



*Quintet Advertising Agency*

For

**The Boulder Philharmonic Orchestra**

# **Integrated Marketing Communications Plan**

**December 8, 2022**

*Team*

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BOULDER PHIL

# CREATIVE BRIEF



Celebrating the Spirit of Boulder, Together.



## THE BIG PICTURE

*Let's not just "scratch the surface"*

From families, to retirees, to students, we want to increase brand awareness for the Boulder Phil and help the Boulder community hear the beautiful music they have to offer all year-round.



## OBJECTIVE

Increase awareness of the Boulder Philharmonic Orchestra and increase sales of their tickets and subscription packages.

## RECOMMENDED DELIVERABLES

- Print advertisements in the Daily Camera and Boulder Lifestyle Magazine
- Instagram ad's to promote sales promotions
- Revamped email advertisements
- Flyers to be mailed and printed for campuses and public areas to promote student deals and promotions



## TARGET AUDIENCE

*Suburban mother of two and 68-year-old retiree living in Boulder*

- They like to plan things to do with their loved ones
- They like to stay close to Boulder and avoid being in the car too much
- They are caretakers and enjoy going to events with family



## CALL TO ACTION

We want the audience to purchase the subscription package for the Boulder Philharmonic in order to guarantee sales and keep the audience coming back for more performances time and time again

## KEY ATTRIBUTES

INCLUSIVE

DANCE, CHORAL, VISUAL ELEMENTS

SUPPORT TO THE COMMUNITY

CONNECTION THROUGH MUSIC

## BRAND PERSONALITY

PEOPLE OF ALL AGES

INCLUSIVE

POSITIVE

CONNECTING

EMPATHETIC

## Executive Summary

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Within the following document, you will find an in-depth Integrated Marketing Communications Plan for the Boulder Philharmonic Orchestra, prepared by a team within the Quintet Advertising Agency. In the plan, Quintet has analyzed the primary strengths, weaknesses, opportunities, and threats of the orchestra and from that information, has been able to provide recommendations for a new media mix, schedule and budget. Alongside this, Quintet has provided potential deliverables that the orchestra may be able to implement within the coming year that will hopefully optimize both individual ticket sales as well as the subscription package and has provided a recommendation for a way to gather and analyze data. Quintet has identified 2 target consumers, two adults, one male and one female in the age groups of 30-55 and 60-75. The media mix and media scheduling have been implemented based on the attributes and personality of the orchestra as well as specific events they will be holding within the coming year. The Boulder Philharmonic's mission, values, and business model have all been taken into consideration while preparing this plan and upon this consideration, Quintet has come to the conclusion to recommend options for digital marketing, direct marketing, sales promotions, and collaborations with nearby businesses. All of this, along with the proposed budget and measurements that will be taken, will be able to evaluate the success of the Boulder Philharmonic Orchestra in the 2023 year.

## SWOT Analysis

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As of right now, people are drawn to the Boulder Philharmonic Orchestra due to its emphasis on diversity and culture, and ability to tell a story through music and visual imagery. Fans love the Boulder Phil as it excels at forming meaningful connections with consumers and creating a community atmosphere at concerts and events. Through utilization of concerts and freelance artists, you have been able to enhance a deeper understanding that music is for, and should be attainable by, anybody regardless of socioeconomic status, race, gender, and/or sexual orientation. You have enriched the community and your audience by creating a new model for American orchestras through dynamic performances that reflect Boulder's values, creativity, and sense of place. The best part for the audience is being able to experience such aspects of the performance at an affordable price, especially for families, students, and people who enjoy going more than once per year.

While the Boulder Phil has built a strong and loyal fanbase, these fans are getting older and new fans have been hard to come by. You have seen great success with direct marketing straight to loyal fans and this is because it provides an intimate way to communicate promotions. To expand this fanbase, especially to younger consumers, Boulder Phil will need to branch out digitally and appeal to a wider array of people.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Strong brand recognition among community already</li> <li>● Slick, Clean website that reflects brand well</li> <li>● Success with previous marketing tactics</li> <li>● Proven to connect with consumer and create lasting relationships with fans</li> <li>● Exciting and accessible atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of Social media presence</li> <li>● Difficulties connecting with younger demographics</li> <li>● Frugal marketing budget</li> <li>● Requires consumers to have free nights</li> <li>● Lack of Promotions</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Collaborations <ul style="list-style-type: none"> <li>○ Partnerships with other venues to hold post-concert events</li> </ul> </li> <li>● Holiday season <ul style="list-style-type: none"> <li>○ Families in town feeling festive and looking for something to do</li> </ul> </li> <li>● Strengthen Social Media Presence</li> <li>● Room to increase promotions during prime seasons or specific events</li> </ul>	<ul style="list-style-type: none"> <li>● Increasing competition in a crowded music scene in Boulder</li> <li>● Decreasing interest or passion for the fine arts amongst youth</li> <li>● Possibly conflicting target markets</li> <li>● Seasonal interest for some groups of people because of all the outdoor activities Boulder has to offer</li> </ul>

Suggestions for the Boulder Philharmonic that will be presented within this plan will address the strengths and weaknesses of the orchestra while optimizing opportunities and minimizing threats. By bolstering the email system and upholding the intimacy with loyal consumers, you will be able to generate buzz within the community and by offering more sales promotions during holidays and big events and creating a larger presence on social media, you can generate more traffic. Finally, by adopting a way to obtain and analyze data, you will be able to see where the orchestra is successful and where more marketing efforts should be made.

## Marketing and Communications Objectives

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The marketing objectives for this plan is fairly straightforward but must be executed well. Boulder Phil has been successful for so many years because of your ability to form meaningful relationships with fans, making them feel like a family. To continue this success, you should continue the patterns that led to it, such as direct marketing through E-Blasts to recurring customers, and promoting post-concert events where fans can mingle with musicians. This intimacy is why fans fall in love and will continue to plan nights around Boulder Phil events especially during the holidays. Another objective for Boulder Phil is to bring fresh eyes and ears to your concerts and appeal to a younger audience. Boulder Phil must differentiate themselves from other venues in Boulder. Building brand awareness amongst the student and young adult population is the goal and will lead to greater success. The marketing must be clear and concise in order to uphold the elegance of the brand while still standing out as an appealing brand to college students and young adults.

When communicating these messages to consumers, there are several objectives that Boulder Phil should have in mind. All of your work should appear inviting and open to all. Fans and people that attend your events feel as if they are a family due to connections between musicians and fans. When marketing for the orchestra, this should be clear. The orchestra offers a variety of elements in shows that make you stand out in the Boulder music scene. You focus on embracing diversity and connecting listeners to various cultures in a way they may have never experienced before. These ideas, if communicated, will appeal to consumers who are looking for a new experience.



## Target Audience and Buyer Personas

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The first group that we have decided to target is the young mother which extends from ages 30-55. Under this group, we have the buyer “Stacy Johnson” who is a mother of two young boys ages 8 and 10. People in the category with Stacy have children, are married and have an average household income between them and their spouse of around \$250,000. Moms like Stacy are working while also taking care of their family and value time spent with their loved ones. They want their kids to experience the culture of Boulder while avoiding distractions from smart devices. They like to expose their children to the arts and are in search of affordable options that they can attend with their entire family after work or on weekends. She is looking for a family discount of some sort from the Boulder Phil but is unsure if the subscription package for everyone in her family is worth it.

The second group we have decided to target is the retired male or female who lives in Boulder and is aged 60-75. This group is important because they are a large percentage of the Boulder Phil’s ticket sales, so if this group increases their interest in the subscription package, the Boulder Phil will be in a good position. Here we have targeted Rudy Smith, a retired physician who lives in Boulder with his wife and dog. He values time spent with his wife and is looking for something that he can attend more than once at a reasonable price that is not too far from his home. The retirees enjoy the arts and being able to attend events with their friends and family especially during the holidays. Ideally, there would be an option for them to buy multiple tickets for themselves and potentially have a discount for loved ones for another event within the year.





# STACY JOHNSON

## BIO

Stacy is a mom of two young boys, ages 8 and 10. She is a teacher in the Boulder Public School District and values time spent outside of school with her family. She is married to Steven Johnson, a doctor at the Boulder Hospital. She enjoys museums, farmers markets, and hiking at Chautauqua.

<b>AGE</b>	41
<b>OCCUPATION</b>	5 <sup>th</sup> Grade Teacher
<b>PERSONALITY</b>	Cultured, Cheery
<b>STATUS</b>	Married
<b>HH INCOME</b>	\$250,000+
<b>LOCATION</b>	Boulder, Colorado
<b>ARCHETYPE</b>	The Nurturer

## SKILLS

Motivating People

Organization

Educating others and herself

Caring for her children and family

Open-mindedness

## MOTIVATIONS

Family Time

Culture

Creativity

Price

Availability/Accessibility

## PERSONALITY

Stacy is an extrovert with a passion for trying new things. She enjoys doing things that are new to her and her family and loves to expose them to nature, the arts, creativity, and other cultures. She is a head-over-heart type of person and like to meticulously plan out everything because of her busy schedule

## GOALS

Stacy would like to get her family out of the house and off their smart devices. In a world where technology is taking over, she is worried her young boys are not gaining enough exposure to the arts. She would like something accessible and something that does not break the bank.

## NEEDS

With her busy schedule, Stacy needs to be able to bring her family to events at night or on weekends in the heart of Boulder. She needs something that is reasonably priced and also something that will distract her kids from their phones for a while. Ideally, something she can return to multiple times.

## FRUSTRATIONS

- Her kids spend too much time with technology
- They are not exposed enough to the arts
- She is busy and does not want to spend too much money
- She doesn't want it to be too far from home
- It must fit into her and her husband's schedules.

**AGE** 68

**OCCUPATION** Retired Physician

**PERSONALITY** Outgoing, Bright

**STATUS** Married

**HH INCOME** \$400,000+

**LOCATION** Boulder, Colorado

**ARCHETYPE** The Listener



# RUDY SMITH

## BIO

Rudy is a retired physician who now lives with his wife and dog in Boulder. He values spending time with his life and getting to experience new things with her that they have yet to do. He enjoys music and art but also loves to spend Sundays watching football. He loves the culture of Boulder.

## SKILLS

Patience

Listening

Openness to New Experiences

Learning about New Cultures

Caring for Others

## MOTIVATIONS

Spending time With His Wife

Trying New Things

Creativity

Price

Availability/Accessibility

## PERSONALITY

Rudy is an introvert who loves to spend time with his wife and dog. As a retired physician, he values getting out and trying new things, especially in Boulder where the culture is so rich. He is very patient and loves to talk to those he is close to. He would like to keep making memories with his wife and is open to anything.

## GOALS

Rudy would like to plan events with his wife but does not enjoy traveling too far. He likes to stay near their house so he can get home to their dog at the end of the night. He is looking for something entertaining and memorable that he could attend multiple times.

## NEEDS

Rudy likes the idea of planning events but is not always sure about when he can do things too far in advance. He needs something that he will be able to plan within the week without spending too much money. He enjoys experiencing the arts with his wife and is looking for something in Boulder.

## FRUSTRATIONS

- Does not want to drive too far
- Doesn't want to plan something weeks in advance
- Does not want to break the bank
- Must be in Boulder
- Must be something he could attend more than once



# Media Mix



## Digital Marketing

We recommend the Boulder Phil to advertise on Facebook, Instagram and Tik Tok in order to best reach their target audience. Facebook and Instagram will be used to create content that speaks to our target audiences, with Facebook generally being preferred by “the engaged retiree” while Instagram generally appeals to younger target audiences. Both platforms will be used to advertise our promotions along with more general ads about the Boulder Phil. We also believe they should pursue search engine optimization on Google search in order to increase their visibility. Google Analytics will be used to analyze click through rates and user engagement on the Boulder Phil’s website.

## Email/Direct Mail

Boulder Phil should continue and expand upon their existing email campaign, for example they could create personalized emails that appeal to their target markets, which is something they currently do not do. Additionally, they should investigate incorporating direct mail, also known as snail mail, into their media mix. Snail Mail provides a more personal touch for recipients, and it also may appeal more to their older target market. Snail Mail is also a great method of delivering flyers and promotion cards to both new customers and loyal, repeat customers.

## Sales Promotions

We aim to increase the Boulder Phil’s current promotion offers and seamlessly integrate them into the other facets of our media mix. We will primarily focus on promotions during seasonal holidays, such as Christmas or Thanksgiving. We decided to link our promotions to seasonal holidays because our target segments often host family members during these times, and this further cements the Boulder Phil’s family friendly reputation. This will help the Boulder Phil stand out to their competitors during the busy holiday season as well. An example of a possible promotion would be a 20% discount when you purchase four or more tickets.

## Collaborators

Boulder Phil should look to collaborate with Cafe Aion and the Marriott hotel, these venues provide a more intimate setting compared to Macky Auditorium, where audiences can chat and mingle with musicians and one another before and after concerts. These post or preconcert gatherings are important for increasing brand loyalty as it allows fans and musicians to relate to one another and build connections to newer audiences.

## Print Advertising

Print advertising on local newspapers and magazines is another key form of direct marketing for the Boulder Phil, as it evokes a more local, trustworthy feeling compared to most digital ads. Also print ads tend to be passed down reader to reader, so they generally last longer. We chose the Boulder lifestyle magazine, as it would be a good fit for the family orientated mother persona and the Daily Camera was chosen since older individuals, like our engaged retiree, tend to prefer old school newspapers.



## Recommended Marketing Deliverables

Explore the 2022-23 Season

65<sup>th</sup> ANNIVERSARY

The Boulder Philharmonic

**Exclusive Offer**

Purchase student tickets for only \$10!

For further details visit:  
<https://boulderphil.org/education-overview/discounted-student-tickets>

**TICKET & SUBSCRIPTION SAVINGS**

Instagram Advertisement

The Boulder Philharmonic presents

2023

**AFTERNOON WITH BRUCKNER**

Boulder Philharmonic Orchestra  
 Michael Buttermann: conductor  
 Charles Wetherbee: violin

*Mozart Violin Concerto No. 5*  
*Bruckner Symphony No. 7*

Macky Hall  
 Sunday January 22  
 4:00pm

Scan the QR code for more information!

3+ Concert Series  
 Choose ANY 3 or more Boulder Phil performances (excluding The Nutcracker) for 10% OFF single ticket prices.

Printed Flier

To put it simply, we are so excited to “hang” out with you

BOULDER PHIL

Now that you're here, here are some things to think about

Ticket Packages    Other events    Holiday Family Promotions

Let's Stay Connected

View Your Tickets Here

Email Marketing Blast

SEASONS GREETINGS!

FROM THE BOULDER PHILHARMONIC ORCHESTRA!

UP TO 20%!

LIMITED HOLIDAY PROMO-BUY 4 OR MORE TICKETS AND RECEIVE A 20% DISCOUNT ON ENTIRE ORDER

BOULDER PHIL

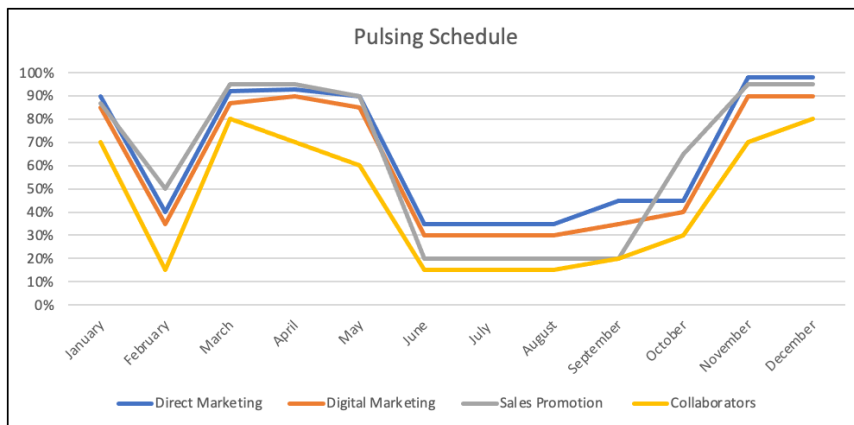
HOLIDAY BRASS  
 December 18, 4 PM  
 at Mountain View United Methodist Church  
 GET DETAILS AND TICKETS.

Printed Sales Promotion for Mail

## Scheduling and Measurement of Media Mix

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The integrated marketing communication for the Boulder Phil will be based upon a pulsing schedule. The Boulder Phil has events that run throughout the year to draw in customers, therefore a pulsing advertising schedule would be the best option. We will run increased targeted advertising during the holiday season along with the spring season, as this aligns with the events the Boulder Phil will be hosting. The overall pulsing schedule will allow



us to push for an increase in sales during those peak performance dates while continuously promoting the Boulder Phil throughout the year.

We have laid out a schedule for

the breakdown of the IMC beginning in January and ending in December.

To ensure that we provide the best advertising schedule for the Boulder Phil, we decided that a pulsing strategy would be the best option. We will have an increase in direct advertising strategies in the months of January, March, April, May, November, and December to increase sales for their events. Digital marketing will also be increased during the spring season of March through May, along with the holiday season of November through January. An increase in these advertising methods will allow for alignment with our sales promotions.

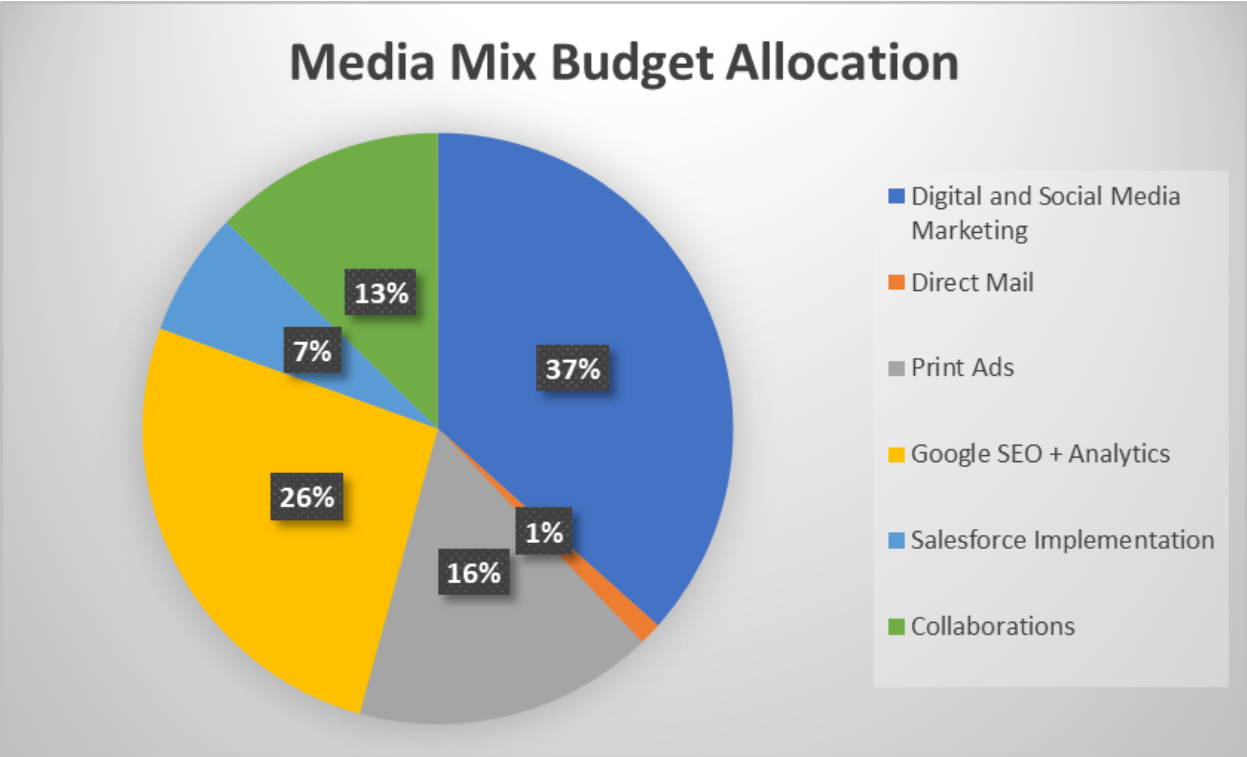
## Budget and Allocation of Budget

Medium	Plan	Cost	Total Cost	Media Allocation
Digital and Social Media Marketing	Facebook, Instagram, and TikTok Advertisements (Avg/Per Month)	Facebook Ads: \$1200, Instagram Ads \$1100, TikTok Ads: \$750 (Avg/Per Month)	\$36,600	37%
Direct Mail	Snail Mail Personalized 8.5" Flyers, email with Mailchimp Integration	6000 flyers via FedEx: \$1000 Mailchimp integration: \$20/Month	\$1,240	1%
Print Ads	Boulder Lifestyle Magazine: 6.5 Page Advertisements. The Daily Camera 4.5 Page Advertisements.	Boulder Lifestyle Magazine: \$9700. The Daily Camera: \$6739	\$16,439	16%
Google SEO + Analytics	Increase search result rankings for Boulder Phil including keywords of 'things to do'	SEO Services: \$2,000 per Month Google Analytics: \$2221	\$26,221	26%
Salesforce Implementation	Bring all aspects of marketing into Salesforce Suite to fulfill data management and tracking needs.	Set up Cost: \$5000 +\$150 per Month	\$6,800	7%
Collaborations	Collaboration expenses with Café Aion and the Marriott Hotel	\$12,700	\$12,700	13%
<b>Total Cost</b>			<b>\$100,000</b>	<b>100%</b>

Quintet’s media mix has been calibrated with efficiency in mind. Digital and Social Media advertisements will be purchased on a monthly basis at Facebook, Instagram, and TikTok with their rates determined by the most recent estimates available for our volume of ad buy. Our direct mail is broken into two categories of Snail Mail and Email. Our Snail Mail will be done with 6000 8.5” Flyers through FedEx costing \$1000 dollars, and our Email promotions will be hosted with Mailchimp at \$20 per month. Print Ads will be displayed in both the Boulder Lifestyle Magazine and the Daily Camera Newspaper with rates determined by their current circulation figures and number of pages bought. To improve the Boulder Phil’s already fantastic website’s ranking we’ve purchased professional SEO services to the tune of \$2,000 per month to bring an influx of traffic to the website along with analytics to track and optimize this growth. Our collaboration expenses with Cafe Aion and the Marriott Hotel are base rates

but with built in assumptions on additional capacity necessary, particularly during peak seasonality in ticket sales. Salesforce implementation will be the key to streamlining all of the marketing functions of the Boulder Phil and provide the data management and tracking needs previously unmet. The set up will cost \$5,000 utilizing a CRM professional, but will then be \$150 per month once processes are automated.

The following chart shows the marketing mix budget allocation that we are confident the Boulder Philharmonic should implement.





## Sources

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## **Addendum**

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Creative Brief: Annika

Executive Summary: Annika

SWOT Analysis: Alec

Marketing Communications and Objectives: Alec

Target Audience and Personas: Annika

Media Mix: Saman

Scheduling and Measurement of Media Mix: Alise

Budget: Lucas

Editing and Review of Document and Video: ALL

Video Contribution: ALL

Video Editing: Annika