

# World Music Series Marketing Plan

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## I. Introduction and Overview of Plan

### Organization History and Mission

World Music Series is a concert series program presented by the School of Music and Dance at the University of Oregon. The is a small series that has been shadowed from the rest of concert programs the music school offers. It is a independent concert series that has been standing on its own for the last 30 years. Dr. Mark Levy was the sole organizer of the program until his retirement this last summer in 2013. He founded the program to bring music of the worlds into Eugene, and performing artists that can not be found in Eugene. There are typically three to five concerts a year given the demand and funding of the series. Since, Dr. Levy's retirement, Dr. Ed Wolf has been the new director for this program and wishes to promote the series and re-brand the series for survival.

The series mission strives to be diverse and multicultural when delivering the content of our concert programming, and lead the trend of world music and arts within the Eugene community. WMS envision itself to be a unique and non-traditional sector of performing arts series with a authentic sensibility in mind.

Our marketing goal and objectives are simple, WMS wishes and hope to engage our general population of the University of Oregon with our concerts. WMS wants to be heard, to be seen, to be talked about, to be recognized specifically by the student population on campus. Most importantly, WMS wants to encourage single ticket purchases through our proposed marketing efforts. And we hope to see the numbers of student ticket sales rise in numbers by our first concert in Fall 2014.

To reach our goal in raising single student ticket sales, we have proposed three main marketing strategies closely related to our modern audiences and one to keep in touch with our core audience base:

1. Facebook
2. Youtube
3. Lunch Time Concert Series
4. E-Mail

Our student ticket pricing will remain to be \$8.00 and the price is not subject to change, since series promotes arts education, our goal is to deliver quality programming for student with a budget. Our adult ticket pricing is currently at \$12.00 and maybe be subject to change. Special

programming such as the Irish Cultural Festival Concert will be margined at a higher ticketing value.

Marketing budget will be a combination of personnel wages, and actual production cost.

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## II. Situational Analysis

### Part I. Environmental Scan

#### 1. What economical factors are influencing the organization? Trends, changes and concerns?

##### Contributed income:

The World Music Series receives grants from various campus organizations for various projects throughout the year. Each fiscal year, the School of Music and Dance disburse a small amount of financial support for the year. Each programming of the concert series has individual contributed grants from organization that finds the particular programming aligning with their cause.

##### Earned income:

WMS mostly loses net income when it comes to ticket sales. In the last concert WMS put on in October, the organization lost money after all the expenses and ticket sales were calculated. The organization had an estimate of 500.00 dollars in lost but ended up with a 250.00 dollar lost in the last event. The general financial health of WMS has been unstable and they almost always lose money at the end of the year. They almost never break even in ticket sales either.

#### 2. Demographic Scan

From the ticket sale data, WMS's target audiences are general public of Eugene. Since, the ticket sale prices are broken up to three tiers, adult, student and seniors, we found that most of the tickets sales were purchased by adult audiences, and then half of students and seniors. There has never been a demographic survey done to the WMS audience, but it may be safe to say that most of WMS's audiences are in the early 40's to 50's, both male and female. As we have seen in the past attendances of WMS audiences, most of our audiences come as a couple, mostly married couples. We suspect the educational level of our audience members varies from secondary to tertiary level, or even higher education. Since WMS is a channel of world music and culture, the organization hopes to attract people of all backgrounds and race. One thing that is of utmost concern to WMS currently is the low attendance rate of students. Because this organization is in association with the university and its main purpose is for educational enrichment, WMS hopes to bring more students into their events.

### 3. Cultural Scan

The general cultural of the organization and board:

First of all, there is no board. There is a director and an (marketing) assistant. The program is support by the Dean of the music school and the rest is lay upon the director. WMS wishes to bring world music ensembles that cannot be heard or experienced in Eugene. WMS's artistic offerings are somewhat influenced by the local Eugene trend of being free and open minded spiritualities, however, this does not mean that WMS is limited to certain types of ensembles to the series.

For the last decade, WMS has been solely relying on printed posters/flyers and email contacts for it music series. This year, with the reconstruction of SOMD's website and communication brochures, WMS's events can be found on the SOMD events page and printed event programs. The posters can also be seen on the LED screens in the hallways. WMS also has set up a facebook account, along with the effort of setting up a uoregon blog in the near future.

### 4. Other Environmental Elements:

Because this is the first year WMS is in new leadership for the first time in the last decade, what has been passed down is a skeleton is a bit of a skeleton. There is not a formal business model built for it and the organization is still forming its own identity and direction under new leadership.

Other environmental elements for WMS to consider are the international and the political. The nature of WMS's programming involves artists of different genres and cultures, often times WMS will be bringing in artists from either out of state or overseas. When bringing them from overseas, there are many factors prior to their arrival. Figuring out a date for international travel is tricky, because the time and date also has to fit into the UO SOMD calendar. Then all the costs that involves paying and coming to visit. Since, WMS has limited funds international artists may be applying for grants or funds themselves. If their grant process fails or have issues with their visa, it can become a hazardous problem.

The political element for WMS would be that this program is not considered an official SOMD concert series YET. This is part of the Ethnomusicology professor's job description. Unlike Chamber Music @ Beall with its full support staff from the Oregon Bach Festival and board members, WMS shares resources within the SOMD, and staff members for maintaing minimal operation. Whether if the program prospers or lingers, WMS will not hurt the school image or reputation overall. However, WMS is there to fulfill the requirement of diversity and part of the almost non-existence ethnomusicology program here. And it is sad to note WMS is like an abandoned adopted child left alone but working hard to pick up the pieces left behind.

## Part II. SWOC

	Strengths	Weakness	Opportunities	Challenges
Cultural Product	One of a kind music programming offered by UO, SOMD, an cultural institution providing a nurturing ground for creativity and cultural exchange.	It takes a long time to nurture the taste and acceptance of WMS's musical offerings to the Eugene audience. Since Eugene has its own "grass root" feel for what world music is, WMS's seemingly purist quality of world music may be a set back for engaging with the community. What is most distressing is student involvement is low.	WMS do have the opportunity to present itself as an ambassador of world culture and arts through the music events, and broaden different aspects of music making to students of UO.	Although the university strives to be multicultural, but realistically speaking, the culture of UO is football.
Pricing	Adults: 12, Student and Senior: 8 The pricing is very cheap in comparison with other music programs held at SOMD. The pricing is meant to be affordable for students.	Because the tickets are lower in pricing, the concerts almost never make any money.	Pricing should be something that is stressed in the marketing scheme of things. WMS are producing high quality music events with affordable pricing.	Pricing is also lower than many other programs in the city, audience may think it has less quality and associate their pre-perception of world music stereotypes.

Place (Access)	All concerts are held at Beall Concert Hall, UO. Easy street parking and campus parking with ramps for disabilities. No parking fee. This location also signifies how UO is	The concert events are posted on SOMD's website, but not sure how this is easily access by the public, even though every event by SOMD is public. Posters are out three weeks ahead of concert date, but seems like most of them were in the SOMD, making it less visible for the rest of the campus or even the city.	After the first concert of WMS's concert series, we have noticed there are a group of audience members wishing to be on the mailing list. And we have since updated our FB pages for the younger audiences.	Most students on campus do not or have not heard about this concert series. And being visible and being heard on regular bases in between the concert events are quite difficult. Since this is our first year running it.
Promotional Efforts	This is the first year we made actual print quality 11 x 17 posters with proper logos, and SOMD logos on it. It looked professional and the poster was well received. We placed an morning and afternoon add on KLCC, we also sent out emails to many music appreciation classes for their attention. This was the first year that we were publicized on public broadcast. Go Radio!	Because this was our first time, we had no idea how much budget we would need to pay for all the publicity and promotion. We made enough posters for the SOMD, but felt that there was not enough campus wide. We have no idea how effective was the public radio announcement, and would have no idea how many people came because of the radio announcement. Most students came because they needed concert attendance for grade.	For the months between concerts and events, we have decided to put on mini lunch time concerts held at various spots on campus for promotional causes. Also to engage with the rest of the student body we are going to invite our own student artists to provide for the show. We are thinking of putting together a survey for our next event, to see how our audience finds us, we can use the data collected to make adjustments in our marketing efforts for next season.	The lunch time miniature concerts will be interesting to organize, since we are looking for student volunteers as artist, and also scheduling with the use of venue with the rest of campus would be a challenge. Also, picking the right day to put on the lunch time concert and the right spot for pre-concert exposure would be tricky, since there is always something going at all times!

### Part III. Audience Analysis

Fall Concert: Kartik Seshardri, Sitar  
Irish Cultural Festival Meeting

The Audience analysis of World Music Series will be based on what we have learned as an organization as of Fall 2013.

Thus far, the series has inherited two concert events that the previous director has nurtured and producing over the last three to four years. The first one being the North Indian Classical Music concert, this is the artists third year with WMS. From our observations of the event, we have discovered that there is a small group of loyal audience members that comes to see this show every year. These particular groups of audience members are mostly community members and senior citizens. Many of them started attending these concert based on words of mouth and they had some connection with the last director.

We can tell that this small group has been carefully nurtured and a taste and culture for classical Indian has been build on for them. Although, we were told prior to the event that Classical Indian music is “big” in Eugene but after carful analysis afterwards we feel that this type of music appears to be prosperous because of its uniqueness and one of a kind offering that makes it seems like there is a market for it. Audience members whom have come to this particular event have most likely came to the previous ones.

We also noticed there were a handful of student attendance, seen as the series is designed for student benefits. We had hoped for more student attendance than anticipated.

The Irish Cultural Festival concert organization meeting was a steep learning curve for WMS. We unearthed some past relationships of WMS and workings with the Irish Cultural Fest. And put more puzzles to the piece. The relationship seems symbiosis to a certain extent, but really deep down WMS is offering great advantage for the festival. We have also been told that this is the only concert that makes profit from ticket sales, but this is to be determined until after the fact. From past ticket sales records, audience attendance is higher than the rest of the concert events, and there is always more community members than students. We assume audience members for this concert will be Irish culture enthusiasts, or past attendees of the same event.

Update on the Irish Cultural Festival Concert:

After the festival concert, we were able to pull out data from UO ticketing office. The attendance for this concert was visibly low and this was confirmed with the ticket sale data. And here are the break downs:

<b>General Public</b>	\$18.00	82	\$1476.00
<b>Student</b>	\$12.00	20	\$240.00
<b>Senior</b>	\$12.00	63	\$756.00
<b>Comps</b>		22	\$2472.00

WMS sold out a total of 165 ticket, but the number of student ticket is the most shocking and not surprising.

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### III. Scheme

In preparation of our Fall 14- SP 15 concert season, and having gone through a full season this year without much background knowledge. WMS have prepared three marketing strategies to prepare our goals for the upcoming season, especially for our first concert.

#### **FACEBOOK**

Facebook has been our official social media presence since the beginning if Fall 13. We have been using this web interface to build organization identity through posts, images of events, and program announcement. We want to implement the idea of trend, accessibility and organizational culture through the presence of social media. From our posts and announcements we are also setting organization identity, and building content of what our organization is about. We have been building from scratch, but the result has been positive and complementary to our goal to be noticed.

Facebook is also our channel of communication with other organizations alike and a networking opportunity with the various artists that we have worked with. This also serves a platform for open communications with our general audiences.

Facebook is also known to be a powerful social media that generates the power of world of mouth. We hope by implementing this strategy, our student audience will find us to be interesting and engage with us.

We knew that setting up Facebook means we will be searchable through the world wide web, we were careful with choosing our name to our link, we were fortunate to have pinned down “worldmusic” as our name. This secures all hits on world music related searches, and insures our

brand to be seen. We also had our official banner and logo created to put on Facebook, we want our logo to be our first impression when being searched.

In our first year using Facebook as our official social media channel, we were able to use the data analysis provided by Facebook for posts analytics. These data proves to be helpful when it comes to the timing of our posts, and how our information are being shared. The analysis also helps us to understand if we have been successful at reaching out to our target audiences.

For the three major events that has happened this season, we have been able to post official posters and announcements 2 weeks prior to the event date along with a catch phrase. We hope to add a more personal touch when adding a catch phrase to these posts.

## **YOUTUBE**

As part of the branding sequence, we will be setting up a Youtube channel in the next few months. We plan on using the the youtube channel as a reinforcement of our social media web presence. Through this channel we will be able to produce video clips of series announcements as well as memorable moments during the series. We will be contributing to the Youtube community of our story through sounds and images as presenter of world music. This is also an opportunity for us to explore untapped audiences for our goal to be heard, and be recognized as specialist on world music.

Documenting of what we do is important to our organizational culture and an act of social media related participatory culture. We wish to generate conversations of our videos an raise enough awareness and curiosity for our target student population to come to a live event. Our links of the videos will also be posted on our Facebook page, these two channels will complement each other.

Season highlights, announcement, and backstage sneak peeks/interviews will be our first efforts to connect our students audiences. Other than the promotional effort, we will be building channel content with musical sources related to our programming.

## **LUNCH TIME CONCERT SERIES**

The lunch time concert series first serves as a promotional effort of branding WMS, second, it serves as a performing platform for student ensembles that fits our world music catalogue. Other than the two online marketing presences, we are using this mini series as our physical marketing presence in the real world. With the mini series, we want to engage existing student ensembles and invite them to play and perform outside of our regular performance venue. Our extended invitation to the student ensemble means that we are invested in their talent as well as our recognition of their pre-professional marketability among their own student body. This new relationship will bring the gaps closer between our organization and our target audience in general. Since our main goal is to seek attention of our student population on campus, we want to



use the student ensembles popularity among their peers to bring attention to our own series and branding. Not only these student ensembles will gain exposure for themselves, but WMS's image and organization characteristics will be hugely shaped by the fans of these student ensembles.

For the locations of this series, WMS will be presenting some of the student groups by the Amphitheater outside of the EMU. Other locations such as the Jordan Schnitzer Museum and the Business building and various outside spaces are all in consideration when organizing these events. These spaces will be used according to instrumentation of the groups and for the maximum performance practice aesthetics. We hope to attract campus foot traffic by changing up our locations and leaving a positive first impression before the purchase of our target student audience first single ticket.

So far, our first lunch time series has had a 77 organic reach on our Facebook page within first day of posting, and this particular post was shared among students themselves. We think this mini series has the potential to grow and sustain WMS's goal in reaching out to our targeted students audience at the University of Oregon.

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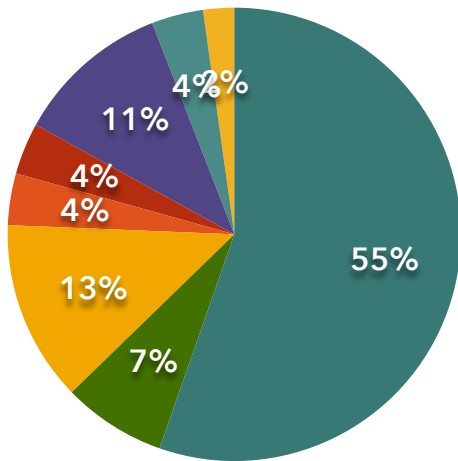
## IV. Implementation

### CALENDER/CHECKLIST FOR SPRING 2014

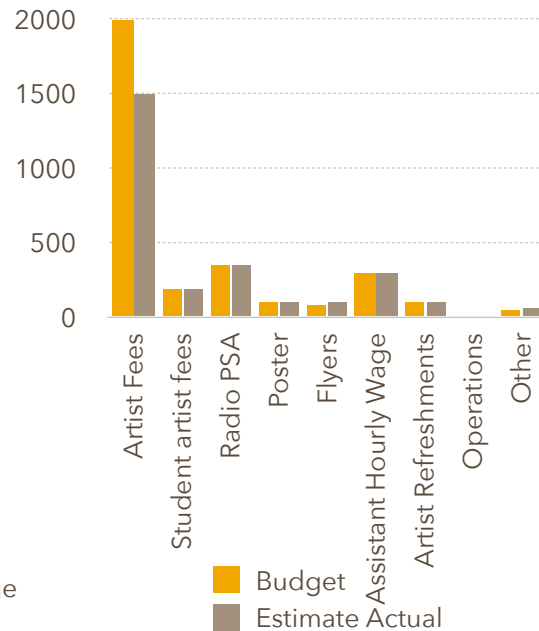
	Date	Task
	3/20/14	WMS Meeting-Chang, Wolf for the April Event
	3/21/14	Send out EMU Amphitheater request
	3/22/14	Email communication with Lunch Time Series: Tango Quartet- confirm performance length, venue details, equipment etc
	3/28/14	WMS Meeting- Chang, Wolf, Darra- Fundraising 14-15
	4/1/14	Tango Quartet flyers need to be done today, PSA goes out for April event
	4/2/14	Tango Quartet flyers out on campus/Facebook
	4/3/14	WMS Meeting- Final details April event, press release-SOMD
	4/7/14	April event posters released on FB, UO EVENT, SOMD news letter
	4/9/14	DAY OF –Tango Quartet amphitheater Performance: Sound check, posters, FB announcement an hour before, pictures upload etc. Record event.
	4/11/14	DAY OF– April Concert sound check at 6.30, Concert at 7.30pm, FB announcement hour before show time, take pictures backstage, record footage.
	4/14/14	FB- posts of April event highlights. Create photo album for event, "tag," make connections.
	4/21/14	Season highlight video released on Youtube, link to FB, check in with UO ticketing for ticket sales data.
	4/23/14	Final WMS meeting for 13-14 season- Wolf, Chang. Our next goals, data talk.

# WMS SPRING 14 BUDGET

## ACTUAL SUMMARY



## BUDGET VS. ESTIMATE ACTUAL



## SUMMARY BY CATEGORY

Category	Budget	Estimate Actual	Difference
Artist Fees	\$2,000.00	\$1,500.00	\$500.00
Student artist fees	\$200.00	\$200.00	\$0.00
Radio PSA	\$350.00	\$350.00	\$0.00
Poster	\$100.00	\$100.00	\$0.00
Flyers	\$80.00	\$100.00	(\$20.00)
Assistant Hourly Wage	\$300.00	\$300.00	\$0.00
Artist Refreshments	\$100.00	\$100.00	\$0.00
Operations	In house	\$0.00	
Other	\$50.00	\$60.00	(\$10.00)
<b>Total</b>	<b>\$3,180.00</b>	<b>\$2,710.00</b>	<b>\$470.00</b>

#### RESOURCES AND BUDGET

- Personnel- Marketing assistant, SOMD Staff, SOMD operational/facilities staff
- Technological resources- UO Ticketing office, SOMD communications office, UO Events page, SOMD web page, Facebook, Youtube, UO Email, iMovie, Camera, Camcorder, “Smart” Phone, Adobe CS6.
- Media- pictures, sound recordings, video recordings of all event happenings.
- Printing, Production, Distribution- Poster production are made by the communications office and printed at UO central printing. Distribution of poster and flyers are done by the assistant.
- Social Media Management- All social media related events are managed by the assistant.
- Sponsors and Service trades- There are currently no sponsors for the April event.

Our current budget is at \$3180.00, we are still negotiating artists fees.

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#### V. Evaluation Plan

We will be using our ticket sale data to determine quantitative outcomes. We are aiming at a 75% growth in student tickets sales in the next event, this means that we are aiming for 15 more students to attend our April concert. In our last event, we only had 20 student participants. We want to see if our combined marketing strategies will attract a total of 35 students in our audience and all “LIKE” us on our FB page. If all 35 students “like” our page, that means we will have hit a 100% organic reach. This means that this objective outcome is not generated by paid advertisement but purely (probably) from our own marketing effort outside of the web in the real world, and by worlds of mouth.

For qualitative measurements, we hope that we will have successfully engaged our core audience in general that they will find us on-line, and share our event posts in the future. This can be a measurable outcome as we want as much organic reach of our postings possible. We can also view these datas through the Facebook data analytics to see how effective the timings of our posts and how relevant are the use of our language.

The same goes for our Youtube channel, the number of views and comments from audience will give us a sense of how we are growing as an organizations and expose areas that needs improvement. Although our Facebook and Youtube comments and reach are intangible outcomes, they do however leave an impression of what we are as an organization and that is what we are aiming for. We are confident to state that our cultural product is one of a kind.

For our Lunch Time Series, we want our students to be talking about what they saw and heard, we want them to inquire about our main events, we also want our student ensembles to suggest and encourage attendance during their performances. Our audience pool is too small to be conducting surveys as of now.

In the future, WMS should start thinking about building and recruiting a board. This will root the series as a brand and also bring in outside sponsorship and network for financial purposes.