• Corporate/brand history and its trajectory
• Macro and micro environment
• Organisational imperatives

Market segmentation:
• Identification of individuals or organisations with similar characteristics that have significant implications for the determination of a marketing strategy.

Why segment?

Benefits for marketers:
• Improve knowledge of customers
• Identify sales products
• Improve marketing plan
• Improve accuracy and budgeting plan
• Marketing and sales activity may be more closely focused
• Smaller segments may be more easy to dominate

Benefits for consumers:
• Provided greater choice of products and or services
• Products and services more closely match needs of customers.

Targeting strategies:
• Undifferentiated
• Differentiated
• Focusses
• Customised

Principles of good communications objectives:
• Derive from wider project objectives. 2 key questions – ‘what is our client trying to do?’ and ‘how can our communication help to do it?’

What communications can help with in the arts?
• Increase intended audiences knowledge and awareness of the theatre and its activity
• Increase intended audience awareness of the range of ways they can support the theatre (sponsorship)
• Prompt action (buy tickets)
• Show wider social benefits

To formulate communications objectives, take each marketing objective in turn...

• What do your communications need to do to achieve objectives? – raise awareness? Prompt action? Stimulate a want or desire?
• Who will you need to engage to achieve objective?
• The third exposure reinforces the decision to purchase the product

Continuous schedules – high frequency, constant exposure in regular slots
Recency or Flighted – coordinated exposures just before or at the point of purchase
Pulsing – Evenly spread, consistent pattern of regular but separated exposures
Blitz or seasonal schedules – Bombardment of target audience with concentrated campaign
(i.e. christmas or new product launch)

‘wear-in’ and ‘wear-out’ effects:

• Wear in – Effective build up over time
  - Gets more attention as people see is more often
  - Increases familiarity with brand/message
  - Familiarity means that its often more positively received

• Wear out process of adaptation where audience stop processing the message because they are so familiar with it
  - People become irritated by messages they receive too frequently
  - Familiar brands have a quicker ‘wear-in’ period and hit wear out earlier
  - Novelty has a quick wear-out once the surprise is lost