**Market Product Focus**

**Current markets:** The people that make up the current market for the Brady Theater are 18 to 40 year olds who love to listen to live music in a historical venue. They enjoy supporting local music venues and regularly make use of Tulsa’s musical amenities. They are considered to be hip, trendy individuals who have a broad knowledge and understanding of good music and of the Tulsa music scene. The explosion of growth and development in downtown Tulsa has added a new sense of depth and weight to the current market by enlightening their live music experiences and providing them with a plethora of excitement.

**New markets:** By the end of year 5, the Brady Theater will be a dominant force in the Tulsa music scene, offering concerts and shows that appeal to a wide variety of tastes and music genres. Events will be offered four to five nights a week.

**Target market:** The target market for our marketing campaign consists of individuals who are music lovers and are 18 to 50 years old. We want to market to any person who loves being a part of the downtown Tulsa nightlife. The Brady District has become an increasingly popular place for people to dine and spend their free time. It’s filled with local restaurants, boutiques, and music venues. People have positive, memorable experiences while being there. The target market is any person who loves the ambiance and charm of the Brady District and enjoys going to concerts.

**Points of Difference**

The points of difference of the Brady Theater are that it’s in a great location, the tickets are relatively priced, and that it encompasses all of the characteristics of a first choice musical venue. The Brady Theater is in a place that people want to be. People are falling in love with downtown Tulsa. There’s a wide variety of housing options available, with more currently being built. New restaurants and bars are sprouting up on every corner. People are gravitating more and more towards the Downtown area. Ticket prices for the Brady range from $30 to $40. Attending a concert there is easily affordable and unique. The old style seating, the upper level balcony, the antique architecture, and the weathered appearance inside and out, separate the Brady from any other venue in Tulsa. The venue has a vintage feel and gives concert goers a sense of nostalgia.

**Positioning**

 In the past, the Brady has had a limited lineup of events that have been sporadic and appealed to only a certain number of individuals with a specific set of tastes. The Brady Theater will be considered a venue that appeals to the masses of all music lovers and is one of the premiere destinations for attending live music in Tulsa. Each prospective consumer will find that the Brady offers events that appeal to everyone, even those that have the rarest of tastes.