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Lab 1

**Strategic Message Planner: Venue Boulevard**

**Advertising Goal**

To bring awareness and excitement for the opening of Venue Boulevard, which offers unlimited choices in music concert experiences.

**Client: Key Facts**

* Venue Boulevard owners are 20 to 30-years-old.
* Venue Boulevard features music from classic rock to pop music.

**Product: Key Features**

**What is the Product?**

* New type of concert hall or concert theater that features music performances from 1930s to present projected onto a high-definition screen.
* Has a stage for optional live concert events.
* The audio is a top of the line surround sound system.
* Blu-ray quality videos will be played through a high definition projector.
* Tickets sell for $15.

**What is the Purpose of the Product?**

* Venue Boulevard will act as a “music time machine” by playing famous concerts in Rock n’ Roll history. High-definition equipment will give the impression of re-living these concerts.
* Other uses can be renting space to large private party or rent for live performance on select days.

**What is the Product Made of?**

* The concert hall will have a stage with a drop-down projector screen. Floor area is divided into two parts. The main floor area is for standing or dancing.
* Second floor section is smaller with special seating, opens area and main bar against the wall.
* Left- and right-wing floor area is reversed for smaller bars, restrooms, T-shirt stands, etc.

**Who and What Made the Product?**

* Film of concerts will come from Blu-rays, music networks like VH1, music production volts or music recording studios’ exclusives.
* First location will be built in Austin, Texas.

**Target Audience: Demographics and Psychographics**

The target audience for this ad is males ages 18 to 35 who have a passion for music. Other demographics include single whites with low to medium income.

The target audience seeks out new music experiences. They subscribe to music literature such as, *The Rolling Stones*.

The Target audience has psychographics that matches individuals who are nostalgic music lovers. They seek out retro attractions and merchandise. They believe they could have a worry free life if they were born during a different time.

**Product Benefits**

* It will increase a feeling of acceptance because customers are surrounded by like minded- customers.

**Direct Competitors and Brand Images**

Direct Competitors are other concert halls and pre-recorded performances on YouTube or DVDs:

* Other concert halls: The target audience has operation for live performances but not all their favorite band will tour during the same year.
* YouTube: The target audience is familiar with modern technology and knows how to find a video recording of a specific performance. They may spend hours searching for one video online, which may not be in high-quality.
* Concerts on DVDs: The target audience could own a pre-recorded concert on DVD but they will miss the impact from attending the concert in person.

 **Indirect Competitors and Brand Images**

* CDs, Internet radio, MP3: The target audience will use other music outlets to hear music from the past; however, this is will only satisfy the audience’s listening scene.
* Night Clubs and bars: The target audience have the option to choose to attend night clubs or bars.

 **Product Brand Images**

* Venue Boulevard is a new concept to the concert experience. This means it is a brand image challenge:  Advertisement is needed to announce the new concert theater to bring awareness and ­­build anticipation for Venue Boulevard’s grand opening.

**Strategic Message: The Promise**

* Attaining Venue Boulevard is the closest thing to a time machine to visit the past of music history.

**Supporting Evidence: The Proof**

* With the support of music networks, a variety of concert selections is unlimited.