

Strategic Message Planner: Morgantown Theatre Company

Advertising Goal

To bring more attention to the activities they offer for children after school and during the summer, their productions and to bring in more revenue to the Morgantown Theatre Company for props, set design, costumes and refurbishing of the historic building.

Client Key Facts

- The Morgantown Theatre Company is local non-profit located at the Metropolitan Theatre
- Located on 369 High Street Morgantown, WV 26505.
- They are open Monday- Friday 2:00 pm – 8:00 pm
- Heath Kale is the Artistic Director of Morgantown Theatre Company
- Morgantown Theatre Company was established as a non-profit organization in 1998 by Hillary Phillips.
- They are offering a summer camps June 17th to the 28th and July 8th to the 26th for children in first through fifth grade.
- The price for each camp is \$75 and the price for a full day is \$140.
- In 2019 they sold out their production of Wizard of Oz.
- In 2018 they did a performance of the Lion King.
- In 2017 they a performance of Christmas Story, Disney's Beauty and the Beast and Disney's Mulan Jr.
- In 2016 they did a performance of James and the Giant Peach Jr., Monty Python's Spamalot.

Product: Key Features

What is the Product?

- Summer camp
- Every child is offered a part in a play
- Dance classes
- Music classes
- Acting classes
- Students develop behind the scenes skills, for example: prop design, lighting, sound effects, makeup, stage management, and directing.
- They build self- confidence, teamwork, responsibility, problem solving, communication and leadership skills.

Who and What made the Product?

- Hillary Phillips established Morgantown Theatre Company as a non-profit in 1998
- Heath Kale directs the plays
- The students are the actors
- Hired sound, light, set and costume designers

Target Audience: Demographics and Psychographics

The target audience for the Morgantown Theatre Company are parents in the Morgantown and Fairmont area. Their ages range from 30 to 45 years old. They have younger children from ages seven to ten. Both of the parents have jobs and their average income is from 30,000 to 55,000 each.

Their family is very close and set aside a day every week for a family day. The parents believe education and being involved is the most important thing to teach young children. They want their children to be well-rounded and experience different things. They want their children to know what they like to do. They put their children in soccer, basketball, gymnastics, dance, and swimming. They do summer camps every summer.

The parents are college graduates and went to a school in West Virginia. They live in a neighborhood where the houses are close together and there a lot of other children that live there as well. They are great friends with the parents and kids in the neighborhood.

They discovered the Morgantown Theatre Company from one the neighborhood kid's mom.

The target audience does not typically see their friends because they are so busy with taking care of their children. They find friends through their children's friend's parents.

The mom is very active on all social media platforms but is most active on Facebook. She will post what her children are up to and what new things they do on the weekend. The dad has a Facebook account but rarely uses it and doesn't have any other social media accounts.

The dad is always working on a project at the house. He loves working with his hands and being outdoors. He teaches all his children how to fix things and how to make things.

The mom loves Pinterest and gets most of her design, clothes, and food ideas from it. She goes over the top for her kid's birthday and gets the theme ideas from Pinterest.

Product Benefits

- Morgantown Theatre Company helps children get more active, self-confident and learn teamwork.
- Teach acting
- Teach dance
- Teach music
- They help the arts community.

Direct Competitors and Brand Images

The Direct competitors are the Metropolitan Theatre, Morgantown Dance Studio, and sports.

- Metropolitan Theatre: Target audience gets confused since the Morgantown Theatre Company is located underneath the Metropolitan Theatre Company. The target audience believes some of their productions are too inappropriate for children.
- Morgantown Dance Studio: The target audience believes there is too much drama involved and is too expensive.
- Sports: The Target audience thinks it is important to be active but think it can get too intense for children.

Indirect Competitors and Brand Images

- Video Games: The target audience believes it is convenient for kids to play with but can spoil their minds.
- Karaoke Nights: The target audience believes this is a fun way to hang out with their family but doesn't get them interaction with other kids.
- YouTube: The target audience believes this is a great tool to have when you don't know how to do something, but it can be hard to maneuver.

Strategic Message: The Promise

The Morgantown Theatre Company will give the target audience a place to send their children after school and during the summer. They will provide a positive and safe place for their children to learn and experience new things. Morgantown Theatre Company will produce plays for every child to be a part of and feel included.

Supporting Evidence: The Proof

- Morgantown Theatre Company sold out their production of Wizard of Oz
- Puts together at least two shows every year
- Offers classes for acting
- Offers classes for dancing
- Offers classes for music
- Offers a summer camp