1. **Market Analysis**
2. Purpose and Mission of the Business.

Selling a product – Birds Eye View Theatre Company and its performance of ‘*Sincerely Yours’* 23rd May 2014, 7:30pm Lincoln Performing Arts Centre.

Manifesto

We are committed to creating real theatre. Honest theatre. Truthful theatre. Theatre that uses real people’s voices. We want to give history the chance to speak again. We strive to create theatre that has the local essence at its heart. We want to uncover the lost and forgotten documents that are stored away, in your attics, archives and annex’s. Using the old and peppering it with youthful interpretation creates a form of theatre that taps into a niche gap in the theatrical world. Being an all-female company does not limit us, it defines us. We are story-tellers, we are upcyclers and we are documentary makers. We are all performers. We are all technicians. We are a collaboration!

We want to perform ‘Sincerely Yours’ a celebration of the women of World War One with some truthful, honest Lincolnshire stories.

1. Description of the current markets and Strategies.

This performance has an incredibly strong market as it is the Centenary year for World War One, therefore there are many other World War One performances that could actually help our marketing strategy through cross-promotion.

We have a niche within this market as the other world war one shows will be presenting the men at war; where as we are celebrating the women and their roles.

It has strong Lincolnshire connections therefore it will be easier to promote in the Lincoln Area.

I will aim to cross promote with other companies and businesses to help market and promote our performance.

1. Primary Competitors and their Strengths/Weaknesses

The other Theatre Companies performing the same week as ourselves.

Content Theatre – 21st Century Culture.  
Hand Me Down Theatre Company – decontextualisation of the written word.  
Friction Theatre Company – The Sugar Syndrome 18+ (the performance isn’t family friendly)  
No Added Sugar – Stories about first dates, goodbyes and real stories.   
Breaking Stories Theatre Company – Immigration – 18+ age rating.

Currently they are developing unrelated performances based on different topics; therefore they will not compete with us on content. However, we may compete with audience do to the price of tickets and the close proximity of the performance dates.

The Lincoln Castle World War One Event – May 3rd  
Free of charge – competing with price.  
Well known heritage site.

The Second Minute

Thurs 15th May, 7.30pm   
Terry O’Toole Theatre, North Hykeham - £5   
The Second Minute is performing the week before ours and has similar ticket prices. However, it is a highly accredited, touring performance; therefore it has a good reputation. It is only performing once in Lincoln, whereas in other theatres it is performing a Matinee show too. It is only a 200 seat venue, so we could flyer and promote our performance afterwards as it will be the same sort of audience attending that show. However, there are many other theatres in the Lincolnshire area that are hosting this performance.

Mystery Plays ‘*The Last Post’ –* November 11th – 15th 2014.  
Letters sent to the front line and back from the eight Beechy Brothers who were all fighting in the war and they came from Lincoln. Highlighting their bravery and their mother’s loss.   
We aren’t competing with dates, possibility of cross- promotion.

Local Museums and archives.

1. External Environment Analysis
2. Economy

Recently more consumer confidence – GFK’s Monthly consumer confidence tracker increased to its all-time high in nine years.

1. Laws and regulations

Copyright of war footage/scripts/poems.

1. Competition

Retail  
restaurants  
Cinemas  
Theatres and other venues

Fighting for disposable income.

1. Social Factors

It is the 100 year anniversary of World War One.

Aging population – therefore it is great for our target audience. However, we can’t rely on social media to attain this audience.  
There are many levels of education in Lincoln with over 300 schools (Primary to Secondary), colleges and two universities. Great for targeting with schools for history GCSE, college level for understanding of degree level work.

1. Internal Analysis
2. Strengths

We have a £166.66 budget

Venue and studio space in-kind.   
The ability to use the University of Lincoln Logo on promotional materials to give the performance status.

An all-female company.

1. Weaknesses

New Company.

No reputation.

Small budget.

An all-female company.

1. Anticipated changes

Change in the budget.

1. **Marketing Strategy**
2. Marketing Goals/ Expected Outcomes

Radio mentions/ interviews.  
Newspaper articles/ interviews.

Social media.

200 followers on both Facebook and Twitter

100 tickets sold for the show.

To become part of the Imperial War Museum Partnership Website.

1. Target Market Description
2. Identify Characteristics

Lincoln University Students  
Lincolnshire Locals

Theatre goers.

Family and friends.

People with an interest with history.

1. Unique needs attitudes and behaviours

Lincoln University Students – Young audience mainly attracted through social media and on campus with bunting and flyers.

Target the University History Department, contact Ian Packer – the head of the History School.  
Lincolnshire Locals – target through local radio, and local shops and cultural sites.

Target those who enjoy the theatre at the Lincoln Performing Arts Centre – Create LPAC promotional materials.

1. Marketing Mix Description
2. Product/ Service
3. Distribution

Target all historical sites, shops, coffee shops, other theatre venues and give them some flyers. These were the places that could supply our flyers and bunting.  
The Archives

The Museum of Lincolnshire Life  
The Tourist Information Centre

Mr Bojangles  
Ruddocks  
The Apple Tree  
Coffee shops like Buntys

Charity shops e.g. Oxfam  
The Lincoln Performing Arts Centre  
The University Library.

The University History Department.

1. Pricing

All tickets £5

6 for £21, 5 for £18 or 4 for £16

**III. Action Plans**

1. Activity Schedule
2. Responsibilities

Create logo

Develop social media sites like Facebook, Twitter, Instagram and Youtube.  
Set up the company website, develop the site to a high working standard.  
Gain followers on social media sites.  
Maintain social media sites, supplying relevant content and updates from the company.

Supply audiences with information and create new ways of promoting.

1. Schedule

Each day document the devising/rehearsal process.  
Upload relevant images, videos and quotes from each day to social media sites.

Each Sunday film a video of a company member then on Monday post – ‘This week you get to know more about..’ on our social media sites.  
Develop two performance trailers.

Create a working website and blog for the company.  
Check that the site maintains relevant content.

1. Budget - £80

Bunting – our promotional ‘posters’.

Flyers

Audience Development – programmes.

1. Evaluation Procedures
2. Evidence of Success

Ticket sales

Social Media feedback and comments

1. Method of Collecting Evidence

Lincoln Performing Arts Centre box office –ticket sales

Twitter comments

Facebook comments