TheProducersPerspectivePRO Presents:

Breaking Down A Broadway Marketing Campaign

Wednesday, November 9th, 7PM ET

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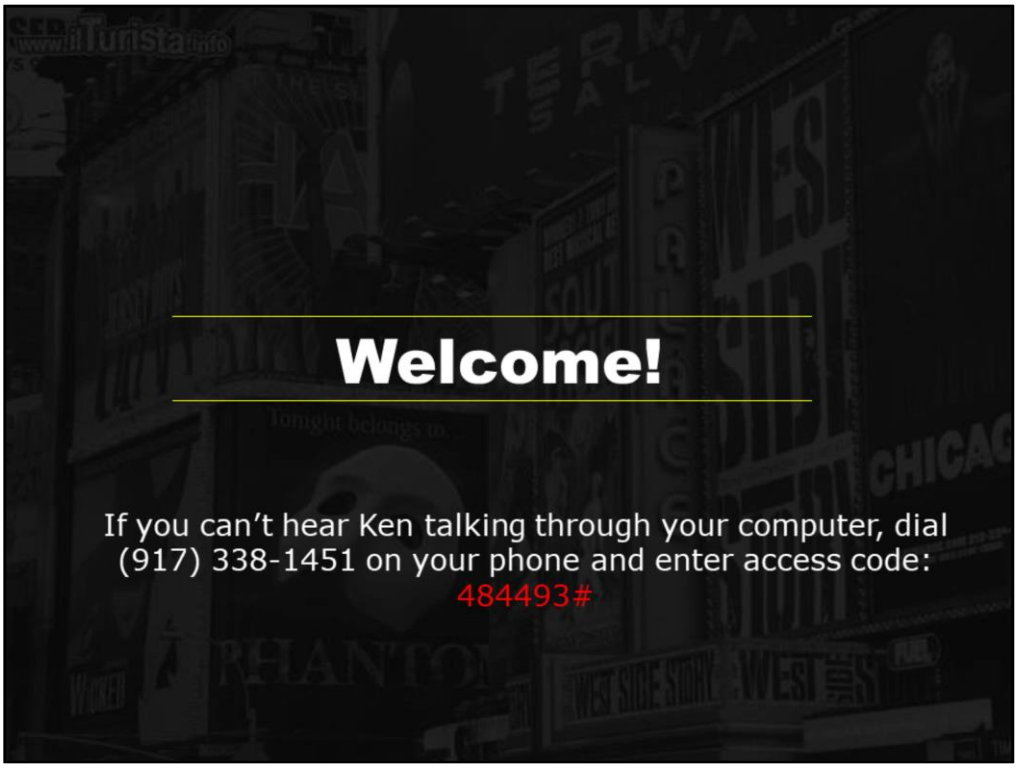
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AGENDA

- The Two Components of a Broadway Marketing Budget
- How Much do Broadway Shows Spend on Advertising
- What is a Media Mix and Why Every Campaign Needs One
- The Five Types of Media Broadway Shows Buy
- An Actual Broadway Marketing Campaign… Line by Line.
- Q&A

The Two Components of a Broadway Marketing Budget

1. Production Budget:
All advertising prior to the first paid public performance.

2. Operating Budget:
All advertising during the run of the show.

Notes:

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When Should I Start Advertising?
Broadway = 6 Months
Off Broadway = 3 Months

Notes:

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Three Reasons Why Broadway Advertising Costs Have Increased

1. More competition… on Broadway and not on Broadway.
2. More places to advertise.
3. More advertising to cut through.

Notes:

Average Advertising Budget for a Broadway Musical

- Production = 1-1.5 million
- Operating= $100-$150k/week

Notes:

Average Advertising Budget for a Broadway Play

- Production = $500-$750k
- Operating= $50-$75k

Notes:

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A **media mix** is the combination of communication channels your business can use to meet its marketing objectives. Typically, these include newspapers, radio, television, billboards, websites, email, direct mail, the Internet and social **media**, such as Facebook or Twitter.

– Chron.com

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TIP:

Use the media that your audience uses.

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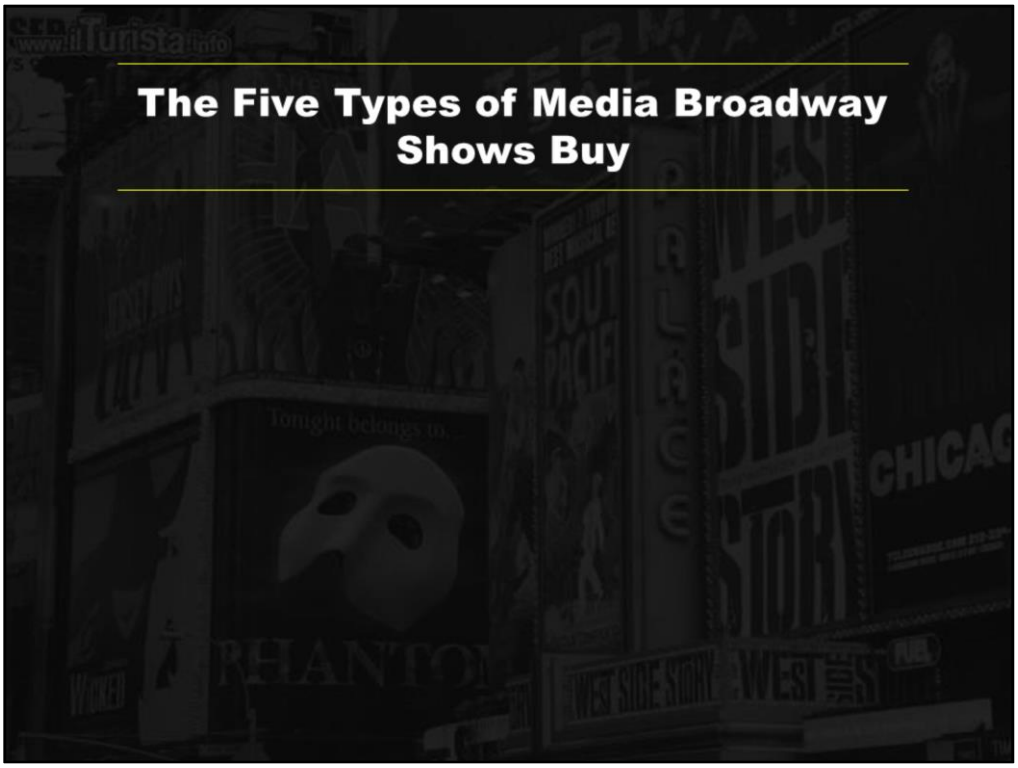
It takes an average of five impressions before
a consumer makes a purchase.

Notes:



Notes:

The Five Types of Media Broadway Shows Buy

1. Print
2. Digital
3. Direct Response
4. Out of Home
5. Broadcast

Notes:

Notes:

Week ending	Print	Tourist	Out-of-Home	Online	Direct Response	TV	Radio	Marketing & Partnerships	Total
Allowance	$ 5,000.00	$ -	$ -	$ 62,500.00	$ 114,941.17	$ -	$ -	$ 18,050.00	$ 200,491.17
week ending 6/28	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
week ending 7/5	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
week ending 7/12	$ -	$ -	$ -	$ 650.00	$ -	$ -	$ -	$ -	$ 650.00
week ending 7/19	$ -	$ -	$ -	$ 650.00	$ 19,411.76	$ -	$ -	$ -	$ 20,061.76
week ending 7/26	$ -	$ -	$ -	$ 650.00	$ 10,000.00	$ -	$ -	$ -	$ 10,650.00
week ending 8/23	$ -	$ -	$ -	$ 2,150.00	$ 8,823.52	$ -	$ -	$ -	$ 10,973.52
week ending 8/9	$ 79,950.00	$ -	$ -	$ 2,150.00	$ 14,117.65	$ -	$ -	$ 1,200.00	$ 97,417.65
week ending 8/16	$ 750.00	$ -	$ 17,050.00	$ 2,150.00	$ -	$ 39,750.00	$ -	$ -	$ 59,700.00
week ending 8/23	$ 750.00	$ -	$ -	$ 2,150.00	$ 12,000.00	$ 40,500.00	$ -	$ -	$ 55,400.00
week ending 8/30	$ 15,456.00	$ -	$ -	$ 2,150.00	$ 9,380.00	$ -	$ -	$ -	$ 26,986.00
week ending 9/6	$ 4,398.00	$ -	$ 15,000.00	$ 2,150.00	$ -	$ -	$ -	$ 3,000.00	$ 24,548.00
Subtotal	$ 106,304.00	$ -	$ 32,050.00	$ 77,350.00	$ 188,674.10	$ 80,250.00	$ -	$ 22,250.00	**$ 506,878.10**
Percentages	21%	0%	6%	15%	37%	16%	0%	4%	

Creative & Design Allowance	$	77,208.00
Production Allowance	$	162,500.00
BBB Press Allowance	$	13,500.00
Commissions Allowance	$	-
Fees/Expenses/Misc.	$	27,640.00
Subtotal	**$**	**280,848.00**
TOTAL PRE-OPENING SPEND	**$**	**787,726.10**
Budget	$	700,000.00
(Over)/Under	$	(87,726.10)

Notes:

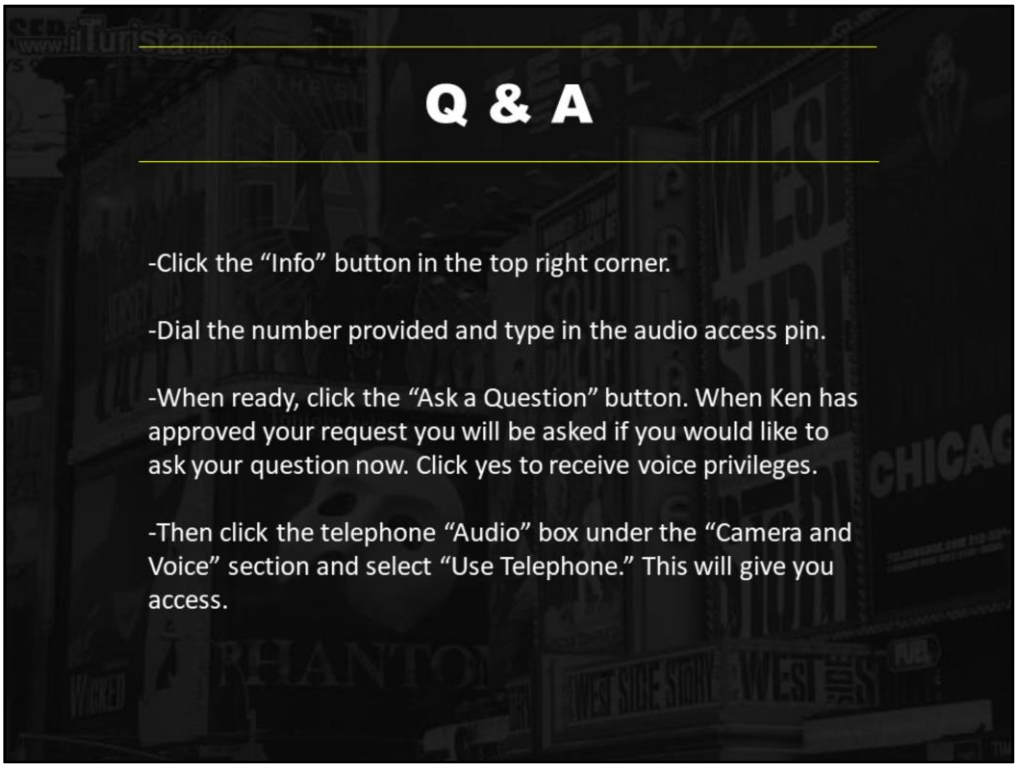
Public On-Sale

Week ending	Allowance	6/28/2015	7/5/2015	7/12/2015	7/19/2015	7/26/2015	8/2/2015	8/9/2015	8/16/2015	8/23/2015	8/30/2015	9/6/2015	TOTAL
MEDIA	$ 182,443.17	$ -	$ -	$ 650.00	$ 20,061.76	$ 10,650.00	$ 10,973.52	$ 96,217.65	$ 59,700.00	$ 55,400.00	$ 26,904.00	$ 21,548.00	$ 484,628.10
PRINT	$ 5,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 78,950.00	$ 750.00	$ 750.00	$ 15,454.00	$ 4,598.00	$ 106,304.00
NY Magazine Fall Preview											$ 14,706.00		$ 14,706.00
NY Times Full Page								$ 79,200.00					$ 79,200.00
Playbill listings (begin in Sept)												$ 2,598.00	$ 2,598.00
NYT ABCs (Sundays, 3x weekly begin 8/31)								$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 1,200.00	$ 4,800.00
Print Allowance (Addt'l fall preview, suburban, trade)	$ 5,000.00												$ 5,000.00
													$ -
TOURIST	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
(Held until holidays)													$ -
													$ -
OUT-OF-HOME	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 17,050.00	$ -	$ -	$ 15,000.00	$ 32,050.00
Times Square Billboard (one week)												$ 15,000.00	$ 15,000.00
Wildposting (18 locations, 4 weeks)									$ 17,050.00				$ 17,050.00
													$ -
ONLINE	$ 62,500.00	$ -	$ -	$ 650.00	$ 650.00	$ 650.00	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 77,350.00
Allowance	$ 62,500.00												$ 62,500.00
Google Adwords allowance				$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 5,850.00
Google Display Network allowance							$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 3,000.00
Facebook ads allowance							$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 6,000.00
													$ -
DIRECT RESPONSE	$ 114,941.17	$ -	$ -	$ -	$ 19,411.76	$ 10,000.00	$ 8,823.52	$ 14,117.65	$ -	$ 12,000.00	$ 9,500.00	$ -	$ 188,674.10
Broadway Direct featured placement (8/4)								$ 14,117.65					$ 14,117.65
Nederlander (8/18)										$ 12,000.00			$ 12,000.00
Telecharge (7/13)					$ 19,411.76								$ 19,411.76
Playbill (8/24)											$ 7,900.00		$ 7,900.00
Tinania (7/15)						$ 10,000.00							$ 10,000.00
Broadway Box (Commission Program) 7/28, 10/1, 12/14							$ 8,823.52						$ 8,823.52
NYTix	$ 2,941.17												$ 2,941.17
SmartTix (8/25)											$ 1,600.00		$ 1,600.00
TicketCentral	$ 1,000.00												$ 1,000.00
Direct Mail (August), est 200K pieces	$ 110,000.00												$ 110,000.00
DM response reports	$ 1,000.00												$ 1,000.00
													$ -
													$ -
TELEVISION	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 39,750.00	$ 40,500.00	$ -	$ -	$ 80,250.00
Broadcast TV Allowance									$ 39,750.00	$ 39,750.00			$ 79,500.00
PCN Cable (+trade)										$ 750.00			$ 750.00
													$ -
RADIO	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
													$ -
													$ -
MARKETING AND PARTNERSHIPS	$ 18,050.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,200.00	$ -	$ -	$ -	$ 3,000.00	$ 22,250.00
Allowance (traditional & digital incl trade opps)	$ 5,550.00												$ 5,550.00
Tattoos (5 designs, 5k)								$ 1,200.00					$ 1,200.00
Groups Launch Event	$ 2,500.00												$ 2,500.00
ALLOWANCE FOR KEN	$ 10,000.00												$ 10,000.00
Plum Benefits Basic Listing (billed directly to DBB)												2,000.00	$ 2,000.00
Plum Benefits Premium Placement (Sep - Oct)												$ 1,000.00	$ 1,000.00
													$ -
CREATIVE	$ 77,208.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 77,208.00
Creative Development	$ 44,325.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 44,325.00
Key Art Photoshoot	$ 9,000.00												$ 9,000.00
Key Art Sheet balance	$ 7,885.00												$ 7,885.00
Key art development (incl 10% contingency)	$ 12,500.00												$ 12,500.00
90% key art development	$ 12,500.00												$ 12,500.00
Additional Photo retouching	$ 2,500.00												$ 2,500.00
No photoshoot with cast allotted													$ -
													$ -
Print Design (ads, DM, etc)	$ 7,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 7,000.00
Allowance	$ 4,000.00												$ 4,000.00
DM design allowance	$ 3,000.00												$ 3,000.00
													$ -
Outdoor Advertising Design	$ 5,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,000.00
Allowance	$ 5,000.00												$ 5,000.00

Notes:

OOH Design	$ 7,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 7,500.00
Allowance	$ 7,500.00												$ 7,500.00
													$ -
Collateral and Misc. Design	$ 13,323.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 13,323.00
Allowance	$ 1,932.00												$ 1,932.00
Initial set of logos	$ 1,575.00												$ 1,575.00
Playbill Title page	$ 3,150.00												$ 3,150.00
Playbill cover	$ 675.00												$ 675.00
ABC logos	$ 316.00												$ 316.00
CTW flyer	$ 1,350.00												$ 1,350.00
Windowcard	$ 1,757.00												$ 1,757.00
Assets for Broadway Direct	$ 140.00												$ 140.00
Assets for Plum Benefits	$ 140.00												$ 140.00
Assets for Corporate Offers	$ 140.00												$ 140.00
Assets for Audience Rewards	$ 140.00												$ 140.00
Assets for Amex newsletter	$ 140.00												$ 140.00
Theatermania upsell graphic 7/21	$ 315.00												$ 315.00
CRM blast upsell graphic 7/23	$ 315.00												$ 315.00
Telecharge blast design	$ 1,238.00												$ 1,238.00
													$ -
PRODUCTION	$ 112,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 112,500.00
Collateral	$ 7,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 7,500.00
Allowance	$ 7,500.00												$ 7,500.00
													$ -
Outdoor	$ 12,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 12,500.00
Allowance	$ 12,500.00												$ 12,500.00
													$ -
OOH & Signage	$ 27,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 27,500.00
OOH Printing	$ 27,500.00												$ 27,500.00
													$ -
Online	$ 35,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 35,000.00
Allowance (Banner ad creative)	$ 15,000.00												$ 15,000.00
Full website design and build, allowance (scope of work dependent)	$ 20,000.00												$ 20,000.00
													$ -
Broadcast	$ 80,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 80,000.00
Allowance for Content	$ 15,000.00												$ 15,000.00
Reize teaser video for website													$ -
Reize teaser video for YouTube/Social													$ -
Tv spot production allowance	$ 45,000.00												$ 45,000.00
Un. talent payments / Music Licensing	$ 20,000.00												$ 20,000.00
													$ -
PRESS	$ 13,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 13,500.00
Allowance	$ 10,000.00												$ 10,000.00
Print allowance	$ 3,500.00												$ 3,500.00
													$ -
COMMISSIONS	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Commissions													$ -
													$ -
DIGITAL & INTERACTIVE	$ 5,700.00	$ -	$ -	$ -	$ -	$ 495.00	$ -	$ -	$ 1,800.00	$ 1,800.00	$ 2,295.00	$ 1,800.00	$ 13,890.00
Account management fee (starting 4 weeks out)									$ 1,800.00	$ 1,800.00	$ 1,800.00	$ 1,800.00	$ 7,200.00
Social Media set up	$ 2,700.00												$ 2,700.00
Website maintenance allowance	$ 1,800.00												$ 1,800.00
Newsletter deployment						$ 495.00					$ 495.00		$ 990.00
ACCOUNT MANAGEMENT	$ 14,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 14,000.00
Pre-Opening Fee	$ 14,000.00												$ 14,000.00
MISCELLANEOUS	$ -	$ 1,231.22	$ -	$ -	$ 18.78	$ -	$ 500.00	$ -	$ -	$ -	$ -	$ -	$ 1,750.00
AKA office expenses allowance		$ 481.22			$ 18.78		$ 500.00						$ 1,000.00
Programming Set up		$ 750.00											$ 750.00
WEEKLY EXPENDITURE	$ 471,399.17	$ 1,231.22	$ -	$ 650.00	$ 20,000.54	$ 13,143.00	$ 12,479.72	$ 97,417.43	$ 61,500.00	$ 57,200.00	$ 29,281.00	$ 26,340.00	$ 787,726.38
Budget		$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.34	$ 43,634.40	$ 700,000.00
Total (over) / under													$ (87,726.38)
Weekly Average													$ 71,611.48

Notes:


Q & A
-Click the “Info” button in the top right corner.
-Dial the number provided and type in the audio access pin.
-When ready, click the “Ask a Question” button. When Ken has approved your request you will be asked if you would like to ask your question now. Click yes to receive voice privileges.
-Then click the telephone “Audio” box under the “Camera and Voice” section and select “Use Telephone.” This will give you access.

Notes:

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