

2020 CHRISTMAS CONCERT

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A CAMPAIGN

DESCRIPTION

Center Stage's 2020 Christmas concert will be a series of performance recordings taken from the past 10 years of Center Stage Christmas concerts.

SWOT ANALYSIS

STRENGTHS: nearly 2k followers, everyone loves Christmas, "best of" video

WEAKNESSES: not a live event, not a "new" recording, hard to measure views

OPPORTUNITIES: BYU-Idaho can share our posts, giveaways to grow audience

THREATS: Competing with BYU-Idaho, not engaging audience - no action taken

OBJECTIVES

BUILD AWARENESS and **INTEREST** for the concert recording

PERSUADE our audience to **ACT** and watch it on the 12th

GROW our audience so more people hear the message

STRATEGIES

SOCIAL MEDIA CAMPAIGN: continuously posting every day until event

GIVEAWAY: increase audience & awareness, spark "what's in it for me?"

CROSS-PROMOTION: mix the mediums so it's always being advertised

TACTICS

SOCIAL MEDIA CAMPAIGN

12 Days of Christmas: Posting every day on Instagram & Facebook

Post Ideas: Performer spotlights, trivia & history on songs, posting the program for those at home to follow along, Giveaway post

Day of Concert: Invite others to watch and tag us in their stories, watch it live ourselves and post updates during songs

GIVEAWAY

A *giveaways:* with the theme of "Christmas shopping + a show"

- *How to enter:* Tagging three friends, following Center Stage, & sharing the post for extra entries. Announce winner two days before concert on the 10th.

CROSS-PROMOTION

Posters: Hung around campus

Campus TVs: Advertising concert throughout the day

MEASURING SUCCESS

SOCIAL MEDIA: Poll audience asking who is watching




I CREATED THIS
SERIES OF
PERFORMER
POSTS TO BE
POSTED ON
ALTERNATING
DAYS.


I ALSO CREATED A SERIES OF
SONG POSTS TO BE POSTED ON
THE DAYS OPPOSITE OF THE
PERFORMER POSTS ...



CENTER STAGE'S
**LET THE
LIGHT IN**
CHRISTMAS GIVEAWAY




CENTER STAGE PRESENTS
**WEXFORD
CAROL**
IN "LET THE LIGHT IN"





CENTER STAGE PRESENTS
**MARY'S LITTLE
BOY CHILD**
IN "LET THE LIGHT IN"




CENTER STAGE PRESENTS
**CHRISTMAS
TIME IS HERE**
IN "LET THE LIGHT IN"



CENTER STAGE PRESENTS
**TREPACK, FROM
THE NUTCRACKER**
IN "LET THE LIGHT IN"

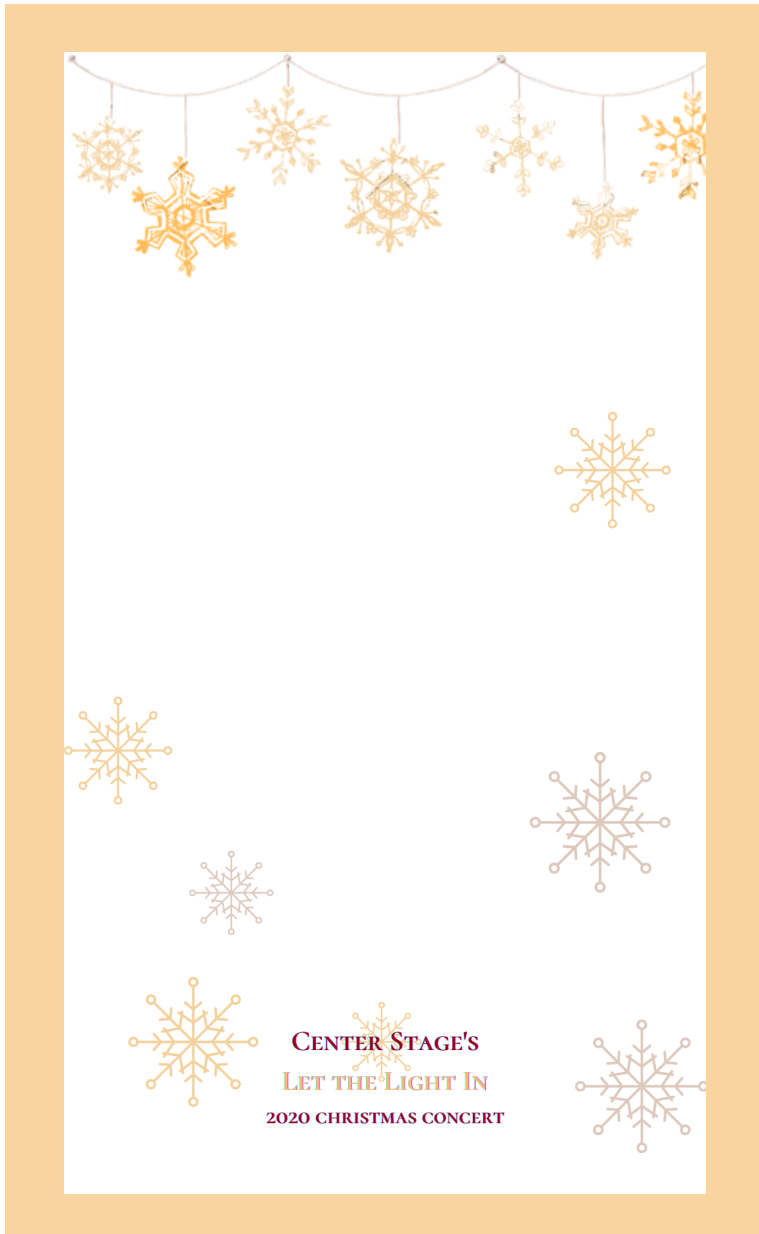


CENTER STAGE PRESENTS
SILENT NIGHT
IN "LET THE LIGHT IN"



HOWEVER, WE DECIDED AS A MARKETING BOARD THAT IT WOULD BE MORE INTERACTIVE TO CREATE STORIES INSTEAD

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INSTEAD OF THE POSTS, I CREATED A BACKGROUND THAT COULD BE USED FOR INSTAGRAM STORIES. I ASSIGNED THE OTHER MEMBERS OF OUR BOARD A DAY TO POST A STORY. THEY NOW COULD USE POLLS, GIFS, STICKERS, AND OTHER WIDGETS TO MAKE THE CONTENT MORE INTERACTIVE.