

# **UO WORLD MUSIC SERIES**

A 2014-2015 MARKETING PLAN





**OUR LOGO, OUR BRAND.**

NON-TRADITIONAL, WORLDLY, IN TREND,  
UNIQUE, AUTHENTICITY.



# WHAT DO WE NEED? WHAT IS OUR NEED?

1. TO BE HEARD
2. TO BE SEEN
3. TO BE TALKED ABOUT
4. TO BE RECOGNIZED
5. ENCOURAGE SINGLE TICKET  
PURCHASE

**POWER OF THE WORLD OF  
MOUTH BY OUR STUDENT  
POPULATION**





# WHY **FACEBOOK**? EVERYONE HAS IT...

- <https://www.facebook.com/worldmusicseries>
- connect with other organizations
- official social media presence
- Used for updates and announcements
- Building **Trends, Access, Culture**





# WE LIKE **YOUTUBE** BECAUSE...

- Our artistic choice of how we will tell our the **story** of our organization through sound and images
- Participatory Culture
- Documentation, creating a sense of presence
- Season announcement footages
- Part of the branding sequences





# WMS LUNCH TIME "MINI" CONCERT SERIES

- Our push to get noticed more!  
Also, to publicize our main events.
- Taking the performance outside of our regular space.
- Utilizes Facebook, and the power of talk. (time to check how popular we really are)
- Student engagements in both performers and target audience.
- EX: Songs of Ireland, Tango Fandango



## Songs of Ireland

A WORLD MUSIC SERIES  
LUNCH TIME CONCERT

PRESENTS

LAUREN JOINER

Guitar & Vocal  
Monday, February 24, 2014 @1 PM

*Frohnmayr Lounge*  
*School of Music and Dance*





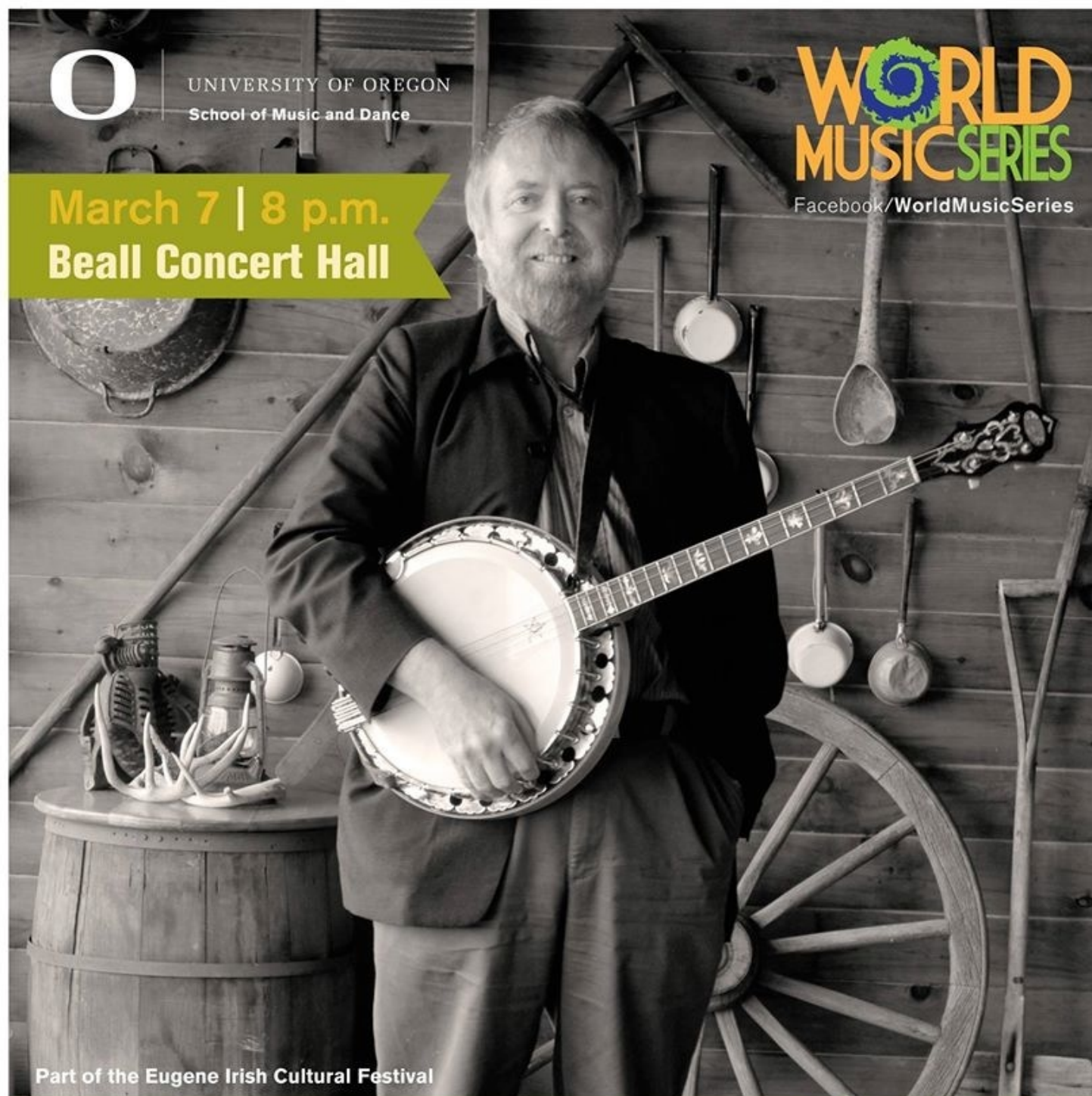
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UNIVERSITY OF OREGON  
School of Music and Dance

WORLD  
MUSIC SERIES

Facebook/WorldMusicSeries

March 7 | 8 p.m.  
Beall Concert Hall



Part of the Eugene Irish Cultural Festival



Traditional Irish Music  
**Mick Moloney**  
*with* Dana Lyn & Michelle Mulcahy

\$18 general, \$12 students and seniors  
541-346-4363 [tickets.uoregon.edu](https://tickets.uoregon.edu)



# EMAIL COMMUNICATION

- large group of target audience prefers email notifications.
- the formality of email communication helps establishing the prominence of our program within this group.
- News Letters, Pledge Drives, Season Announcements

## Are You a WORLD MUSIC Fan?

Do you enjoy the challenge and adventure of experiencing music from various cultures of the world? Today's concert is one of a series of world music events offered during the year at the School of Music and Dance.

Previous concerts have featured world-class performances of music and dance from India, Indonesia, Africa, Ireland, Mexico, Eastern Europe, and Central Asia!

If you would like to be on a mailing list that notifies you of these concerts, please fill out this form and leave it in the box in the lobby — or mail it to the School of Music and Dance, 1225 University of Oregon, 97403-1225.

If you know of others who would like this information, include their names as well. Thanks for your attendance and your interest!

NAME \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

e-mail \_\_\_\_\_

NAME \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Address \_\_\_\_\_

Zip \_\_\_\_\_