

## MARKETING AND COMMUNICATIONS PLAN



**NAME » WORLD MUSIC CONCERT: BARRIER REEF ORCHESTRA**

**DATE/S » 5 SEPTEMBER 2015**

**TIME/S » 8PM**

**LOCATION » Townsville Civic Theatre**

**WORK BREAKDOWN STRUCTURE: ADDITIONAL BUDGET >> AS PER MARCOMMS**

AS PER ACE MARCOMMS PLAN 2015/2016						
TACTIC	DETAIL (INC AGENCY IF APPLICABLE)	COST (EX GST)	PERSO N RSPNBL	DUE DATE	COMPLETED	PO NO
<b>DESIGN / PRODUCTION</b>	TSV eye ads, Facebook cover tile, EIL e-news ad tile, web banner tile, light box poster for theatre, TVC commercial, radio commercial	As per MarComms	MP		<b>Yes</b>	
<b>TV COMMERCIAL</b>	Inclusion in Experience it Live TVC from 27 August – 5 September, on Channel 7.	As per MarComms	MP	27 Aug	<b>Yes</b>	
<b>RADIO COMMERCIAL</b>	Inclusion in Experience it Live Radio ad from 27 August – 5 September – Zinc FM and 106.3	As per MarComms	MP	27 Aug	<b>Yes</b>	
<b>PRESS ADS</b>	<u>Experience it Live – Tsv Eye Weekly Ads</u> 21 August, 29 August, 5 September Inclusion in half page ad, DUO Magazine September	As per MarComms	MP	21 Aug 15 Aug	<b>Yes</b>	
<b>EIL E-NEWS TICKETSHOP E- NEWS</b>	EIL Aug edition – send Friday 28 August Include in August e-newsletter sent 20 Aug	As per MarComms	MP MP	28 Aug 20 Aug	<b>Yes Yes</b>	
<b>EIL ¼ NEWSLETTER</b>	Experience it Live Quarterly Newsletter – full page in August/September/October edition, 5000 copies. (released end of July) – distributed to 20 locations	As per MacComms	MP	31 July	<b>Yes</b>	
<b>MEDIA</b>	Approach Townsville Eye for Backstage pass story or similar – Suzanne to pitch	n/a	MP	28 Aug	<b>Yes</b>	

	Approach ABC for interview/s – Suzanne to pitch			28 Aug		
<b>WEBSITE</b>	Latest news (link to show in event guide) send Digital Team 3 x latest news stories for website home page. Banner to feature at top of theatre page after Reserved Seating Only .	n/a	MP	1 Sept 1 Sept		
<b>SOCIAL MEDIA</b>	Upload Facebook cover pic to TicketShop page after Reserved Seating Only. Paid Facebook campaign on TicketShop page via News Xtend campaign.	As per Marcomms	MP	1 Sept Current	<b>Yes</b> <b>Yes</b>	
<b>TOTAL</b>		<b>As Per Marcomms</b>				

## **EVALUATION**

(Where the objectives achieved? What would be done differently?)

FINAL TICKET SALES>>