

Final Presentation

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Goals

1. Increase Awareness

- Promote the Milwaukee Theater District as a premier destination for live entertainment and an exciting nightlife.

2. Drive Ticket Sales

- Encourage ticket purchases for upcoming performances across various theaters and venues in the Theater District

3. Boost Local Business Engagement

- Highlight nearby dining, hotels, and nightlife options to create a full-night experience for visitors.



Targeting

- ❖ Milwaukee offers various experiences bringing in travelers from various destinations.
- ❖ The Milwaukee Theater District contributes to this significantly.
- ❖ We want to target:
 - Theater enthusiasts: premium performing arts
 - Young families: emphasize fun, affordable, family friendly activities
 - Young, adventurous individuals: specifically who utilize social media

Visit Milwaukee's social media impressions is up 407.2%: If we can market to individuals who use platforms such as TikTok and YouTube, we could capitalize on this high engagement.

We would promote the Milwaukee Theater District as a cultural and exciting experience that is also family friendly to keeping this segment coming back - 62.9% of visitors stay overnight and 61.9% return.

People within 249 miles take up 59.7 % of all visitors from January 1st, 2024, to November 30th, 2024 - note that tourists from Wisconsin, Illinois, Iowa and Minnesota take up 63.9% of all visitors

Theater enthusiasts - millennials and Gen Z travelers who actively seek out live performances and unique cultural events, aligning perfectly with Milwaukee Theater District offerings - we will focus on campaigning through digital platforms that are currently gaining the most traction (TikTok and YouTube).

Persona 1

Jason: Jason is a 40-year-old middle school teacher from Madison. He and his wife love introducing their children to cultural experiences. They plan trips that are family friendly.

Behavioral Insights:

- ☐ Takes 2-3 weekend trips per year with his family.
- ☐ Looks for budget-friendly activities with family-friendly amenities.
- ☐ Reads family-travel blogs and forums before booking a trip.

Motivation and Goals:

- ☐ Wants to create memories with his family.
- ☐ Prefers an educational and entertaining experience for his kids.
- ☐ Looks for convenience in his experiences.

Pain Points

- ☐ Finding kid-friendly performances that engage both children and adults.
- ☐ Managing costs for a family of four, such as eating and hotels.
- ☐ It is difficult to schedule activities that the whole family likes.

Attraction to Milwaukee Theater District:

Jason and his family are drawn to Milwaukee's Theater District for its kid-friendly productions, educational opportunities, and budget-friendly family packages. Promotions such as discounted family passes, interactive workshops, and hotel partnerships will encourage him to visit.



Persona 2

Maeve: Maeve is an energetic 28-year-old single marketing coordinator living in Chicago. She's passionate about the arts and culture scene and is always looking for new and exciting experiences. She enjoys coming to Milwaukee and exploring the city's diverse neighborhoods and supporting local businesses.

Behavioral Insights:

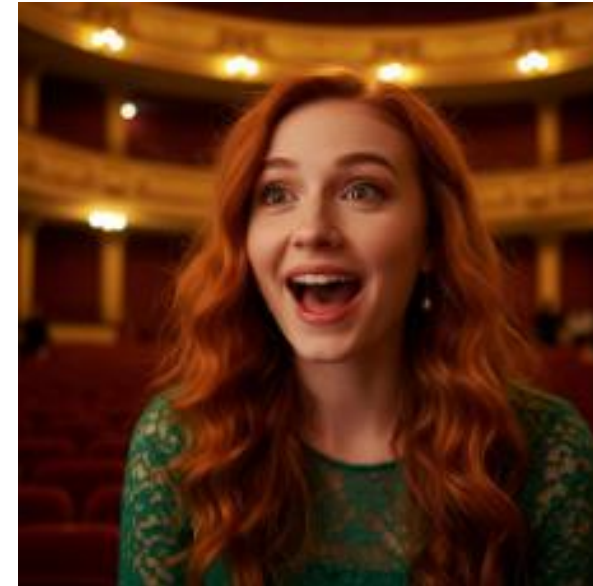
- ☐ Attends live performances a few times a month.
- ☐ Follows local arts organizations and artists on social media.
- ☐ Reads reviews and recommendations from local publications and blogs.
- ☐ Often purchases tickets last minute or takes advantage of rush tickets or discounts.
- ☐ Enjoys post-show discussions and interacting with artists.

Motivation and Goals:

- ☐ Seeks enriching and stimulating experiences.
- ☐ Wants to connect with the Milwaukee arts community.
- ☐ Enjoys discovering new artists and genres.
- ☐ Values social connections and shared experiences.

Pain Points:

- ☐ High ticket prices can be a barrier.
- ☐ Limited availability of tickets for popular shows.
- ☐ Finding performances that fit her schedule.
- ☐ Feeling overwhelmed by the sheer number of events happening in the city.



Attraction to Milwaukee Theater District:

She is drawn to the Milwaukee Theater District for its diverse programming, its support of local artists, and its vibrant atmosphere. She's interested in smaller, more intimate venues and experimental or avant-garde productions. Discounted tickets, student rush programs, and "pay-what-you-can" nights are very appealing. She would also be interested in attending opening night receptions or post-show talkbacks.

Social Media Strategy

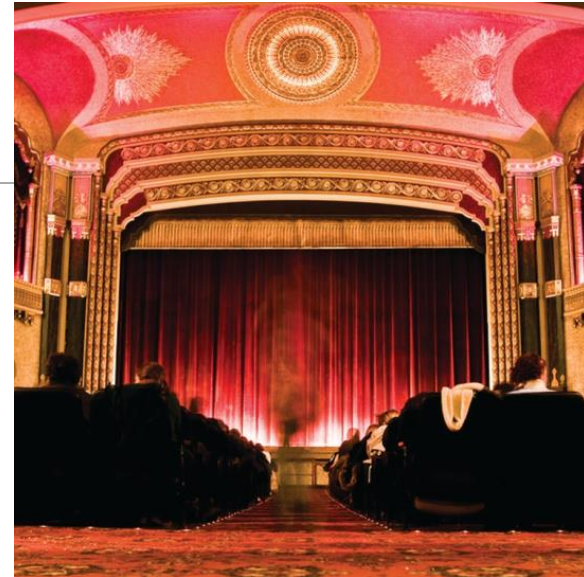
Analysis of current strategies:

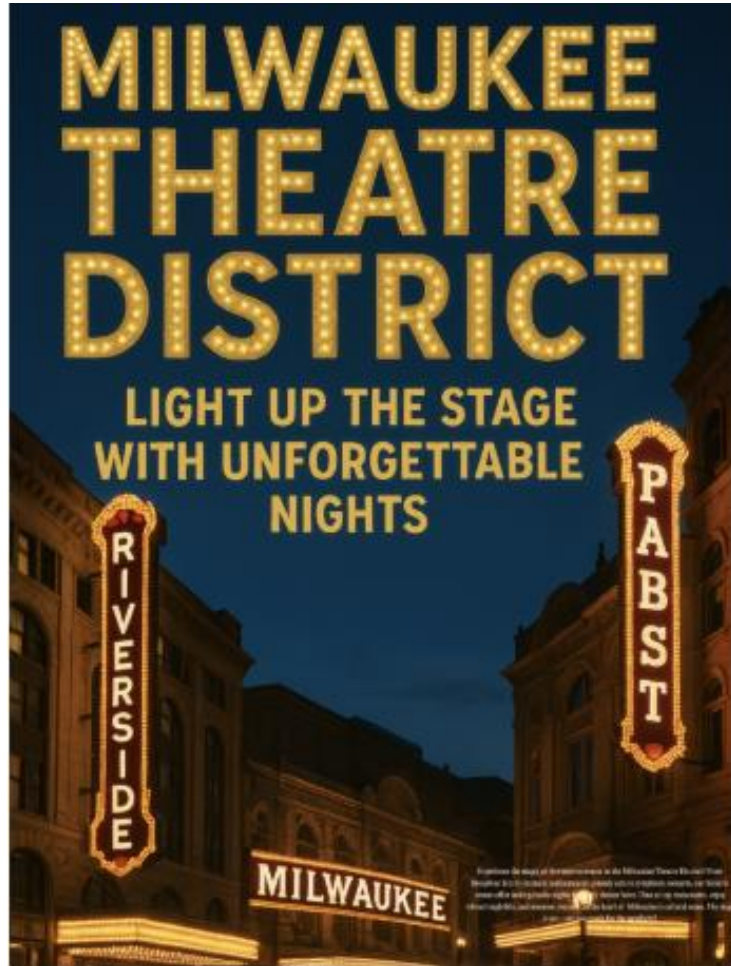
- Hosting immersive and interactive events
- Special promotions
- High visibility advertising

Positioning:

"For theatre enthusiasts in the Midwest, the Milwaukee Theatre District is the number one place to visit and enjoy performing art. Connecting you with a multitude of different performances each night along with a top tier food scene and city nightlife to enjoy."

- Includes other experiences of Milwaukee's city life: food, nightlife, performing arts
- Resonates with locals and tourists
- Showcases theatre district as a great destination for performing arts enthusiasts, entertainment, cultures, and hospitality





Campaign Theme and Tagline

- The theme of our campaign aims to highlight the connection between Milwaukee's vibrant city life and theater district. Our goal is to position the Milwaukee Theater District as more than just shows, but an unforgettable experience filled with energy, culture, and connection.
- Highlight both the theatre district, as well as local activities to do in between performing art events in Milwaukee. This theme not only resonates with individuals who are visiting the city solely for performing arts, but those visiting who need a little push to not only see performances but explore what is right around the corner.
- Campaign theme: "Milwaukee Theatre District: Where the Streets and the Stage Light Up the Night"
- Tagline: "Milwaukee Theatre District: Light Up the Stage with Unforgettable Nights"

Email Strategy

- **Subject Lines:**
 - *Light Up the Night in the Milwaukee Theater District!*
 - *Your Next Unforgettable Night Starts Here—Milwaukee Theater District*
- **Email Body Highlights:**
- **Introduction:**
 - Milwaukee Theater District brings live entertainment to life
 - Features Broadway shows, musicals, drama, comedy, and concerts
- **Upcoming Must-See Performances:**
 - [Show Name] – [Date] at [Theater Name]
 - [Concert Name] – [Date] at [Venue]
 - [Comedy Event] – [Date] at [Theater]
- **Experience Enhancements:**
 - Suggest pairing shows with pre-show dinners or post-show cocktails
 - Promotes the Theater District as a full-night destination
- **Call to Action:**
 - Encourages readers to explore performances and secure tickets
 - Direct link provided: [Get Tickets]



We used this prompt to provide the above visual for the email marketing campaign. “Provide me with visuals for an email marketing campaign that revolves around the following marketing concepts “Light Up the Night in the Milwaukee Theater District” and “Your Next Unforgettable Night Starts Here—Milwaukee Theater District”

Influencer Partnership



Alex Lindaros (@mrsouthloop)

- **Background:**
 - Chicago-based digital creator and flight attendant
 - Explores and promotes activities in Chicago and beyond
- **Relevant Experience:**
 - Promoted theater events
 - Regularly shares free museum days, best places to eat, and top activities in Chicago
- **Why Alex is a Good Fit:**
 - Chicago Connection: Can draw Chicago residents to visit the Milwaukee Theater District
 - Proven Engagement: Posts have received thousands of likes and views



Nate Vomhof (@natevomhof)

- **Background:**
 - Milwaukee-based photographer
 - Specializes in aerial drone photography
- **Relevant Experience:**
 - Showcases Milwaukee's cityscape, architecture, and beauty
 - Posts stunning aerial shots and iconic Milwaukee landmarks
- **Why Nate is a Good Fit:**
 - Local Connection: Strong familiarity and passion for Milwaukee
 - Proven Engagement: Some photos have massed over 5,000 likes

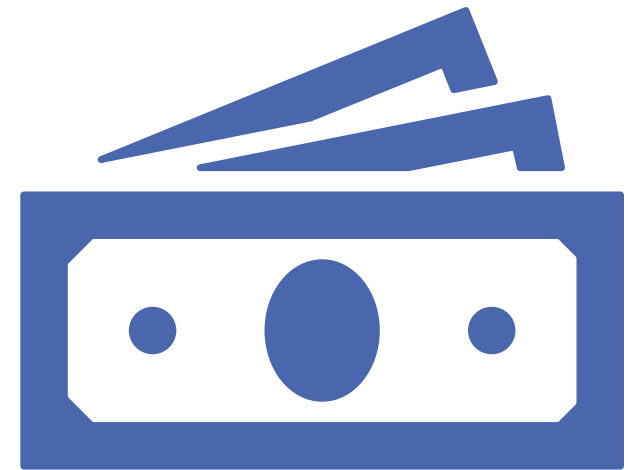
Brand Activation

Theatre Passport Challenge:

- ❖ Digital "passport" obtained through scanning a QR code in various areas around Milwaukee.
- ❖ QR code will bring user to a page on their phone describing the theatre district and its key features
- ❖ Areas like Fiserv Forum, Milwaukee Art Museum, Harley Davidson Museum and Public Market
- ❖ We plan to use Influencer Nate Vomhof for this project
- ❖ Mystery Milestone rewards, if someone scans a certain number of codes, they could be subject to theatre district rewards like free tickets or discounts.
- ❖ We expect 100-150 QR code scans per day which can easily be tracked.

Budget

- Email Marketing
 - \$350 budgeted
 - Targeting 50,000 contacts
- Social Media Advertisements
 - \$2,000 budgeted
 - Focused on producing high-quality, effective ads
- Influencer Marketing
 - Selected micro-influencers: Nate and Alex (based on Tipalti Analysis)
 - Nate: \$500 per post x 9 posts = \$4,500
 - Alex: \$350 per post x 9 posts = \$3,150
 - Total influencer cost: \$7,650
 - 18 total Instagram posts



Conclusion

In conclusion, we want to drive sales and customer traffic for the Milwaukee Theatre District through our market segmenting targets of theatre enthusiasts and young people ages 25-40. We also plan to drive customer traffic and interest through our influencer partnerships and brand activation plan of the digital passport challenge. We know that by doing these things we can help visit Milwaukee bring customers to the Milwaukee Theatre District and help the theatre district inspire, succeed and thrive.

