



THE MAGIK THEATRE'S

**CAMP
SHOWBIZ**

**AN INTEGRATED MARKETING COMMUNICATIONS PLAN
FOR THE 2019 SEASON**

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**CAMP
SHOWBIZ**

CLIENT EVALUATION

A BRIEF ANALYSIS OF MAGIK'S HISTORY, MISSION, AND KEY PLAYERS TO PROVIDE A COMMUNITY CONTEXT FOR CAMP SHOWBIZ

ORGANIZATIONAL HISTORY

Accompanied by six actors in a shabby storefront in downtown San Antonio, Trinity Alum Richard Rosen founded The Magik Theatre in 1994. Their first production, *The Jungle Book*, established Magik as a professional repertory company for young audiences and was followed by several renowned and original works, including Rosen's signature production, *The Phantom of the Alamo*. Aided by a grant from the San Antonio Area Foundation, The Magik Theatre relocated in 1997, taking center stage at the historic Beethoven Hall, located at 420 South Alamo Street (The Magik Theatre, 2018). Beethoven Hall was originally constructed in 1895 as a concert hall for the Beethoven Maennerchor, but was devastated by a fire in 1913. The building was rebuilt and renovated in the decades that followed and now resides in Hemisfair Park, the site of the 1968 World's Fair (University of Northern Texas, 2009). With over 150 productions to-date, The Magik Theatre will celebrate its 25th anniversary in the upcoming 2018-2019 season. Today, Magik uses its standing as a non-profit organization to provide the only source for professional children's theatre in San Antonio, catering exclusively to young audiences and their families (Magik Marketing, 2018).

MAGIK'S MISSION

Serving San Antonians for over two decades, The Magik Theatre identifies as an inclusive educational organization, promoting childhood literacy through engaging theatrical productions and programming. Their formal mission states: "The mission of The Magik Theatre is to nurture a love and understanding of theatre and literature by providing extraordinary, affordable, professional theatre and education experiences."

Magik Education has their own additional mission, focussing their efforts on designing educational camps, classes, and production experiences that emphasize "process over product." This philosophy is a child-centered approach to theatre education, striving to provide each individual student with a positive theatre experience, despite their familiarity or abilities. Unique to Magik, "process over product" maintains programming that engages students in a variety of roles, creating their own theatrical works to showcase the skills and experiences they have shared throughout their time with Magik. "Process over product" is not restricted to the classroom, however, as Magik Education continues to provide services to low income and at-risk youth through scholarship, residency, and touring programming. These efforts have included scholarship funds for residents of Haven for Hope, drama therapy at the San Antonio Juvenile Detention Center, and a partnership with the San Antonio Children's Shelter (Magik Education, 2018).

KEY PLAYERS AND RESOURCES

Rosen acted as the Artistic Director and Chief Executive Officer of Magik for twenty years before passing the role of CEO to Frank Villani in 2014. Under Villani's direction, Magik welcomed Frances Limoncelli onto the staff in 2016 to take the role of Artistic Director following Rosen's retirement (The Magik Theatre, 2018). Their management team includes eight other staff members, namely Marketing Director Megan Coy, who has conducted all promotional efforts by Magik since 2014, and Director of Education JoJanie Moreno, who joined Magik in 2017 as the head of educational development and outreach. As Director of Education, Moreno supervises Education Coordinator Rebekah Williams, who helps facilitate program planning and execution. Together, they oversee roughly twenty Teaching Artists who are brought in on a program-by-program basis (Magik Education, 2018). Magik's staff is infrastructurally small, supplemented by contracted labor for roles in theatre administration, performance, and education. All staff members are overseen by Magik's board of directors, comprised of influencers who are elected to maintain Magik's interests within the community (Magik Marketing, 2018). Annually, Magik reports roughly \$1.5 million in revenue, which exceeds their reported expenses by an increasingly slim margin since 2013 (GuideStar, 2018). Consequently, many of Magik's programs are only made possible through constant fundraising efforts, grants, and donations (Magik Education, 2018).

EDUCATIONAL OFFERINGS

Camp Showbiz was established in 1998 as Magik's first formal youth educational program, providing original theatre camps to students ages 5-18. Centered around two-week sessions which run from the beginning of June through the end of August, Camp Showbiz provides students a unique opportunity to create a theatrical work which they then star in. Teaching Artists guide students through the collaborative process of devising a piece, providing lessons in acting, musical theatre, and storytelling along the way. Classes are divided by age group and theme, with some designated as "acting adventure" and others as "musical theatre marathon" to emphasize what skill sets are used most frequently in that section. Students can register for sections which they are most interested in, with favorites including, "Villain Voices," "Hogwarts & Hobbits," and "Make A Movie" (Magik Education, 2018).

After years of growth in attendance and popularity, Magik Education expanded beyond its downtown location to a satellite location on the Northside of San Antonio, currently referred to as the Magik Performing Arts Center (MPAC). This 2015 move made it possible for Magik to open its educational services to a greater variety of students, including "Imagination Station" classes for students ages 3-5, and dual-language classes that focus on immersing students in both English and Spanish. Camp Showbiz now runs at both locations each summer, with semester long classes being held at MPAC throughout the school year (The Magik Theatre, 2018). In addition to these services, Magik Education introduced "Mainstage Jr." productions in the Spring of 2016, allowing students to experience a traditional theatrical process from start to finish. Despite the influx of programming that is being offered as of recent years, Camp Showbiz remains the most established and attended service provided by Magik Education (Magik Education, 2018).

CLIENT EVALUATION

CURRENT MARKETING EFFORTS

Magik Education received a \$25,000 annual marketing budget in 2017, which is largely dedicated to the creation and distribution of print brochures for parent audiences. Designed in-house by Coy, Camp Showbiz brochures are primarily distributed to those subscribed to Magik's mailing list at local camp fairs, nine of which are to be attended in Spring of 2018. In addition to print brochures, Magik Education also places two horizontal street banners in the downtown area that run from mid-March to July. Additional marketing efforts include a partnerships with Alamo City Mom Blogs and Texas Public Radio, paid social media ads on Facebook, and a half-page ad in the San Antonio Express News Summer Guide (Magik Marketing, 2018).

CURRENT AUDIENCES

According to Magik's most recent demographic survey, the mainstage audience is dominated by ticket purchasers who are 30-60 years of age, earn \$50K-\$150K annually, and are accompanying a child of 5-10 years old. 60% of this audience reports that they heard of Magik by positive word of mouth, however, 75% have not had their student enrolled in a camp or class with Magik Education (Jacobs, 2017). Despite this discrepancy, the mainstage audience still largely defines the current target audience for marketing Camp Showbiz, as they are already familiar with Magik's mission and programming and are projected to have the financial means to enroll their student (Magik Marketing, 2018). Students who have attended Camp Showbiz in the past may also be considered part of the current audience, as their satisfaction influences their parent's satisfaction. These students can be defined as primarily Female, ages 5-12, who accounted for almost 70% of camp registrations in 2017 (Jacobs, 2017). Numbers in overall enrollment have fluctuated greatly since 2014, with the peak in enrollment being in 2015 (Tables 1.1 and 1.2). Since then, numbers have shown varying highs and lows, but remain between 800-1000 campers per Summer (Magik Education, 2018).

COMPETITORS

While Magik remains the only outlet for professional children's theatre in San Antonio, the rivalry for arts education within the city is fierce. Students who seek out special training in dance will gravitate towards more disciplined programs, such as Trilogy Dance Center, while those seeking vocal training may take private lessons with any number of licensed voice teachers who rent out their services, such as those offered at Performing Arts San Antonio. The Woodlawn Academy provides the strongest source of immediate competition for Magik Education (Magik Education, 2018), as their youth programs guarantee that their students will "shine" under their instruction (Woodlawn Theatre, 2018). Magik's mission of "process over product" is an inclusive measure which has many advantages, however, its greatest disadvantage is its inability to rival this emphasis on production.



ENROLLMENT FIGURES FOR CAMP SHOWBIZ

Table 1.1

Camp Showbiz Annual Enrollment

	Downtown Enrollment	MPAC Enrollment	Total Enrollment
2014	754	--	754
2015	414	594	1008
2016	367	460	827
2017	526	490	1016

Table 1.1 Total camper enrollment by location, collected from Camp Showbiz Enrollment Annual Comparison, 2018.

Table 1.2

Camp Showbiz Pre-Registration Sales

	Downtown Pre-Registrations	MPAC Pre-Registrations	Total Pre-Registrations
2014	232	--	232
2015	139	209	348
2016	134	158	292
2017	0	0	0*

*Registration not open prior to May 1

Table 1.2 Sales data indicating camp registrations placed before May 1 by location, collected from Camp Showbiz Enrollment Annual Comparison, 2018.

SWOT ANALYSIS

AN EVALUATION OF THE INTERNAL STRENGTHS AND WEAKNESSES,

STRENGTHS

- ESTABLISHED REPUTATION
- INCLUSIVE ENVIRONMENT

WEAKNESSES

- RESOURCES
- RESTRUCTURING

OPPORTUNITIES

- DEMAND FOR ARTS EDUCATION
- SAN ANTONIO POPULATION

THREATS

- DECLINE OF THE THEATRE INDUSTRY
- NON-TRADITIONAL COMPETITORS

AND EXTERNAL OPPORTUNITIES AND THREATS, FOR CAMP SHOWBIZ

“PROCESS OVER PRODUCT ENSURES THAT CAMP SHOWBIZ WILL ALWAYS BE AN INCLUSIVE ENVIRONMENT”

STRENGTHS

Established Reputation

Through providing “consistently good children’s theater that has welcomed thousands of children,” Magik has earned its long established reputation among locals in San Antonio as the leading provider of live family entertainment (Martin, 2016). Their following on social media is strongest on Facebook with 18,000 subscribers, but does reach Instagram with 1500 followers (Magik Marketing, 2018). As families are one of the largest consumer segments in the American economy (Ray, 2015), Magik’s efforts to engage family members of all ages-- from Theatre For Young Audiences, created for ages 5 and under, to Shakespeare on the River, free to all ages-- has been returned with 25 years of success in the Alamo city. As a brand parents trust, with a mission they can believe in, Magik can effectively market its services (i.e. Camp Showbiz) to parents as promoting a value that they share in common-- their children (Ray, 2015).

Inclusive Environment

While diversity is increasingly valued in modern society, the ability to create an inclusive environment where all people feel valued and respected is still an ongoing struggle (Riordan, 2014). “Process over product” ensures that Camp Showbiz will always be an inclusive environment, prioritizing the experience of each individual throughout their camp experience over the product of their final performance. Camp Showbiz accommodates hundreds of students each summer, many of whom have special behavioral or cognitive needs, and strives to provide every one of them with an equitable camp experience. This low-pressure camp environment begins with games that teach theatre basics and familiarize students with each other, creating a safe and comfortable learning environment (Magik Education, 2018).

SWOT ANALYSIS

WEAKNESSES

Resources

Magik Education is often seen as competing with mainstage efforts, rather than in partnership with them, resulting in a divided staff that cannot adequately support the department alone (Magik Education, 2018). This is most evident in the stalled timeline of materials being designed and distributed for Camp Showbiz, as there is no supporting staff member who is solely responsible for marketing Magik Education (Magik Marketing, 2018). With no one designated to craft the image or direction of Camp Showbiz marketing materials, the resulting product is a childish wash of pastels which lack compelling images and undersell Magik as a professional option for children's theatre education (Camp Showbiz, 2018). Looking to the example of leading competitors, such as ZACH theatre in Austin, a clean, dramatically styled brochure can be achieved through balance, color, and image, appealing to both parents and students (ZACH, 2017).

Restructuring

Magik has undergone severe organizational restructuring since 2014, resulting in many major changes within a brief period of time. In the scope of Magik Education, this has included the move to two locations, creating a divide among staff and audiences as to which offers a "better" camp experience. The price of programming has fluctuated significantly throughout this period as Camp Showbiz experimented with offering different lengths of camp, vacillating between their traditional two week structure and a new one week structure. Cutting sessions down to one week has been received negatively by parents for two summers, and as a result, Camp Showbiz will be returning to its two week format this Summer. While the preferred format may be back in place, rapid restructuring has kept three Directors of Education, several teaching artists, and countless students from returning to Camp Showbiz (Magik Education). In order to uphold its reputation as a reliable resource for families in San Antonio, Camp Showbiz and Magik as a whole must focus on creating and maintaining normalcy that will foster lasting relationships.

OPPORTUNITIES

Increasing Demand for Arts Education

Nationwide cuts to arts programming in public schools have left many students without creative electives, and many parents seeking a solution (Smits, 2017). While the worth of arts education cannot be proven through any test score, it does provide students with the ability to critically observe the world around them, express their personal voice, problem solve, and persist through frustration (Hetland & Sheridan, 2009). In terms of what Camp Showbiz can offer students, training in music has been shown to improve a child's ability to read and distinguish sounds, while acting improves memory skills and the ability to articulate their own thoughts. Conveying these benefits to parents can be one method of attracting young or inexperienced students, helping them foster these skills through the Camp Showbiz philosophy of "process over product."



San Antonio Population

As the seventh most populous city in America, the second most populous city in Texas, San Antonio is home to an estimated 1.5 million residents and growing. Of this population, 27% of residents are under the age of 18 (United States Census Bureau, 2016) and 62% identify as hispanic (Statistical Atlas, 2018). This thriving hispanic population, in addition to the growing population of residents under the age of 18, represents a strong market for the dual language programming that Magik has begun to offer. “Dual language” classes are intended for students who speak either English or Spanish as their first language to familiarize themselves with vocabulary and themes from both cultures, all coming together to create the students’ final showcase (Magik Education, 2018). Beyond identifying a market for dual language classes, the sheer number of children and adolescents that are living in San Antonio shows an opportunity to draw students in to experience theatre who may otherwise not feel comfortable, through creating an inclusive “process based” environment.

THREATS

Overall Decline of Theatre Industry

Magik is not the only theatre to have seen a decline in audiences in the last decade. Since 2008, the average income of not-for-profit theatre in the United States has fallen from 1.35 million dollars to 1.11 million dollars as of 2016 (Theatre Communications Group, 2016). With an industry trend of declining sales, Magik Education must distinguish itself as an invaluable resource and treat its students as invaluable resources, as well. This industry wide decline signifies a shift away from the value of arts immersion and education, which can only be combatted through “nurturing the next generation of theatre audiences” (The Magik Theatre, 2018). Accordingly, lasting relationships with camp families must be nurtured in order to yield higher rates of enrollment despite this negative trend.

Increased Competition from Non-Traditional Competitors

San Antonio is a city based on tourism, offering a wide variety of recreational activities, competing day camps, and free activities for families to enjoy throughout the Summer. While there are countless programs for parents to pursue over camp showbiz, a trend towards digital dependence signifies that the real competition is within the home. Now more than ever, parents and children alike are attached to their personal devices, as video streaming, game play, online messaging and “surfing” replace previous forms of activity within the home. This increase in digital dependence has eliminated the need to “get out of the house,” and consequently, less and less families are doing so (McDaniel & Radesky, 2017). While it is hard to compare the expense of camp to the free use of technology at home, acknowledging this threat will be the first step to genuinely interacting with audiences in their natural habitat—online.

TARGET AUDIENCES

DEFINING THE PRIMARY AND SECONDARY AUDIENCES FOR MARKETING CAMP SHOWBIZ



KAREN GARCIA, 40

MARRIED WITH THREE CHILDREN

BACHELORS DEGREE IN COMMUNICATION

SELLS HER CRAFTS ONLINE

WATCHED MTV EVERY MORNING BEFORE SCHOOL

HEIDI LOVETT, 8

BIG SISTER TO ONE YOUNGER BROTHER

PLAYS MAKE-BELIEVE ALONE IN HER ROOM

TOLD TO “CALM DOWN” OFTEN AT SCHOOL

USES HER MOTHERS TABLET TOO OFTEN



PRIMARY AUDIENCE

The refined target audience will be defined as mothers between the ages of 30-57, who are married residents of San Antonio. Acting as purchasers for their children, these mothers have attended some college or more and hold an annual household income of roughly \$50K-\$100K (Jacobs, 2017). Within this audience, an additional distinction must be made between mothers who are surveying Camp Showbiz, and those who are returning to Camp Showbiz. Mothers who have not yet enrolled their student in Camp Showbiz or who have only done so for the first time will be referred to as “prospective parents,” while mothers who will be enrolling their student in Camp Showbiz for at least the second time will be referred to as “returning parents.” Understanding this audience will be imperative in successfully marketing Camp Showbiz, as 73% of mothers report that they do not believe that advertisers understand their needs, and therefore are less inclined to give them their business (Ray, 2015). To best understand these needs, this primary audience must be additionally categorized by generation, determining that the primary audience for Camp Showbiz is comprised of mothers that are roughly 75% Generation X and 25% Millennial. While Generation X mothers prefer appeals that are straightforward and provide clear solutions to their needs, Millennial mothers respond more favorably to emotional appeals that promote the well-being of their family. Within each of these subsets, “power moms” act as the leading influencers, advertising to other parents which products they value through word-of-mouth and social media (Ray, 2015).

Karen Garcia, 40 years old, embodies this primary audience of prospective parents as the leading purchaser for her three children when it comes to food, clothing, and recreational activities (Ray, 2015). Her husband works as a financial advisor at USAA, while she uses her bachelors degree in communication to sell her custom-design bird houses and faux-floral arrangements online, together earning an annual household income of approximately \$80,000 (Glassdoor, 2018). Growing up on the cusp of the Generation X and Millennial divide, Karen is susceptible to both practical and emotional appeals, viewing advertisements most frequently online through her cell phone and Ipad (Nielsen, 2014). Her childhood was full of MTV music videos and vibrant pop culture that always gave her an appreciation of performing, despite never being very good at it herself. Karen translated this love into a value for artistic expression, but hopes that her children will have the confidence to try performing where she never did. Her oldest daughter (Alyssa, age 12) has taken theatre arts at her middle school and shows an interest in it, however Karen must plan summer activities that also appeal to her two younger sons (David and Julian, ages 7 and 9). Camp Showbiz will provide her with a perfect opportunity to introduce her sons to the world of theatre through a class theme that they love, “Minecraft,” while also challenging her daughter in the 12 and older camp experience, “Now on Broadway.”

SECONDARY AUDIENCE

This influencer audience is comprised of students ages 7-13, which made up 80% of students enrolled in Camp Showbiz during Summer 2017 (Jacobs, 2017). Charismatic, perhaps “loud,” and intrigued by theatre arts, these students should be enticed by the marketing materials surrounding Camp Showbiz as a hook to encourage their parents to enroll them. As the secondary audience, this target can be exemplified by Heidi, the excitable eight year old big sister who finds herself constantly being told to “calm down” at school. Away from her baby brother, she likes to play make believe in her bedroom, but wishes she could take her imagination and adventures to the next level. One day when scrolling through Instagram on her mother’s tablet, she stumbles upon Camp Showbiz’ “#StarofmyStory” scholarship contest and immediately records a video performing her favorite song. Heidi refuses to forget the idea of being at Camp Showbiz so addimantly that one week soon, she is.

CREATIVE STRATEGY

AN OVERVIEW OF THE STYLE, GOALS, STRATEGIES, AND TACTICS THAT “THE STORY CAMPAIGN” WILL EMPLOY

CAMPAIGN TIMELINE

Marketing efforts for Camp Showbiz will run from March 1, 2019 until the closing session of camp, concluding on August 23, 2019. Targeting parents just before Spring Break is imperative for establishing Camp Showbiz as a competitive camp outlet as parents begin to plan their child’s summer activities (Mannix Marketing, 2017).

CAMPAIGN DESIGN

Drawing from Magik’s values of theatre education and literacy, the marketing campaign for Camp Showbiz 2019 will be referred to as “The Story Campaign,” operating under the tagline, “Be the Star of Your Story.” This tagline should appear on all marketing materials created for Camp Showbiz within the duration of the campaign. Designs for “The Story Campaign” should have a wondrous tone to them, utilizing adventurous diction such as “create,” “imagine,” and “explore.” Color should be largely driven by splashes of vibrancy complimenting darker toned elements, symbolizing the process of discovery and imaginative play that Camp Showbiz provides to its campers. Images should be compelling, active, and playful, featuring strong examples of past campers to visually convey the worth of a Camp Showbiz experience. Materials should be designed with both the primary and secondary audiences in mind, providing a clear and cohesive deliverable that satisfies the parental need for information while entertaining a child’s sense of curiosity.

**“THE STORY CAMPAIGN”
ENCOURAGES STUDENTS TO
“BE THE STAR OF YOUR OWN STORY”**



GOALS AND OBJECTIVES

Based on the existing enrollment data (Tables 1.1 and 1.2) and marketing strategies for Camp Showbiz since 2014, the goals for “The Story Campaign” will be as follows:

1. Foster a sense of pride and community that families can take away from their Camp Showbiz experience, leading to return enrollment.
2. Strengthen the visual appeal of Camp Showbiz and its “Process Over Product” philosophy to prospective clients.

These goals should be pursued throughout the entirety of “The Story Campaign,” with their achievement being assessed through the following objectives:

1. Increase overall enrollment (Table 1.1) by 15% from 2017 (totaling 1200 campers) by the close of Camp Showbiz registration, regarded as August 16, 2019.
2. Improve pre-registration sales (Table 1.2) by 20% from 2016 (totaling 350 campers), calculated as of May 1, 201

STRATEGIES

Enhancing First Impressions

The professionalism of Camp Showbiz should be shown not told, conveyed through the meticulous organization and execution of everything from marketing materials to everyday administration, allowing parents to feel confident about their investment in Camp Showbiz. Consistency is key, as long and demanding summers lead to staff fatigue and operational listlessness, while scarce marketing personal lead to multiple individuals producing materials for camp that are not necessarily compatible. Areas of inconsistency in camp marketing or administration may lead to negative experiences and impressions among prospective parents that will deter them from enrollment. From their first spark of knowledge to their first in-person interaction with Camp Showbiz, parents and students alike should be made to feel like by choosing Camp Showbiz, they are choosing to become a part of an established and vibrant community.

Extending the Camp Showbiz Experience

With 20 years of Summer memories, it is time for Camp Showbiz to begin to warm the hearts of their returning and prospective families, year round. This means that a Camp Showbiz experience does not stop every day after 3:00 p.m., not does it stop after school resumes in the Fall and life drifts back into a routine far away from camp; efforts should be made to engage with camp families all year round to communicate the irreplaceable value they add to the Camp Showbiz community. By showing families how much they are valued by Magik Education, loyalty can begin to flourish and soon those parents will be communicating to others how much they value their camp experience. As for campers, providing ways that they can take pieces of their camp experience with them will help to ensure that the time they spent at Camp Showbiz will not soon be forgotten and generate excitement among them for returning to camp in the future.

CREATIVE STRATEGY

TACTICS

Each strategy within “The Story Campaign” will be lead by creative tactics, geared at targeting prospective parents, returning parents, and potential campers. These tactics are not mutually exclusive by target audience, but rather, work cohesively to best strive for the achievement of the campaign’s goals and objectives. Within each description, the logistics of each tactic, its assessment method, and budget are listed.

BRANDING CAMP SHOWBIZ

Despite being a product of the Magik Theatre, Camp Showbiz has earned its own distinguished reputation and will benefit from its own unique form of branding. This new brand will be defined through a visual brand board, providing color, image, and type guidelines to create youthful and clean designs for all marketing materials produced for Camp Showbiz, whether in print or digital media. The newly refined brand for Camp Showbiz will be exemplified in a print poster design, which can be resized for alternative print or digital uses. Materials made under the new brand must be clear and convincing to prospective parent and student audiences above all else, embodying a childlike flair that will signify Camp Showbiz’ younger audience.

Any positive trends in enrollment may not necessarily be attributed to the rebranding of Camp Showbiz, as there are more factors to consider. To combat this, a question should be included on the parent satisfaction survey that Camp Showbiz already distributes after each session, asking about the effectiveness and appeal of new brand materials.

Refining the Camp Showbiz brand and employing it on all future marketing materials will not have its own specific cost. Future printing costs will be associated with manufacturing and distributing materials that represent the new brand, but will fall outside of the scope of this tactic and therefore will not be accounted for here.



YEAR-ROUND CAMP SHOWBIZ

Previously, “Camp Showbiz” has exclusively been used to market Magik’s Summer camps, despite holding several other “mini-camps” during school holidays throughout the year. “The Story Campaign” will extend the use of the Camp Showbiz name to unify all full-day camps held by Magik Education, introducing the new titles of “Camp Showbiz: Fall Break,” “Camp Showbiz: Winter Break,” and “Camp Showbiz: Spring Break.” The content of these camps will remain the same but the extension of the Camp Showbiz name will allow returning families to revisit their positive camp experience year-round, strengthening the development of the Camp Showbiz community.

With a focus group or survey targeted at returning parents, the move to unifying all camp names under Camp Showbiz may be tested, revealing how the primary audience receives this change. Enrollment data from before, during, and after “The Story Campaign” can later be used to speculate if this move was proven to be successful.

Due to this tactic purely having to do with branding, no cost will be associated with changing camp names.

CAMP FAIR DISPLAY

Camp fairs provide an opportunity to engage with prospective parental audiences in a interpersonal setting, but are saturated with competitors. In order to stand out, Camp Showbiz must have a display design that is eye-catching, informative, and engaging. New table materials will be designed to reflect the refined Camp Showbiz brand in addition to the traditional brochure that is already used, including a “Star of my Story” collage, small flyers, an example of camper care packages, and small keepsake magnets. Here, “process over product” must be quickly highlighted as the signature strength of Camp Showbiz through emphasizing its accessibility and enjoyment for all students. To do so, a tablet should be present on the fair table to show high quality images of campers on a loop, with an open camp brochure in front of it so that parents can view the variety of themes that are offered each session.

To track enrollment data from camp fairs, a question should be added to the registration process that asks, “how did you hear about us?” A series of options, including “camps fair,” should be present for parents to choose from.

While individual materials will vary in cost, the overall budget for redesigning the table display should cost no more than \$800. This will include the production of a curtain frame, the cost of two tablets, and ordering small keepsake magnets. All other materials will be printed in-house or fall under a different budget within the marketing department.

CREATIVE STRATEGY

DIGITAL PHOTO GALLERY

Each camp session concludes with a student showcase, allowing each class the opportunity to perform their original production in front of friends, family, and peers. While on occasion these showcases are photographed for marketing purposes, it is up to each family to ensure they record any picture or video footage they want to keep of their camper. Moving forward, all showcases ought to be professionally photographed so that the images may be uploaded to Magik's new online digital photo gallery, "Camp Showbiz: Be the Star of Your Story." Hosted on the Magik's own website under a new tab titled "Camp Showbiz," the gallery will allow parents to return the week after their Camp Showbiz experience to view and share images of their camper's performance. Photography release forms are already integrated into the registration process for Camp Showbiz and are seldomly rejected; however, it would fall as a responsibility of education personnel to ensure that the privacy of students who lack proper release forms is upheld, either through omission or blurring their likeness. Images may be phased out as necessary, but should remain categorized by session for a full year. This tactic should add value to the Camp Showbiz experience in the eyes of both parent audiences, satisfying returning parents with quality images of their camper while also creating a vivid collage that will excite prospective parents as they look for more information about camp. A secondary appeal is made to child audiences, as seeing their image on the official Magik website will give them a sense of pride and prestige.

Parent feedback regarding how valuable they find the digital photo gallery to be will determine if the cost is worth the product, which can be collected by adding an additional question to the parent satisfaction survey that Camp Showbiz already circulates.

As both camp locations hold showcase simultaneously, two photographers will be needed, budgeted at \$200 each. With six camp sessions, the cost for professionally photographing showcases becomes \$2,400. In addition, a single photography session should be booked at each location to gain fresh images of students being active in a classroom setting for marketing purposes, budgeted \$300 per location. Together, the photography budget become \$3,000.

**"CAMP SHOWBIZ:
BE THE STAR OF YOUR STORY"**



CAMP SHOWBIZ KEEPSAKES

At check-in, each student should receive a Camp Showbiz care package that contains a branded water bottle, sunglasses, and T-shirt, all contained in a drawstring backpack. Permanent markers should be widely available for parents to mark their camper's items as they complete their check-in process. These items may be used by campers and their families long after camp is over, keeping the Camp Showbiz name and the memories they made present in their minds. Parent T-shirts will be available to purchase at showcase for \$15 each. This tactic will similarly focus on turning first-time parents into returning parents, as the token of an opening gift bag will reaffirm the value of Camp Showbiz and the optional parent T-shirt will provide them the opportunity to celebrate their camper. Students may also use these items to act as influencers to their peers, extending this tactic to the secondary audience.

The success of this tactic must be evaluated primarily through parent and camper feedback. If budget should be exceeded, adjustments should be made for future implementation. Items may also be exchanged and updated on a yearly basis to keep returning families excited while staying up-to-date with camper interests.

For 1200 units of backpacks, water bottles, sunglasses, and camper T-shirts, a total budget of \$19,500 should be allotted. While a high upfront cost will be necessary to purchase the items prior to camp starting, the price of the merchandise can be included in the price of enrollment per student and upcharged for a profit, requiring an additional \$25 per registration. To help decrease the initial cost, two orders may also be placed: one before camp begins and another mid-way through, with 600 units in each one. Parent T-shirts should be seen as a separate cost, with each T-shirt costing roughly \$7 and selling for \$15 through a pre-order form distributed at registration, making a profit as well.

#STAROFMYSTORY SOCIAL MEDIA CONTEST

Drawing on Magik's social media reach, the #StarofmyStory contest will encourage audiences to share photos or videos of what makes them feel most like a star. The contest will be announced on April 5, 2019 and conclude May 1, 2019, with posts on Facebook being geared towards the primary parent audience while Instagram posts targeting the secondary student audience. Winners of the contest will be chosen at the discretion of the Director of Education and awarded a free session at Camp Showbiz during the Summer of 2019. This tactic will feature images of past campers performing at Camp Showbiz, signifying the value of a Camp Showbiz experience to prospective and returning audiences. The goal of the #StarofmyStory campaign is to incite participation from Magik's online followers as a way of spreading awareness of Camp Showbiz and increasing registrations as a result.

The number of times #StarofmyStory is used across both social media platforms will indicate the popularity of the contest, with its success being measured by any influx in registration that takes place during and immediately after the campaign.

The equivalent value of a camp session is \$450. While this will not be an expense, it will not generate revenue, and therefore should be limited to two winners totaling a value of \$900.

CREATIVE DELIVERABLES

BRANDING CAMP SHOWBIZ: STYLE GUIDE AND EXAMPLE AD



TWO WEEK DAY CAMPS AT TWO LOCATIONS.

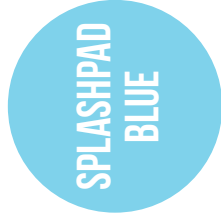
Where “Process over Product” means that fun is our first priority, brought to you by San Antonio’s only professional children’s theatre!



FOR MORE DETAILS VISIT
MAGIKTHEATRE.ORG
OR CALL 210.227.2751

CAMP
SHOWBIZ

CAMP SHOWBIZ



TITLE AND BODY FONTS

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO VARIATIONS

**CAMP
SHOWBIZ**

**CAMP
SHOWBIZ**

ICON STYLES

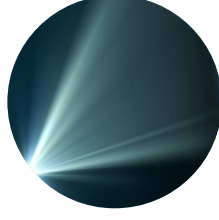
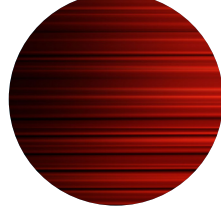


IMAGE STYLES

“IMAGINE”



“EXPLORE”

“CREATE”

CREATIVE DELIVERABLES

YEAR-ROUND CAMP SHOWBIZ: SAMPLE BRANDING FOR EACH SEASON

**CAMP
SHOWBIZ**

**CAMP
SHOWBIZ**
FALL BREAK

**CAMP
SHOWBIZ
WINTER VACATION**

**CAMP
SHOWBIZ
SPRING BREAK**

CREATIVE DELIVERABLES

CAMP FAIR DISPLAY: MOCKUP, KEEPSAKE MAGNET, STAR COLLAGE



CAMP FAIR TABLE

Hanging "Camp Showbiz" Banner
Blue Curtain Frame
2 Tablets for Video & E-mail
Star Collage
"Star of my Story" Magnets





BE THE
STAR
OF YOUR
STORY
CAMP
SHOWBIZ

CREATIVE DELIVERABLES

DIGITAL GALLERY: MOCKUP WEBPAGE



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CAMP SHOWBIZ

BE THE STAR OF YOUR STORY

EXPLORE THE GALLERY

JOIN THE ADVENTURE

ABOUT & CONTACT

The Magik Theatre has been providing San Antonio's children and their families with professional, accessible, literature-based theatre and education since 1994.

[The Magik Theatre](#)
Downtown/HemisFair, 420 South

MENU

- Shows
- Classes & Camps
- Educators
- Visitors
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2017-2018 SEASON SPONSOR

 **Helping Here.**

SIGN UP

Get news and announcements from The Magik Theatre via email.

Name

First

Last

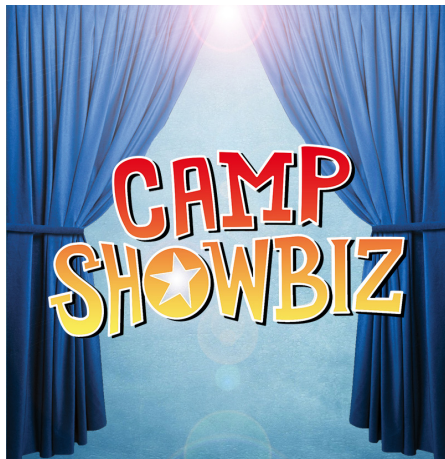


CAMP SHOWBIZ KEEPSAKES: MOCKUP ITEMS



CREATIVE DELIVERABLES

#STAROFMYSTORY CONTEST: SOCIAL MEDIA CONTENT



SOCIAL MEDIA BANNER AND
PROFILE PICTURE



April 5, 2019 at 3:00 PM

Instagram Copy:

Hallie feels most like a star when she's singing-- show us what makes you feel like a star and you could join her at Camp Showbiz for a FREE SESSION! Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre

Facebook Copy:

Free your inner star, FREE Camp Showbiz! Show us what makes your camper feel most like a star with #starofmystory for your chance to win a FREE CAMP SESSION this Summer-- Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre



April 12, 2019 at 3:00 PM

Instagram Copy:

Holy Camp Showbiz Batman-- it's Julian, feeling like a star! Share a picture or video of what makes you a star and you could join him this Summer for a FREE CAMP SESSION. Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre

Facebook Copy:

Holy Camp Showbiz Batman-- it's Julian, feeling like a star! Share a picture or video of what makes your camper feel like a star for your chance to win a FREE CAMP SESSION. Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre



April 19, 2019 at 3:00 PM

Instagram Copy:

He is Groot... He is a star! Enter for your chance to join John onstage for a FREE CAMP SESSION by sharing what makes you the star of your story. Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory #campshowbiz #magiktheatre

Facebook Copy:

He is Groot... He is a star! Enter for your chance at a FREE CAMP SESSION this Summer by sharing what makes your student the star of their story. Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre



April 26, 2019 at 3:00 PM

Instagram Copy:

Don't forget to wrap up your submissions to the #starofmystory contest for your chance to win a FREE CAMP SESSION at Camp Showbiz-- Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre

Facebook Copy:

Don't forget to submit your little star to the #starofmystory contest for your chance to win a FREE CAMP SESSION at Camp Showbiz this Summer! Winners will be chosen May 1st, see MagikTheatre.org for details #starofmystory#campshowbiz #magiktheatre

BUDGET BREAKDOWN

AN ITEMIZED BREAKDOWN OF COSTS

TACTIC	ITEMS	INITIAL COST	COST RETURNED
Branding Camp Showbiz	Style Guide and Sample Ad	\$0	\$0
Year-Round Camp Showbiz	New Logos for Materials	\$0	\$0
Camp Fair Display	Curtain Rig	\$100	\$0
	Two Tablets	\$350	\$0
	500 3"x3" Magnets	\$320	\$0
	Star Collage	\$0	\$0
	Flyers	\$0	\$0
Digital Photo Gallery	Photographers	\$3,000	\$0
	Web Design	\$0	\$0
Camp Showbiz Keepsakes	1200 Units of Each Keepsake	\$19,500	\$30,000
#StarofmyStory Contest	Two Free Camp Sessions	\$900	\$0
TOTAL COST VERSUS PROFIT		\$24,170	\$30,000
APPROXIMATE FINAL COST FOR "THE STORY CAMPAIGN"			-\$5,830

BY SELLING THE CAMP KEEPSAKES FOR A PROFIT THROUGH THEIR INCLUSION IN THE PRICE OF REGISTRATION, "THE STORY CAMPAIGN" CAN PRACTICALLY PAY FOR ITSELF. 233 KEEPSAKE BAGS CAN GO UNSOLD AND THE CAMPAIGN WILL STILL BREAK EVEN.



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