

Strategic Message Planner: The Sway

Advertising Goal

To establish the image of The Sway as the premier alternative rock music performance venue in Stillwater, Okla.

Client: Key Facts

- The Sway is the largest alternative rock music performance in Stillwater.
- It was founded in 2012 by a group of Oklahoma State University Department of music students as a venue for them to perform, but also allow other similar artists perform.
- The investors did not have to take out a loan for purchase and maintenance of the facility.

Product Key Features

What is the product?

- The Sway is a new alternative rock music venue in downtown Stillwater, Okla.
- It has two stages. The large stage is located in the main hall. The small stage is in the back courtyard.
- The Sway features live music every night from both local artists and others.
- The Sway does have a liquor license.

What is the purpose of the product?

- The Sway provides a unique atmosphere where fans of alternative rock music can come to enjoy seeing live bands.
- It will also serve as a magnet for activity in downtown Stillwater.

What is the product made of?

- The Sway is a large, square building with two stages, a large bay window in the front and a courtyard in the back.
- The actual product that will be sold is the atmosphere inside the building. It is a place where young hipsters, music lovers and college students can mingle while listening to live music.

Who and what made the product?

- The owners are five Oklahoma State University music majors: Lela Tumnus, Lucy Diamond, Mickey Basil, Roxanne Young and Melissa Allman. All five of them are in a band called “Jamdemonium” and were unable to play their music live anywhere in Stillwater so they purchased the building and opened The Sway.
- The owners were able to purchase the facility with money from their families so they did not need any outside investors.
- The idea to create a music venue for them to play in was thought up by Mickey Basil after being rejected by College Bar to play there.

Target Audience: Demographics and Psychographics

The target audience for this advertising campaign is both genders ages 18-30 who have an interest in socializing in a bar setting with live music. In Stillwater, it is expected that the majority of the clientele would be college students at Oklahoma State University. These students are young and enjoy spending time in loud music venues.

The average age of the target audience is 22. This age is the target because it is expected that 22 is when college students go out the most. Twenty-two year olds will be juniors and seniors, which is enough to drink alcohol with friends they have made at OSU.

Members of the target audience will spend most of their time doing class work and socializing with friends they have made. However, these people greatly enjoy socializing outside of their homes and venture to music venues and bars often. For them, spending time in bars and clubs is the thing to do when they are young and in college.

The target audience will have gone to The Tumbleweed, Stillwater's country music dance hall, and found the music dissatisfactory. They will want to hear live alternative rock music instead of recorded country songs. These people just want a place to hang out with their tight jeans, converse shoes, long hair and skateboards.

Members of the target audience will not have a great amount of money to spend but they always have enough money for alcohol and socializing. They will crave the atmosphere of a place where they can relax and not worry about their future or classes. They will love the loud music, the ambiance, the prices and the friends they will make.

Product Benefits

- The Sway provides a venue for patrons to experience alternative rock bands live.
- It is the most outlandish music venue in Stillwater.
- The location is close enough to walk to from campus.
- The alternative rock atmosphere and culture will be displayed publicly in Stillwater for the first time.

Direct Competitors and Brand Image

Direct competitors are other Stillwater music venues

- The Tumbleweed: The target audience enjoys country music and two-step dancing. However, many Stillwater residents do not enjoy country music.
- College Bar: The target audience is college students who enjoy drinking heavily while listening to pounding rock music. Their drawback is inundation of cigarette smoke that creates a cloud over the entire bar.
- Oklahoma State University Department of Music: The target audience is middle-aged and older individuals who enjoy listening to more structured music, such as classical or romantic period pieces.

Indirect Competitors and Brand Images

- Bars: All Stillwater bars have cheap drinks and music playing in the background. The target audience for bars in Stillwater is college students who enjoy drinking but don't care as much about the music or the atmosphere.

- Music Stores. Businesses like Hastings and Best Buy where people can buy recorded music and listen to it at their own leisure. The target audience is anyone who does not like spending money to go out and see a show. They prefer to buy the music and continually enjoy it.

Product Brand Image

- Current Brand Image: none
- Desired Brand Image: The Sway is the best place in Stillwater to relax, enjoy great music in a different setting and meet friends.
- Brand Image Challenge: College students have created niches at different bars and venues in Stillwater. By creating a new venue, it will be difficult for them to change their minds about their current hangout location.

Strategic Message: The Promise

The Sway is a unique musical venue where those forgotten souls of Stillwater can find a safe haven.

Supporting Evidence: The Proof

- The owners are college students so they can give their target audience what they want because they identify with them.
- The performances by the musicians will be unique to Stillwater by providing a different genre of music than what is provided in Stillwater.
- The Sway is open seven nights a week from 5 p.m. to 2 a.m.

- The location in downtown Stillwater will isolate it from the Greek-dominated Stillwater Strip on Washington Street.