

Festivals – Expanding Your Market through Story Telling



March 22, 2017

Cheryl A Ewing Consulting

Reminders:

You can hear us, we cannot hear you!

Can't hear?

Try turning up your volume

Call in by phone or use your computer headphones

Have a question?

Use the chat box, any time. Will have time at the end and after the webinar.

Downloads

Slide Presentation and other materials

Webinar Recording will be available on Ontario Presents site

Goal:

To move past our traditional arts marketing language to one that is persuasive and compelling.

Our Language

Who are we talking to? Other
art lovers or those not
attending?

To compete: we have to tell our audience and our potential audience what is in it for them; we have to be persuasive.

- Persuasion requires facts and logic.
- Our marketing messages should be built on facts and logic.
- Our marketing messages have to be persuasive.

Methodology

Fact:

- use objective data that reflects the needs & desires of our target audience
 - Your discussions should always start with “We know...”

Methodology

Rational Methodology:

- describing how a product meets an unmet need in your target audience
strengthens your message

Methodology

Application:

use copy and images that focus on meeting the identified need

i.e. creating family memories –
parent watching child enjoying
performance

Methodology

Prediction:

- What will be the result of your campaign – describe it
 - % increase of sales/attendance

Methodology

In short:

It is about the customer!

Do we use copy that pleases us or invites an audience?

Intrinsic Impact

A way to tell the story
beyond the numbers.

The Impacts

- Social Bridging & Bonding
- Emotional resonance
- Intellectual Stimulation
- Aesthetic Enrichment

The Philosophy

The US, UK, Australia, and to a lesser extent Canada arts organizations have begun to consider intrinsic impact as a way to measure their value to their audiences.

Intrinsic Impact can be linked to broader societal concerns such as:

- Social Bridging & Bonding – a large concern in Canada today as our society changes

They can also be linked to organizational concerns such as:

- Aesthetic Enrichment – deepening or broadening audience appreciation for the art form

How does this relate to Festivals?

If you understand the intrinsic impact on your audience, you can begin to develop new marketing approaches that communicates what draws your existing audience.

Your marketing language can change to reflect the valued experience becoming an invitation to those who are not yet attending.

For example – does your existing audience enjoy being exposed to new or unfamiliar artists? Invite others to join you on this exploratory journey.

*Learn what your customers want
and then use that information to
show how your products will satisfy
their yearnings.*

Trevor O'Donnell

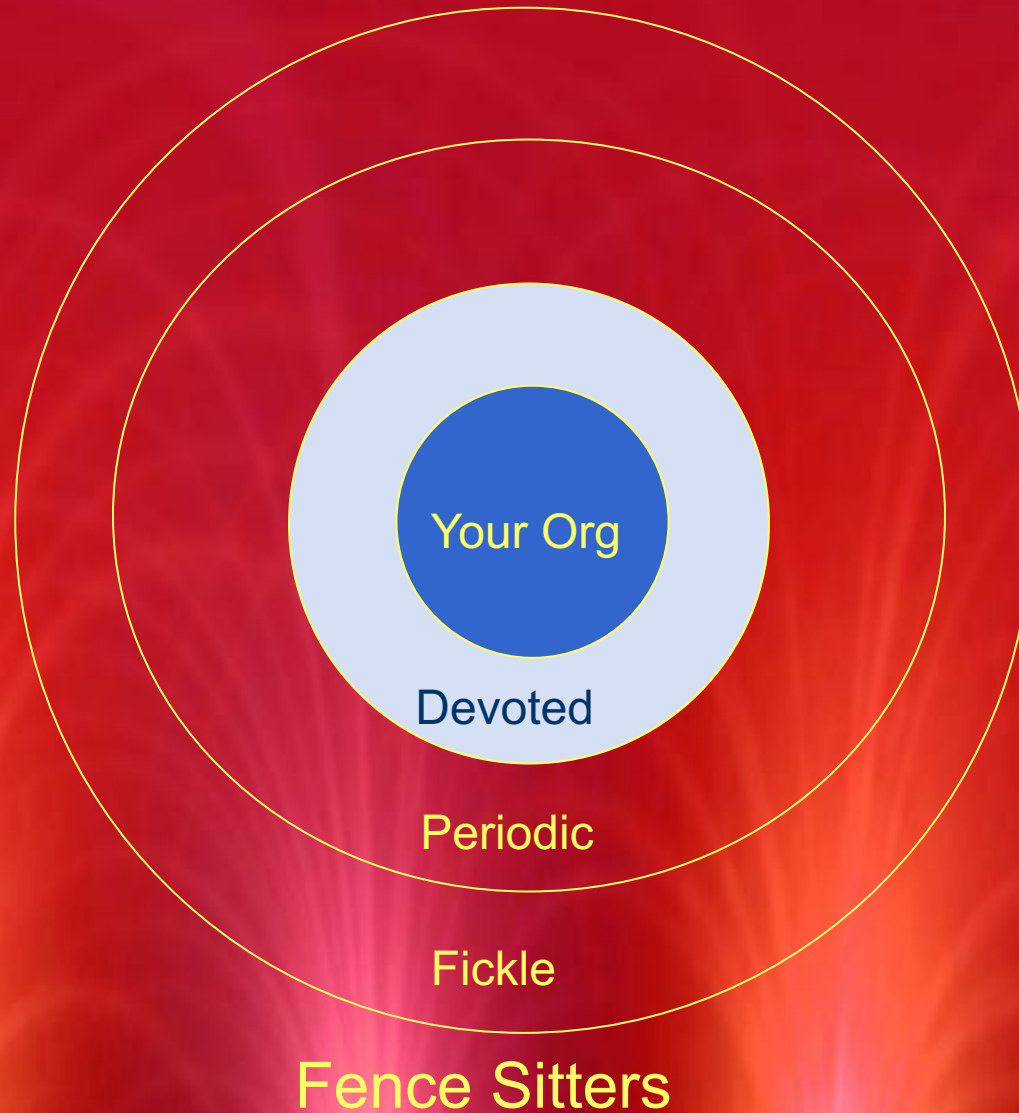
But...

I want to know about the people
who don't come!

How?

If they don't come to your festival,
how do you expect to reach them to
ask them why not?

Identifying Your Audience



Assume your potential audience
doesn't care.

Convince them that they DO
care.

Developing Your Persuasive Strategy

- Whom do we want to persuade?
- What do they want?
- How does our 'product' satisfy those desires?
- Can we convincingly describe how our product does that?
- Can we motivate enough people with differing desires to meet our goals?

*You persuade a man only insofar as
you can talk his language by
speech, gesture, tonality, order,
image, attitude, idea, identifying
your ways with his.*

Kenneth Burke

By extension, this gives you the information you need to invite those who are not attending through sharing the values identified by your existing audience.

Doing Your Research

Start with those you know. Engage your audience!

Talk to them. Ask them what they value about your festival.

If you survey them, don't ask how they heard about you, ask them what motivates them to come.

Gather information about impact. What is important to your organization? Social Bridging and Bonding? Aesthetic Enrichment? Your questions should reflect your priorities so you know if you are successful & reflecting your audience's values.

Can be done through exit surveys, online surveys, talking to individuals as they enter or leave.

Doing Your Research

WolfBrown has done extensive research in the area of Intrinsic Impact.

Although primarily in theatres – both producing and presenting, it is easy to take their suggestions and adapt them to your own needs.

Note: asking someone how they heard about your festival is problematic – they will generally tell you where they usually hear about it. Frankly, what we need to consider is **how** we are talking to our audience, not through what medium.

Using Your Research

If you understand what your current audience values about you, you can start using that to describe your festival to those not currently attending.

Then, you can start researching those who are not coming that your research shows might be persuaded.

Work outwards from your audience base picture (slide 19).

Doing Your Research

Talk to your audience!

If you sell tickets and have purchasing history, look for those who don't come often and talk to them.

If your event is free, greet attendees as they arrive, ask if this is their first time – if it is, ask what motivated them to come. If it is not, how often have they come, what keeps them coming back?

Have a form to be filled out so you can use the info gathered..

Include board members and senior management in the strategy – they demonstrate how important it is.

Doing Your Research

Use Secondary research – knowledge that has been published

Good way to learn about millennials!

Make certain your source is valid and that the data you collect is relevant to your goal.

Write it down so you can refer to it easily.

Doing Your Research

Talk to Experts: go outside the not-for-profit sector — authors, academics, business consultants.

Research their writing or talk to them directly.

Doing Your Research

Online Survey Tools – but, know what you are doing so your research is valid

Take a course

Work with a local college or university

Doing Your Research

Organize Focus Groups – careful recruitment

Use a dispassionate moderator

Stay out of the conversation

Doing Your Research

Research Special Interest Groups

Go into the community you wish to reach and ask what will motivate them to come

Document

Make certain you collect enough to distinguish between anecdotes and trends

Your Toolkit

Make Your Targets Real

Describe them, name them.

Include all of the characteristics common to that type.

Do this for as many targets as you can manage but no more than 8.

List them in order of priority.

Hopefully you will find some common desires across multiple targets.

Your Toolkit

Describe What You Are Offering

How do you feel your art satisfies the desires of the audience.

Be honest. Be concise.

Connect the Dots

Match the desires and the satisfiers.

Use **factual** statements that bring the two together.

Prioritize them.

Your Toolkit

Write a Strategic Messaging Statement

Keeps you focused.

Helps everyone in your organization stay on the same path.

Keeps you on message.

Base it on objective data.

Make it specific.

Make it your foundation.

Your Toolkit

Be Persuasive

The concepts should be driven by the data.

The design should be serving the strategy – being persuasive is more important than being pretty.

Write persuasive copy – say what you mean, use normal simple language – try writing a letter to one of your targets .

Be honest. Be yourself.

Appeal to emotions.

Say ‘you’.

Close the deal.

In Conclusion

The more you talk and really listen to your audience and potential audience, the more likely you are to attract more people to your events. Reflect what you hear back to your audience. Persuade them that your festival meets their needs.

Questions?

March 22, 2017

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Resources

- <http://www.intrinsicimpact.org/>
- Impact_Study_Presentation-Download_Version.ppt
- Theatre_Impact_Assessment_Survey_Protocol_Example.pdf
- Understanding_the_Intrinsic_Impact_of_Live_Theatre_WolfBrown_2012.pdf
- <https://trevorodonnell.com>

look for *Marketing the Arts to Death* by Trevor O'Donnell with David Olsen

Sign Up for next webinar on Festival Presenting!

March 29:

Collaboration and How to Make
it Work to Your Benefit