of their life journey's or how they relate to the character.

During the show: A program insert could be created each weekend that provides the visitor with a "code" to text to a given number. For example: "Text "SECRET" to 12345 to get this weeks free offer!" and the response could be "Congrats! Use the code word "THEATER" at Barn Light after the show to claim 20% off your first drink!" This offer would be for later shows after we have provided partnerships with surrounding businesses.

///. Implementation

Poster will need only be set up 2 weeks before the show. They will need to be printed 3 weeks before the first showing and distributed to the areas around Northwestern College, Lane County Community College, and University of Oregon. If they cannot be advertise on campus at UO, then the business on 13th street and residential areas south of campus. OCT can focus on businesses south of campus because 75% of the student population lives in this area according the UO Housing statistics. These posters could be distributed in one day or 2 hours every day for five days by a staff member or intern. Below is a timeline for one day distribution.

Key Dates:

April 27th - Distribute Posters

May 12th - Schedule Posts for Web outlets

- Modify any posts that are unique to each show if possible.

Hashtags and Secret Words will be used during each of the shows. This will only take 30 minutes during the show that will tag members in the audience. Hootsuite can be used to post these topics for all the audience members.

This will be repeated after the seventh show.

Also, OCT will need to print out inserts to each of the Programs that will be out that night announcing the new concept and encourage the audience to participate by mentioning that there will be a secret word for the prize. The first 5 people can get the prize. Due to time constraints, the words we would use for the Dantrell who Kissed the Sea would include the following;

Show1: "Life Journey." Then, the first show the best post gets a free drink.

Show 2: "RythmAnyTime" - Free T-Shirt

Show 3: "FirstLove" - Drinks for Two at the Barnlight

Show 4: "GrowingUp" - 50% next show

Show 5: "MomAdvice" - Free Flowers and a bottle of wine

Show 6: "DadAdvice"- Dinner for Two at Studio One Cafe

Show 7: "Heritage" - \$25 Gift Card to DuckStore

We recommend sites like Buffer and Hootsuite, a free site to schedule hashtags during shows. It will also help keep track of Tweets, Likes on Facebook, and hashtags in all media outlets at one source. It would only take 45 minutes for a staff member or student intern to

schedule all these posts. Even shorter if the person who posts it has seen the show. Each show is different and if you wanted to cancel a post and create a new one it will only take 15 minutes. That way, we can evaluate the success of the marketing strategy by seeing if it starts a narrative between students.