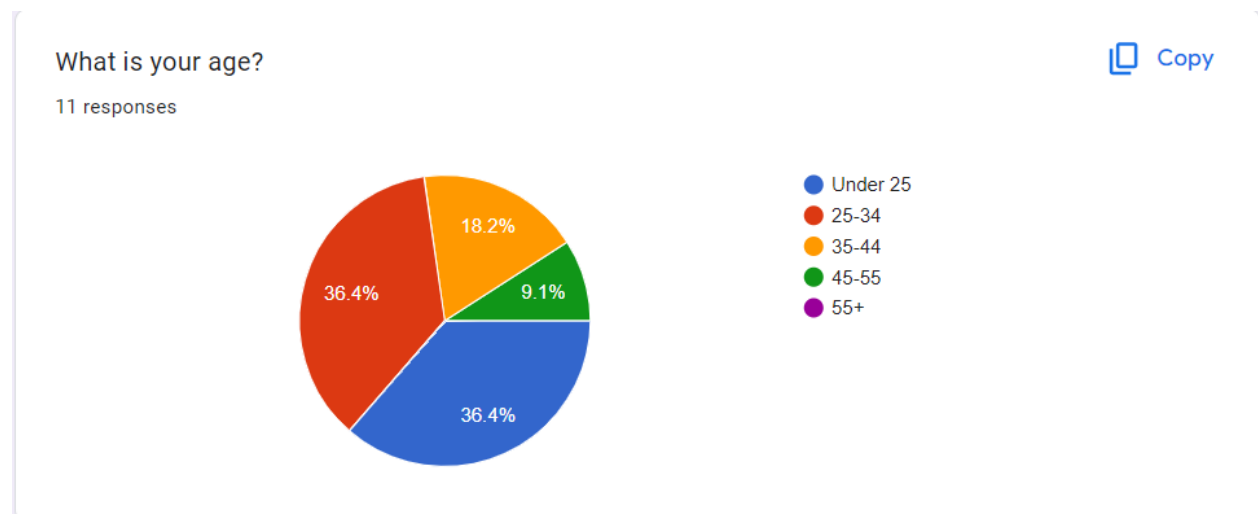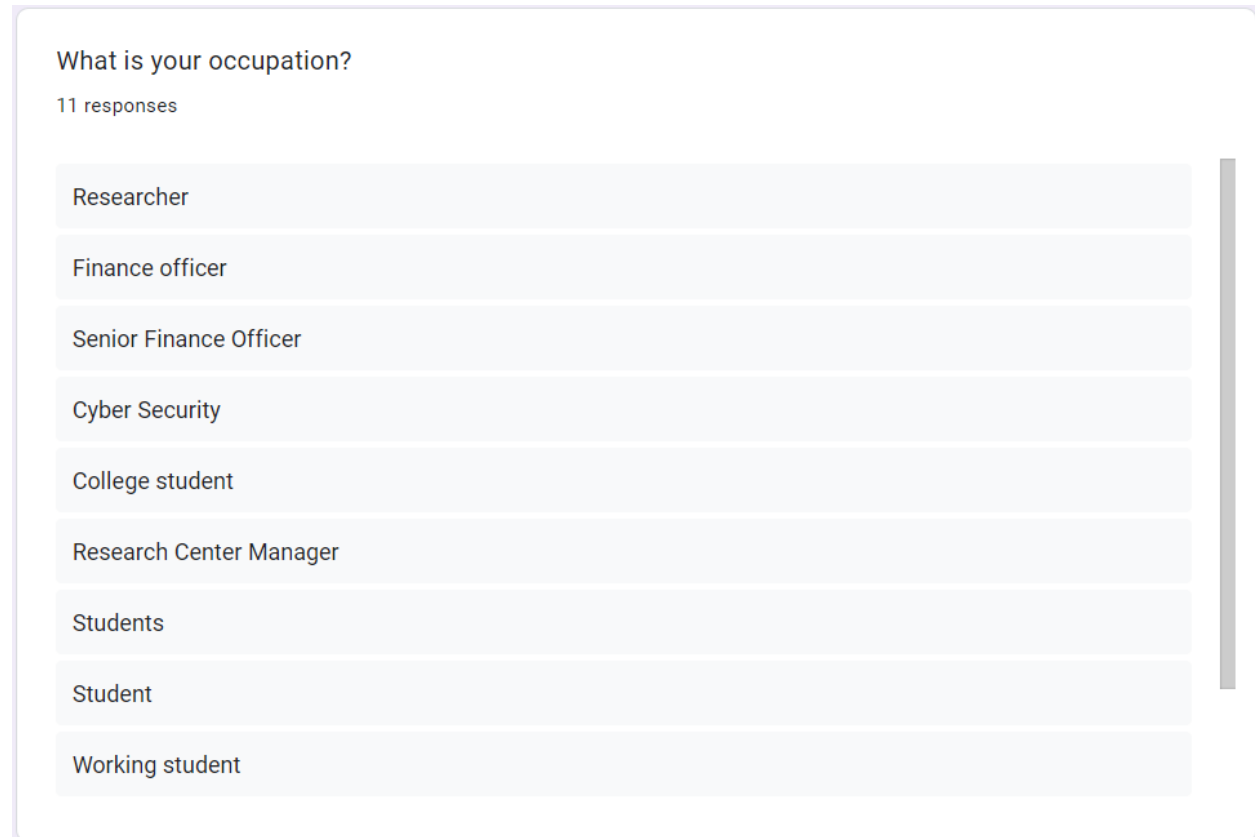# Survey Analysis

This is documentation on the survey results. Why these questions were asked and how we can go with the answers further for the branding. This was analyzed from the survey created here
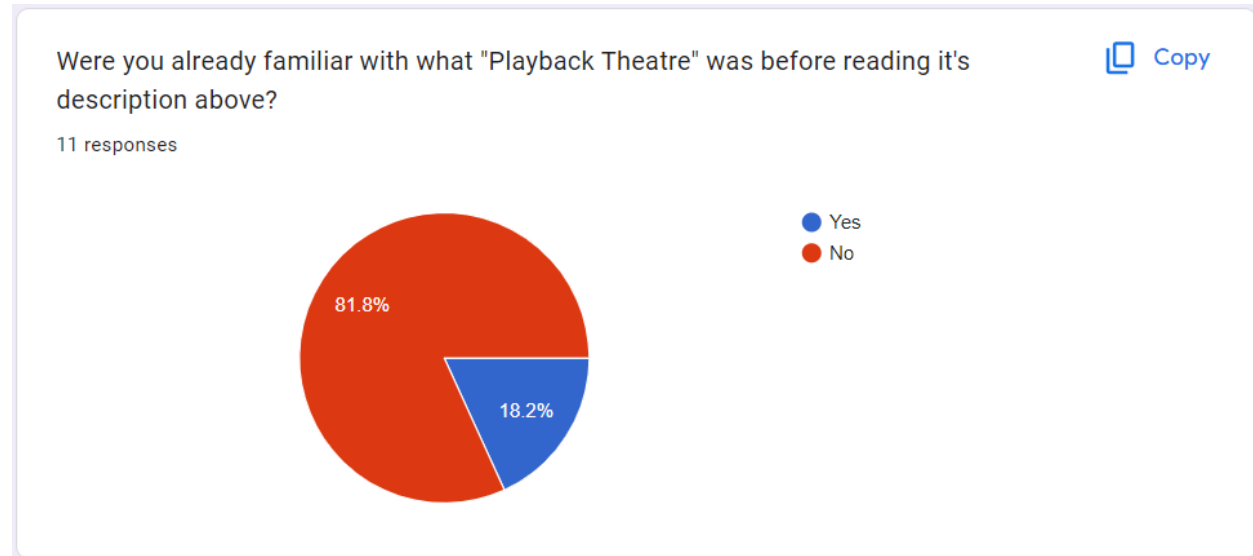
Age

From the 11 responses, the target group fits the age group is split between the majority being either under 25 years or those who are in the range of 25 years to 35. For the sake of going with people who work in companies, going with the range of 25 to 35 year olds will fit better as the target group's age group, and the persona that will be based on these survey results.

Occupation

What is your occupation?

11 responses

- Researcher
- Finance officer
- Senior Finance Officer
- Cyber Security
- College student
- Research Center Manager
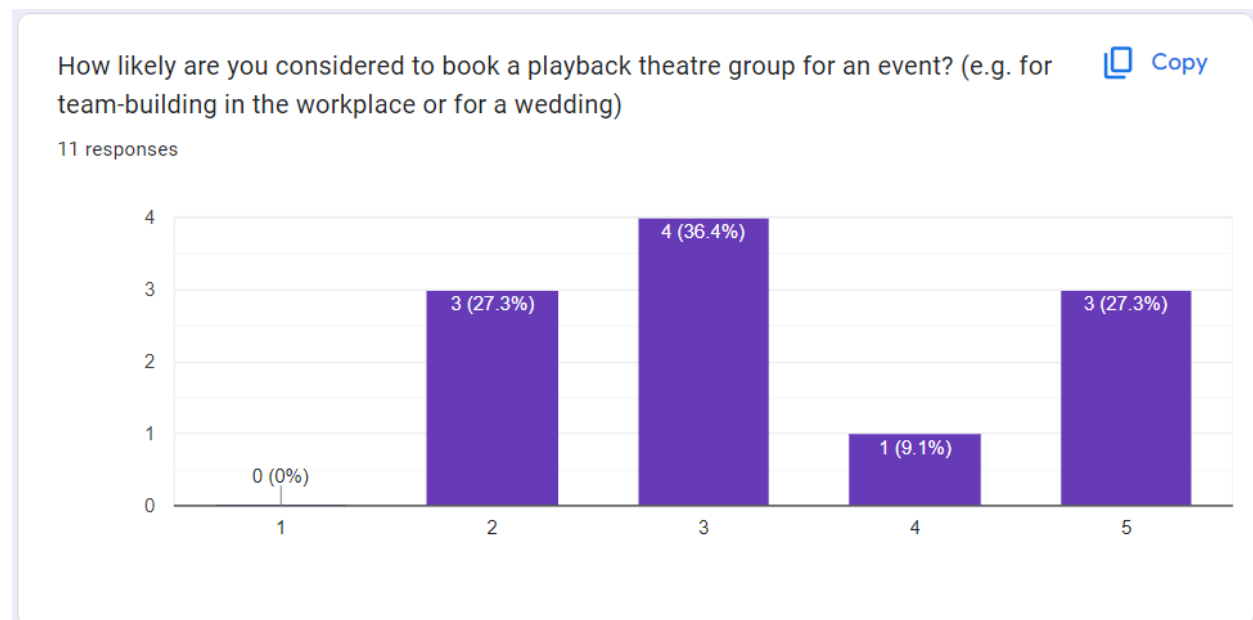- Students
- Student
- Working student

Based on the survey, the target group varies from those working as Finance officer's, cyber security and those who are students. For the sake of the persona that will be based on these results, and fit the target group we are going with, finance officer fits best.

Their knowledge on "Playback Theatre"

Were you already familiar with what "Playback Theatre" was before reading it's description above?   Copy

11 responses

● Yes
● No

81.8%

18.2%

Majority of the respondents have no idea of what Playback Theatre was before taking the survey and reading the brief description explaining what it was.

How likely would they book for a performance

How likely are you considered to book a playback theatre group for an event? (e.g. for team-building in the workplace or for a wedding)   Copy

11 responses

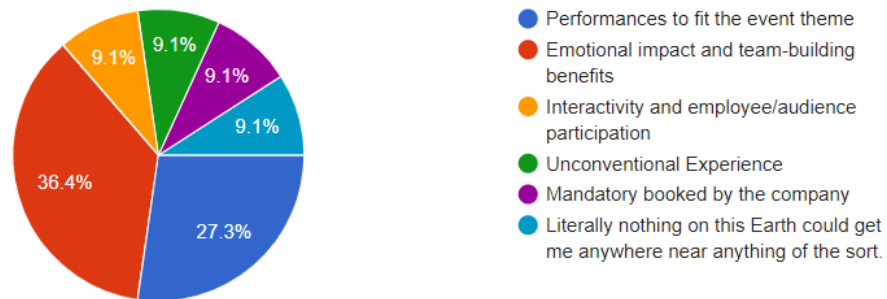0 (0%)   3 (27.3%)   4 (36.4%)   1 (9.1%)   3 (27.3%)

The question was asked to the respondents on If they would book a Playback Theatre performance based on the description at the top of the survey which gives the brief information in detail on what Playback Theatre and what It could benefit from booking this kind of performance.

The primary factor

What is the primary factor that would encourage you to book an interactive performance group for your company or event?

11 responses

Legend:
- Performances to fit the event theme
- Emotional impact and team-building benefits
- Interactivity and employee/audience participation
- Unconventional Experience
- Mandatory booked by the company
- Literally nothing on this Earth could get me anywhere near anything of the sort.

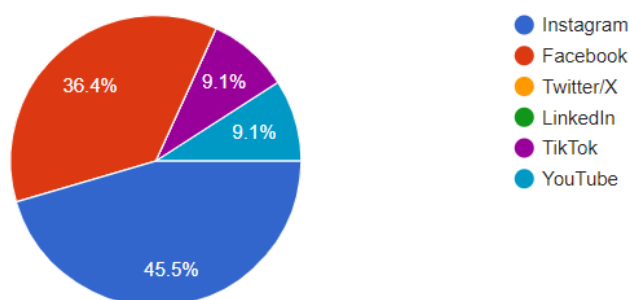Pie chart values: 9.1%, 9.1%, 9.1%, 9.1%, 36.4%, 27.3%

There were a variety of options given to the respondents on the primary factor that would want them to contact the theatre group for the purpose of booking an interactive performance, with the majority choosing that having an emotional impact and team building benefits would encourage the respondents.

Preferred social media platform

Which social media platform do you use the most when it comes to finding events or entertainment in your spare time?

11 responses

Legend:
- Instagram
- Facebook
- Twitter/X
- LinkedIn
- TikTok
- YouTube

Pie chart values: 36.4%, 9.1%, 9.1%, 45.5%

To get a good idea on the direction to take with the content strategy for the client's social media presence, the question was asked to the respondents on their preferred social media platform they use in their spare time for entertainment purposes or for looking at their interests. It was clear for it be in their spare time because the target group are company worker who are busy and their most used platform **during** work hours would most likely be LinkedIn. And the results from this is that the social media content strategy should be based around Instagram and Facebook.

Preferred time to use social media

On what specific time of day do you like using the chosen platform above for the same purpose?

11 responses

Copy

- Before noon
- Noon
- After noon
- Evening
- Night

45.5%
9.1%
9.1%
9.1%
27.3%
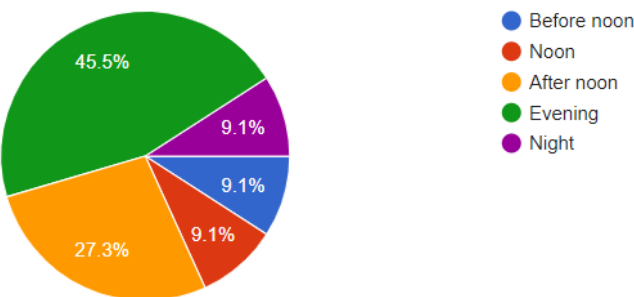
Majority of the respondents chose that they spend most of their time on social media, for entertainment purposes or for any other interests, during the evening. This shows the time our client should post on social media to get the most engagement.

Preferred type of content

Let's say you are following a theatre group on social media. How likely are you to engage with these types of content about the group?

Copy

- Very likely
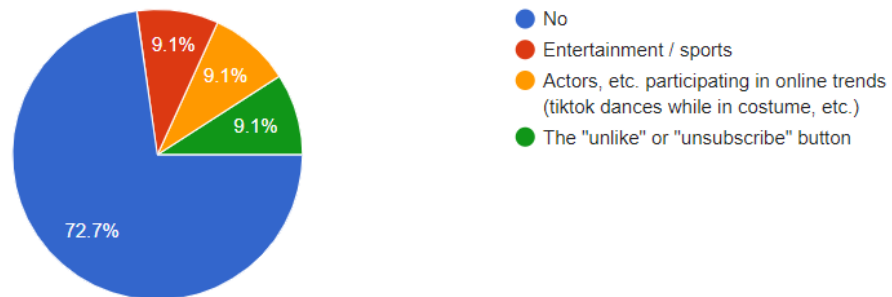- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely
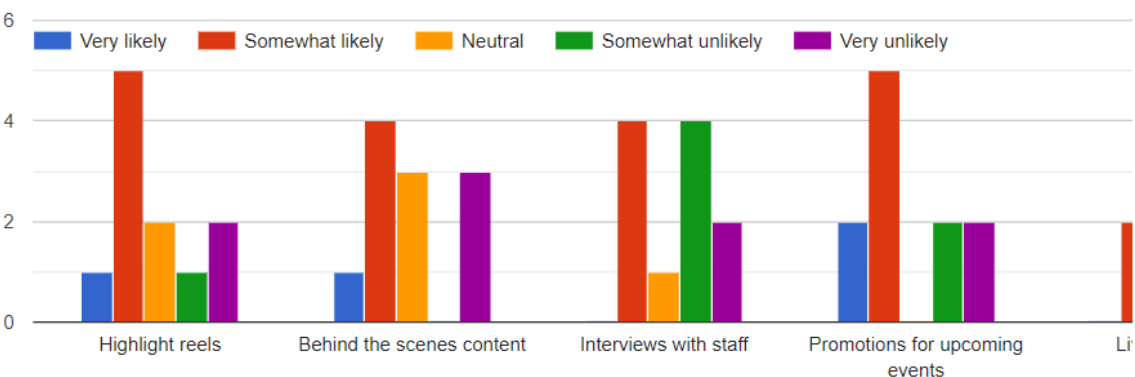
From the responses on the type of content the respondents prefer to a group similar to our client, it is a mixed rating on the options given. For the content strategy and based on the results, we will go with 3 options that are most preferred by the target audience. Those 3 types of content being: highlight reels, behind the scenes content and promotions for the client's upcoming events.

Any other type of content

Are there any **other type of content** on social media you would engage with that wasn't mentioned? (If yes, please answer below)

11 responses

- No
- Entertainment / sports
- Actors, etc. participating in online trends (tiktok dances while in costume, etc.)
- The "unlike" or "unsubscribe" button
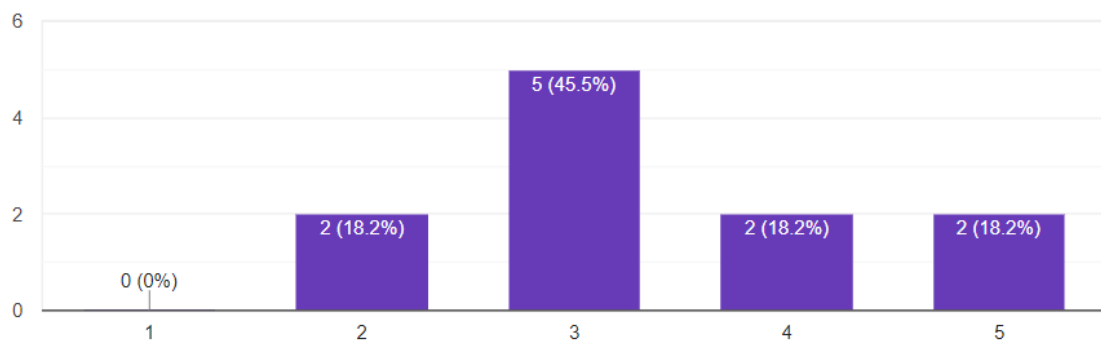
9.1%
9.1%
9.1%
72.7%

Copy

This question was given to see a fourth type of content for the social media content strategy, or an option to take place of one of the three, but majority have no preferred option other to what they answered and rated in the previous question.

Weekly social media usage

How often do you engage with these types of content weekly?
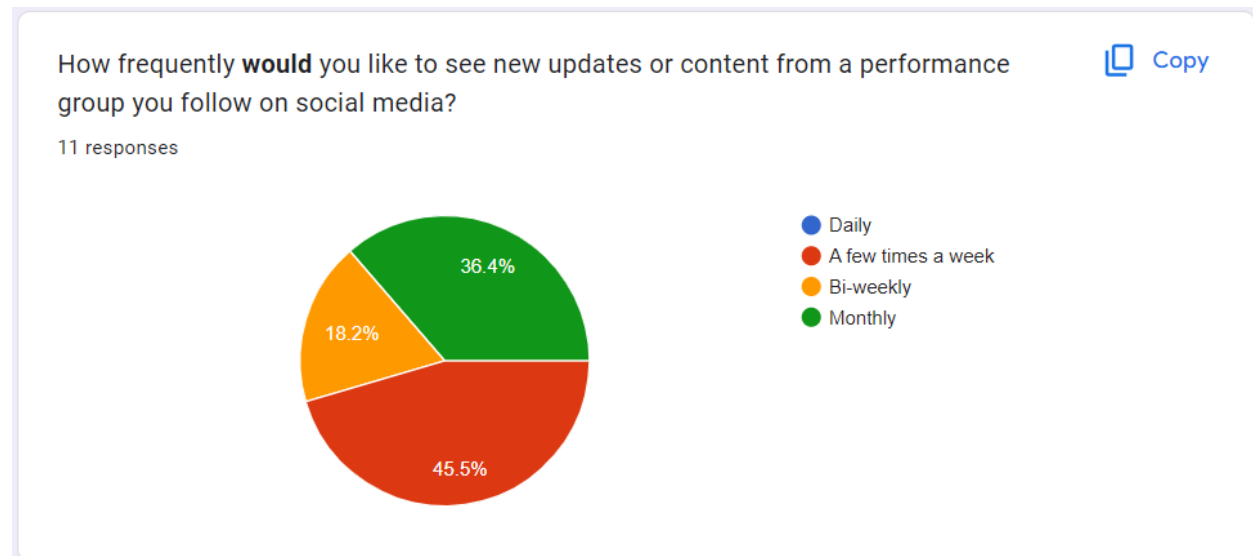
11 responses

Copy

The question was asked on how much they engage in these types of content on a weekly basis. Majority are neutral on how often they do engage with them, leaning a little bit on the side that they rarely do.

Importance of a social media presence

How important is an active social media presence of a group to engage with or book an event?

11 responses

Copy
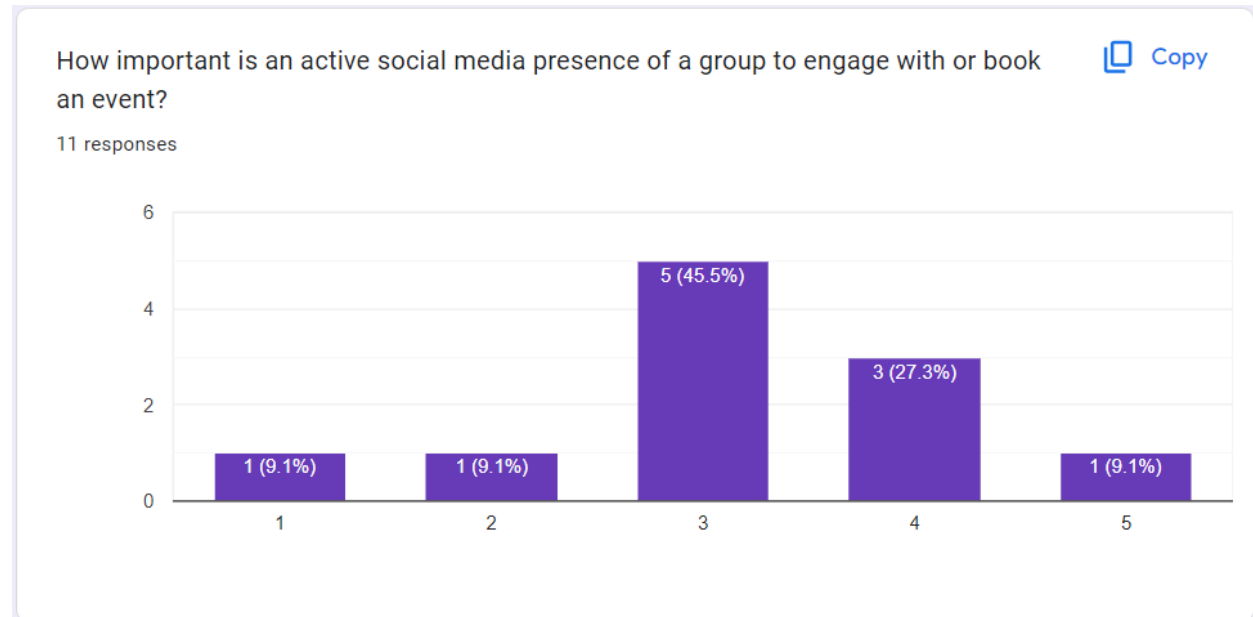
The question was asked here to the respondents on how important a social media presence of a group like our client. The majority are neutral to how important it was, leaning a little more on that they don't care if the group has an active presence.

How much they want to see from a group

How frequently **would** you like to see new updates or content from a performance group you follow on social media?

11 responses

Copy

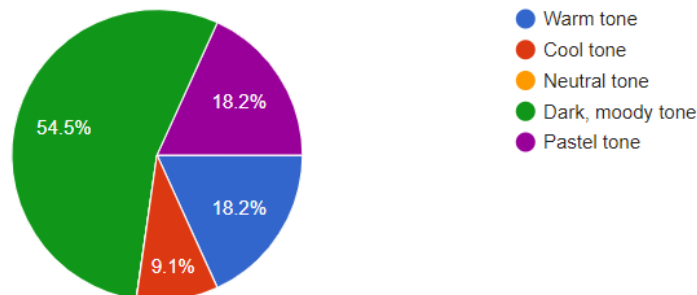- Daily
- A few times a week
- Bi-weekly
- Monthly

The question was asked with the purpose of the previous questions, to get an idea on what content and when these types of content should be posted to get the most engagement for the client. Majority chose for wanting to see posts a few times a week. For this we will add to the strategy that the client could post 2 times a week on Instagram and Facebook.

Color association

What is the color scheme do you associate with performances that deal with deep emotions?

11 responses

Copy

- Warm tone
- Cool tone
- Neutral tone
- Dark, moody tone
- Pastel tone
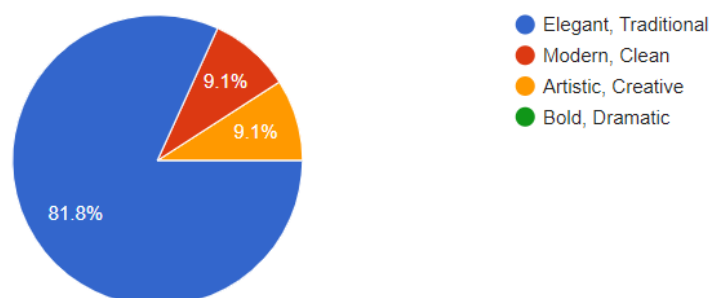
54.5%
18.2%
18.2%
9.1%

The question was asked here to get an idea of the color tone the target audience feels from deep emotions. The question was asked to have an idea on the color palette we will go with that also fits the brand of our client. A better question would have been to ask them which these colors fit the core values of our client's brand instead of just deep emotions. (Reflection & Growth, Playfulness, etc.) For deep emotions, a dark moody tone fits well from what the respondents say.

The style of font

What style of typography do you think best suits deep emotions?

11 responses

Copy

- Elegant, Traditional
- Modern, Clean
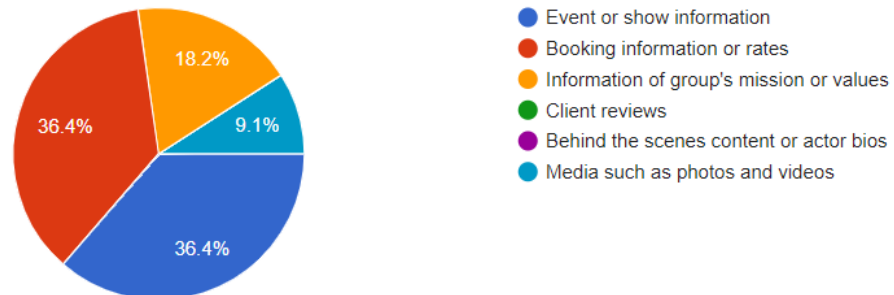- Artistic, Creative
- Bold, Dramatic

81.8%
9.1%
9.1%

Just like for the color palette, asking of what kind of font fits the client's core values fit more than just associating them with deep emotions. This was to get an idea on if we should stick to serif fonts, sans-serif fonts and other kinds for the brand, worded as the option seen above assuming the respondents don't know what the hell a serif font even means.

Preferred website content

When visiting a website of a performance group, what are you looking forward to seeing first?

11 responses

[Copy]

- Event or show information
- Booking information or rates
- Information of group's mission or values
- Client reviews
- Behind the scenes content or actor bios
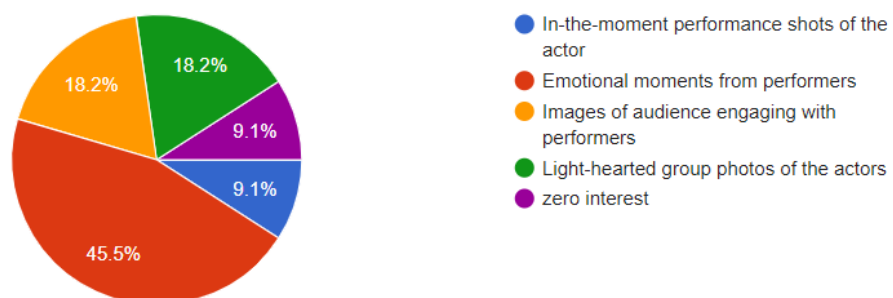- Media such as photos and videos

18.2%
9.1%
36.4%
36.4%

This was aimed more on what to add for the website prototype. From the results we will go with the three most chosen options. Those options being, the provided information for shows and events, booking rates and information and information of the group's mission and values. This also works along to give the user a good first impression and understanding of the website.

Type of imagery

Which one of these types of imagery would you like to see more of a performance group's website?

11 responses

[Copy]

- In-the-moment performance shots of the actor
- Emotional moments from performers
- Images of audience engaging with performers
- Light-hearted group photos of the actors
- zero interest

18.2%
18.2%
9.1%
9.1%
45.5%

This is aimed to the media content for the website. Majority of the respondents chose for images of emotional moments from the performers. We will also go for the two other options which are: Light-hearted group photos of the actors and performers engaging with the audience. These three options also fall well with Playback Theatre performances.

Website presentation

How important is it you for a performance group's website to be visually appealing? ☐ Copy

11 responses
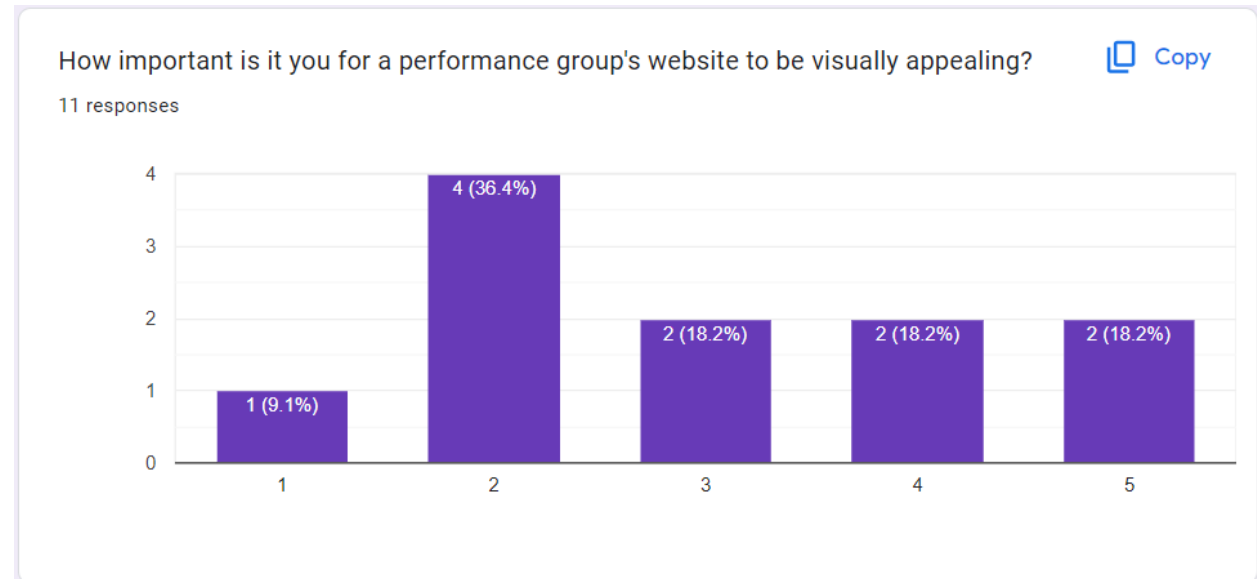
This last question was to get an idea on how important a visually appealing website is for the target group. Compared to the social media presentation, majority find a visually appealing website to be somewhat important. Which gives a good idea to focus more on having priority on visual appeal for the website than the social media posts.