
Theatre Marketing

In Theatre Marketing, the skills measured are:

- An understanding the marketing director's role and specific responsibilities
- An understanding of the purpose and value of research, resources, and personnel needed to communicate a marketing concept to an audience
- The ability to align a marketing campaign's components in a distribution strategy that supports a realized or theoretical production

Only one entrant may be involved in the presentation. No collaborations are permitted. The entrant's presentation may be from a realized or theoretical production.

The entrant must prepare and present:

- Written responses to several questions about their process within the application.
- Up to an 8-minute video presentation summarizing the work with connections to concept, collaboration, and design decision-making. The presentation should include:
 - A case study that methodically works through the marketing process
 - The marketing campaign developed and executed for a published script (play or musical) written for the theatre and presented by the school
 - Designs for performances of poetry, fiction, screenplays, or any other medium are prohibited.
 - It is strongly recommended that the entrant was responsible for actual publicity.
- Entrants should submit a digital "portfolio binder" that contains the components of their marketing campaign, including:
 - A finished poster
 - A finished program
 - Two press releases consisting of an informational article and a feature article
 - Example social media posts and/or other online outreach that was part of the campaign
 - A copy of the marketing budget for the publicity campaign and justification of expenses
 - Any work that shows the progression of the creative process, including a brief statement of the design choices inspired by the script, research materials, and other sources of inspiration, if any
 - Work will be adjudicated on creativity and quality of the materials; not necessarily how much money was in the budget or how well the money was spent
- Presentation Format:
 - Background
 - Introduce self and Thespian troupe number
 - Description of the show
 - Dates and number of performances
 - Description of executing the marketing plan (self and/or team responsibility)
 - Creative development
 - Collaboration with production team
 - Target market (outside of school)
 - Research or inspiration to develop the design concept, if any
 - How the marketing design concept matches the production design
 - The development and creation of the marketing campaign's design concept
 - Reflections on what might be done differently if more time, money, etc., were available (for realized productions)

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- Execution:
 - Describe and demonstrate the components of the marketing campaign (posters, tickets, promotional handouts, social media, etc.)
 - Explain how and where the marketing was distributed
 - Make clear the consistency in marketing (from the same campaign)
 - Identify elements (images, colors, fonts, etc.) changed to fit the media of marketing components.
 - Outcomes for realized productions:
 - Indicate budget versus money spent
 - Make note of free services (e.g., copies, printing) or vendor donations
 - Determine what the actual or comparable service would cost
 - Number of tickets sold per performance versus housecapacity
 - Compare the outcome to a similar show previously produced
 - Entrants must wear all black. **Clothing and shoes must be all black.** Any visible color, including white, will result in a disqualification.
 - Failure to follow any of the guidelines in this document will result in a disqualification.