**Market Analysis, Market Strategy and Action Plan**

**Refract Theatre Company, ‘When You See It’.**

**Performance: 17th May 2015**

Completed by Tom Hitchen, Marketing Manager

1. **WHO WE ARE**
   1. **COMPANY SUMMARY**

Refract is staging theatre that reframes stories that consider notions of identity and communication; to explore how it has changed direction, how it has evolved, how it has refracted.

Using past and current events, and our own personal memories, we endeavour to explore global issues and global ignorance and hope these will resonate with our audience.

We are a new, exciting theatre company consisting of 10 artists, who collaborate and work closely together to devise, create and connect with our audience.

Refract Theatre Company aims to produce theatre using music, art, improvisation and multimedia; to engage with world events and personal memories.

* 1. **UNIQUE SELLING POINT (USP)**

Presenting theatre which includes a variety of mediums to both engage with and inform the audience.

A diverse and dynamic range of sources are used in performances; to establish a relationship with a wider audience.

Refract Theatre Company aims to produce quality, accessible work which draws on the cultural and societal contexts of their sources to present engaging and reflective drama.

Refract Theatre Company and ‘When You See It’ are dedicated to presenting the stories that don’t want to be or can’t be told; to offer a new perspective on memory and personal experience.

* 1. **WHAT’S HAPPENING AROUND US**

**Significant Competitors in-house (LPAC):**

ForeFront Theatre

Reprise Theatre Company

Fill in the Blank Theatre

JumpCut Theatre Company

Dot.Com Theatre Company

**Other Competitors:**

The Engine Shed (Music and Performance Venue)-*‘Lincoln Blues, Rhythm and Rock Festival’ – 17/05/15*

Lincoln Drill Hall

Lincoln Theatre Royal

Terry O’Toole Theatre -*‘Arabian Nights’ – 16/05/15*

Restaurants

Odeon Cinema

* 1. **STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

|  |  |
| --- | --- |
| **Strengths**  A new, dynamic theatre company  10 artists with different skill sets  In house marketing and technical support staff  £166.66 budget  Venue and studio space in-kind  Able to brand performance with University of Lincoln and Students Union logos | **Weaknesses**  A new theatre company  No reputation  Small budget  Competing with other businesses in a small city |
| **Opportunities**  To use reputable venue to draw new audiences as well as connect with existing customers  Establish partnerships with businesses in Lincoln  To use debut production as a platform to increase the presence of the company | **Threats**  Our budget may change  May need to raise more money |

* 1. **SWOT Summary**

Over the next three months, Refract Theatre Company aims to engage with audiences and establish professional relationships with business and venues that are willing to support our debut production. In order to achieve this, the company will have to be focussed and work collaboratively to ensure the right information and company profile are being presented.

1. **WHERE ARE WE HEADING**
   1. **OBJECTIVES**

* To use medium and source material that engages with a wide audience
* To invite local press to a previewed performance and the opening night
* To use marketing strategies that connect with different customer demographics
* To raise more money using focused methods of fundraising
  1. **HOW WE’LL GET THERE**

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| --- | --- | --- |
| **STRATEGY FOR** | **DETAIL** | **WHO’S LEADING?** |
| **OUR CORE WORK** | To establish a target audience and to evaluate the best methods of reaching them.  To identify the best way to have a long term relationship with audiences. | Tom, Mark, Sophie  Tom, Mark, Sophie |
| **DEVELOP THE MARKET** | To forge relationships with the local press, businesses and organisations.  To create a strong social media presence.  Invest in externally facing materials that can be distributed throughout the city. | Tom  Mark  Tom, Company |
| **DEVELOP THE PRODUCT** | To use our strengths to create a well thought, innovative performance that can help further our company’s identity and goals.  To form a close relationship with the in-house LPAC team. | Company  Tom, Sophie |

1. **TARGET AUDIENCES** 
   1. **TARGET AUDIENCE PROFILE**

**Our event** is a devised production called ‘When You See It’. It focusses on photographs and memory, aiming for the audience to see their own personal experiences in our experiences. It considers parts of the photo you cannot see and that not everything you view is in ‘black and white’.

**We have researched** into global events as well as our own personal experiences to devise drama which sees the global in the personal. We have questioned and explored how photos are their own form of performance.

**Our core audiences are:**

* The 14+ community.
* People interested in devised performance.
* Those who are interested in photography.
* Live in Lincoln city centre.
* Those interested in graduating talent.
* Friends and family of the performers.
* School, College and University students studying modules such as, Photography, Psychology, Theatre Studies, and Multimedia.
* Local community groups/ societies/ events.
  1. **TARGET AUDIENCE MATRIX**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Benefits** | **Target Audiences** | | | | | | |
|  | 14+ | Interested in devised performance | Interest-ed in photo-graphy | Live in Lincoln | Interested in gradua-ting talent | Friends & Family | Local Events hosts |
| New Theatre Company |  | **x** |  |  | **x** | **x** | **x** |
| Graduating Student Work |  | **x** |  |  | **x** | **x** |  |
| Multimedia Performance | **x** | **x** | **x** |  |  |  | **x** |
| Performed in the city centre | **x** |  |  | **x** |  | **x** | **x** |
| Close bond with UoL |  |  |  | **x** | **x** | **x** |  |
| Final Degree Show |  |  |  |  | **x** | **x** |  |
| Devised Performance | **x** | **x** |  |  | **x** |  |  |

* 1. **KEY MESSAGES**
* A one off opportunity to see a new, innovative piece of theatre featuring 10 graduating drama students.
* This will be professionally produced production.
* A visual and interactive experience.
* A multimedia presentation which highlights the notion of looking beyond what is presented in front of you.
* Something for all ages to recognise and relate to in terms of their own experiences with photos and the stories that they embody.

1. **UNDERSTANDING THE MARKET**
   1. **AREAS OF DEVELOPMENT**

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| --- | --- |
| **Area of Development** | **Action** |
| Understanding our core audience | Identify who our core audience is  Understand what is relevant for our audience |
| Professionalism | To continue to establish and develop a visually professional brand  To engage in professional communication via e-mail and direct mail |
| Participation | To consider the participatory nature of our work e.g. workshops  To use social media for engagement purposes e.g. competition |

* 1. **MARKETING TOOLS**

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| **Who?** | **What?** | **How?** |
| **Friends and Family** | Social Media  Word of mouth | Frequent updates and sharing of information; encourage to share on own accounts.  Encourage to spread the word and engage with people they might know who would enjoy the piece. |
| **School Groups** | Flyers & Posters  Direct e-mail | Distribute in school/ college/ university receptions.  Gather emails and personally approach them using excerpts from the copy. |
| **Theatre, Photography, Media event attenders** | Direct e-mail  Flyers & Posters | Businesses and organisations that might engage with our material.  Distribute materials in other venues e.g. The Engine Shed, Lincoln Drill Hall. |
| **Teaching Faculties** | Direct e-mail | Contact using excerpts from the copy; ask to advertise in lectures/seminars. |
| **City Residents** | Flyers & Posters  Press | Distribute during city events.  Local radio/print – preview and engage with audience. |

* 1. **AUDIENCE COMMUNICATION MATRIX**

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| **Communic-ations** | **Target Audiences** | | | | | | |
|  | 14+ | Interested in devised performance | Interest-ed in photo-graphy | Live in Lincoln | Interested in gradua-ting talent | Friends & Family | Local Events hosts |
| Direct e-mail |  | **x** | **x** |  | **x** |  | **x** |
| Direct mail |  |  |  |  |  |  | **x** |
| Flyers & Posters | **x** | **x** |  | **x** | **x** | **x** | **x** |
| Word of mouth | **x** |  | **x** | **x** | **x** | **x** | **x** |
| Local Press | **x** | **x** | **x** |  | **x** |  | **x** |
| Social Media | **x** |  |  | **x** | **x** | **x** | **x** |