

- 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

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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 it more often
 - Increases familiarity with brand/message
 - Familiarity means that it's 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

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