

Strategic Message Planner: Victoire - Entertainment Venue

Advertising Goal

To help enhance Victoire's brand image in Oklahoma City, and show the greater metro area that there is a place to go at night beyond the bars that play music and that this experience can be found close to home, with no need to leave the city.

Client: Key Facts

- Victoire is a club located in Oklahoma City's Bricktown area and owned by Eyes Wide Events, an entertainment firm based in Oklahoma City.
- Victoire's goal is to provide entertainment for Oklahoma City's new generation of club goers.
- Victoire aims to be the entertainment venue of choice for Oklahoma City residents and performers.
- Victoire is a venue exclusive to patrons over the age of 21.

Product: Key Features

- What is it?
 - Victoire is a nighttime entertainment venue that focuses on electronic dance music.
 - Victoire will be able to welcome more than 2,000 club goers on any given night.
- What does it do?
 - It will provide an entertainment venue unlike others in Oklahoma City that do not feature live DJ sets.

- It will play host to several electronic dance music acts and enhance activity in the Bricktown area.
- Victoire will feature three dance floors, two bars and a VIP lounge.
- Cover charges will differ depending on featured talent.
- Full staffing will include security, bartenders and waitresses.

Target Audience: Demographics and Psychographics

The target audience for this ad will be young Oklahoma City men and women ages 21 to 35 who enjoy going out at night. These individuals are highly involved in the music scene and are looking for an entertainment venue that will provide the type of music that is “in” at the moment. The target audience includes middle class professionals that live in the Oklahoma City area. These individuals spend an average of \$100 a weekend on entertainment and go out at least twice a month.

Product Benefits

- This venue will bring in big name entertainment from around the world, allowing Oklahoma City to become a major venue for entertainment.
- By making Oklahoma City a major entertainment city locals will stay and also bring in attendees from other states, promoting tourism and knowledge of what Oklahoma has to offer.

Direct Competitors and Brand Images

Direct competitors are other nightclubs and music venues

- Skyy Bar: The target audience sees this as the only nightclub in Bricktown that features live talent, they feel it is too expensive and overcrowded.

- Kamp's: The target audience sees this as a venue that features dance acts but it is not downtown and is a deli during the day, they do not like the lax age requirement and want a nightclub solely for adults.

Indirect Competitors and Brand Images

Indirect competitors are movie theaters.

- Movie theaters can be seen as indirect competitors because they also provide nighttime entertainment.

Product Brand Image

- Current Brand Image: The target audience sees Victoire as being similar to their other nightlife options in the Oklahoma City area.
- Desired Brand Image: Victoire is the first choice for young men and women who want to go out on the weekend.
- Brand Image Challenge: The target audience is not aware of the difference between a bar that has dance floors and an entertainment venue that sole purpose is dancing and entertainment.

Strategic Message: The Promise

Club Victoire is not just a club but also an experience that will bring in more tourism to Oklahoma and support the city in its growth, the audience includes locals that wish to see the city thrive in the national light. It will enable locals to stay in Oklahoma City to see some of their favorite dance acts, instead of going to other cities.

Supporting Evidence: The Proof

- Grammy award-winning EDM artists will be at Club Victoire for its opening weekend.

- Boasting multiple levels and dance floors, Club Victoire is the largest dance club in Oklahoma.
- Located in Bricktown, it is easily accessible via highway and major city streets. It is a central location that will allow Oklahoma City inhabitants to access entertainment closer to home.