



culturehive[®]

Marketing campaign planning guide



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

“The process of campaign planning helps you organise your thoughts, identify appropriate target markets and craft effective messages to reach them.”



Published 2017

This work is licensed under a [Creative Commons Attribution-ShareAlike 2.0 UK: England & Wales Licence](https://creativecommons.org/licenses/by-nc-sa/2.0/uk/)

Campaign planning

your promotional masterplan

Campaign plans sit within your overall marketing strategy to promote specific products, performances, exhibitions or services.

The process of campaign planning helps you organise your thoughts, identify appropriate target markets and craft effective messages to reach them.

In short, campaign plans keep you on track and help ward off panic when a show isn't selling. They provide a clear set of actions and targets to monitor progress against.

They're also a useful way of coordinating strategies between artists/touring companies and presenting venues/galleries.



The campaign

what does it include?

Campaign plans provide a simple summary of product information, targets and communications strategies. They also include a detailed action plan, giving dates and costs for activities

Product/Show title:

Dates:

Income target:

Attendance target:

About the product/show (including age guidance or other restrictions):

Ticket prices:

Discounts:

Target audience:

Key message:

Action Plan:

Case Study

Northern Ballet's Cleopatra

[Northern Ballet's Cleopatra campaign](#) aimed to sell £832,000 of tickets (gross) to traditional ballet audiences and Arts Audiences Insights 'Fun, Fashion and Friends' and 'Dinner and a Show' segments.

They approached Cleopatra as a comprehensive integrated communications campaign featuring online, print and press advertising, outdoor advertising and media and PR. As well as traditional promotional activity, they focused on partnerships.

The campaign included a London launch, a Cleopatra themed event in partnership with Harvey Nichols and a dinner and a show package in partnership with Gaucho Restaurants. It generated national press coverage in newspapers and women's glossy magazines, as well as radio and TV coverage.

By investing in photography and film, partnering with big brands and constantly monitoring and evaluating the campaign, Northern Ballet smashed its ticket target and sold £867,000 of tickets.



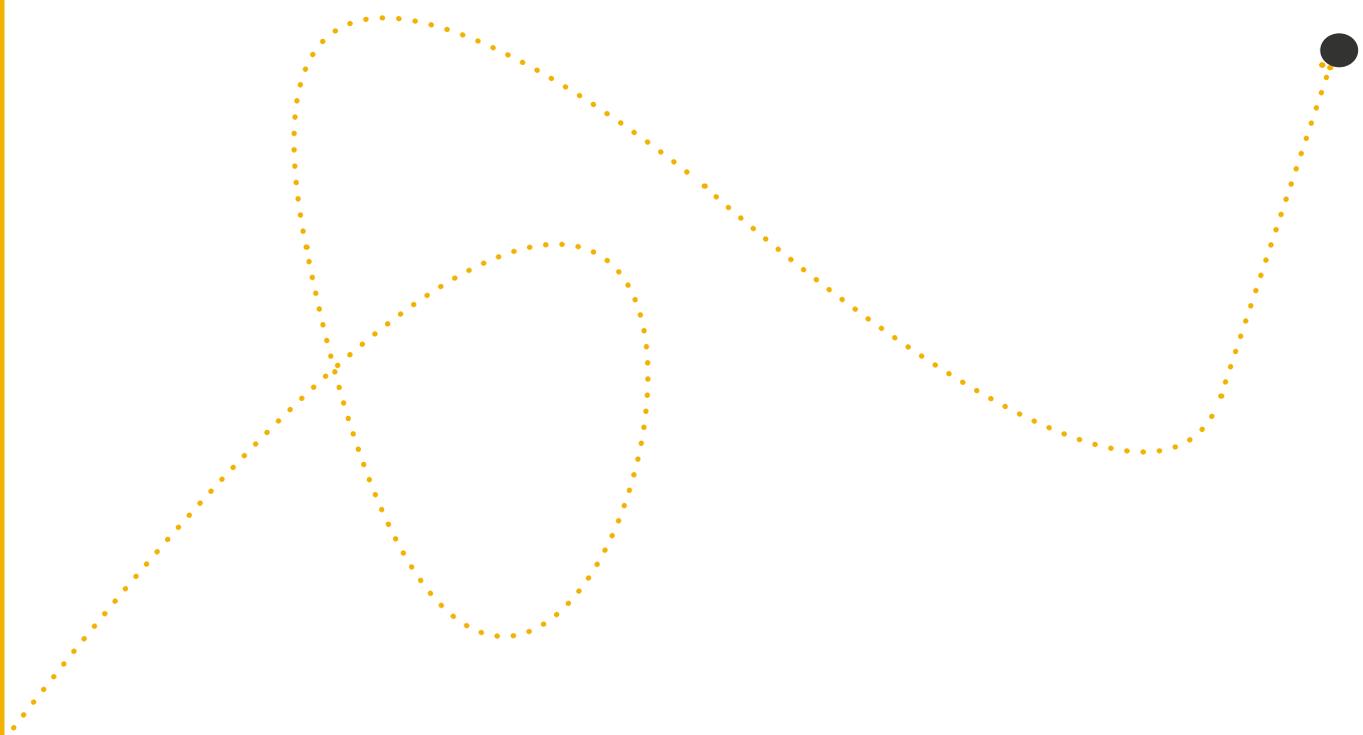
Image courtesy of Northern Ballet

Audience insight

what families really want to know

As well as communicating benefits, think about the information your target audience might need to know. Talk to your audiences and make use of existing insight. The Family Arts Campaign [Content Guidance Communication for Family Arts Events](#) guide provides some great insight for communicating with families.

- Families are looking for reassurance that family events are suitable for their family. They are suspicious of shows targeted at “all ages” and “for the whole family”.
- Families do look for age guidance but that’s because they’re looking for clues about references to conflict, religion or other sensitive topics. They want to make sure there is nothing that will offend, trigger nightmares, or be difficult to explain.
- Professionals responsible for children and young people also want to make sure there isn’t any content that they might get into trouble for showing children.
- Families want to know what to expect in advance. A hint of a plot, character and a narrative, which is suggestive of the tone of the event, helps families decide if they want to commit to attending.
- Families like to see behind the scenes and hold props and artefacts associated with the event.



Campaign sharing working in partnership

If you market touring shows at a venue make sure you share your campaign plan with the company and vice versa.

Touring companies will have a lot of insight about what has worked elsewhere on their tour. If the show is aimed at a very specific audience, they may also have done extensive research into that audience.

Similarly, venues will have local insight about what works for their audiences.

Sharing campaigns between touring company and venue and giving each other the opportunity to contribute ideas gives your campaign the best chance of success.



Case Study

Frozen Light's The Forest

[Frozen Light](#) worked with venues on its tour to reach people with Profound and Multiple Learning Disabilities (PMLD).

The Artistic Directors met and talked to marketing and box office teams at every venue. They shared insight into the show, the company and the target audience. They wanted venues to feel confident talking about The Forest and to people with PMLD.

By learning about their target audience and sharing that knowledge with venues, Frozen Light achieved full capacity for PMLD audiences at 86% of all performances.



Image by JMA Photography, courtesy of Frozen Light

Inspiration

digging for ideas

This guide is designed to give you a template for the planning process.

For inspiration on the kind of activities you could include in your plan, search Marketing Campaign on CultureHive or follow the link below.

[Marketing Campaign Case Studies](#)





culturehive.co.uk

learn from your peers online