



Kiss Me Kate Marketing Analysis

By

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Client Identification

Pittsburgh Playhouse

- Point Park University's performing arts center
- 3 Theatres: the Rockwell with 450 seats, Rauh with 250, and Studio with 65.
- 4 Companies: The REP a professional theatre company and three student companies the Conservatory Theatre Company, Conservatory Dance Company, and Playhouse Jr.
- Located off Craft Ave. in Oakland



Social Media

Kiss Me Kate poster is the cover photo for each social media platform.

Several posts are photos of the poster, on stage performance photos, or reviews of the show.

Facebook: 9,306 likes, 9,144 followers, and 4.6 stars.

Twitter: 1,331 tweets, 688 followers, and 953 likes.

Instagram: 982 followers and about 100 likes a photo. With student actor takeovers



Point Park University's Pittsburgh Playhouse

October 26 at 9:57am · 🌐

Pittsburgh City Paper's Ted Hoover calls #KissMeKate "musical theater done to perfection."

Don't miss this dynamic show: bit.ly/2xqtUpZ.



Kiss Me Kate at Point Park Conservatory



Trends in Musical Theater

- Overall U.S. adult attendance has decreased by approximately 2% from 2002-2012 which is a concern for Kiss Me Kate ticket sales.
- Twice as many adults are likely to attend a musical vs. a non-musical play, this increases attendance for Kiss Me Kate as compared to a non-musical play.
- More people attend a musical than any other performing arts event which helps this show stand out against other performing arts events.
- On average attendees went to two musicals a year.



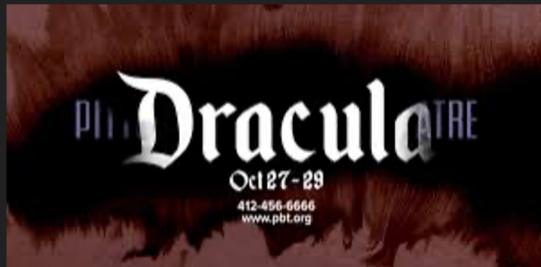
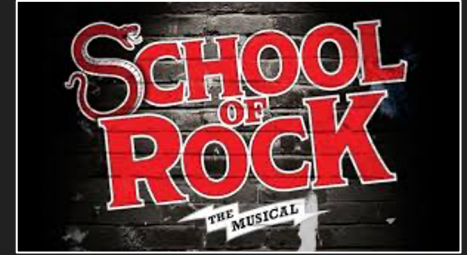
Marketing Trends

- Social Media is being used heavily as a cheap way communicate to the masses.
- Mobile friendly as smartphones become more popular.
- Connection to other current events in the world.
- Customized to the consumer.
- Radio, TV and newspaper.



Competition for Kiss Me Kate

1. The Cultural Trust Broadway Series: School of Rock ran at the same times and dates as the opening weekend performances of Kiss Me Kate.
2. Pittsburgh Ballet Theatre: Dracula ran from October 27th-29th.
3. Steelers game on Sunday October 22nd.
4. Above and Beyond concert on Friday October 27th at 7:30pm.
5. 96.1 Kiss Halloween Party with Daya at Stage AE on October 27th at 6:00pm.



Segmentation in the Marketplace

- Families

- Pittsburgh Area
- Parents of students
- Disposable Time, and income
- Interest in theater



- Students

- College Students from Point Park, and surrounding schools.
- Disposable time
- Interest in theater



- Adults 55+

- Retired
- Disposable income
- Interest in theater, and arts



Target Market

- Adults 55+
 - Married
 - Season ticket holders
 - Higher interest in musicals
 - Have seen Kiss Me Kate before when it was first performed
 - Incomes of 35k or more
 - Retired



SWOT: Strengths & Weaknesses



- Strengths:
 - Location
 - Versatile (3 different stages)
 - Shuttle for Point Park Students
 - Reasonable Ticket Prices
 - Easy to navigate Website (on desktop and mobile)
- Weaknesses:
 - Poor Parking
 - Food and Beverages
 - Promotion
 - Small fanbase
 - Certain seats are hard to see the stage

SWOT: Opportunities & Threats

- Opportunities:
 - Shuttles for other Colleges
 - New location
 - More diverse fan base
 - Package deals
 - Longer showings
 - Parking
- Threats:
 - PPG Paints
 - Cultural Trust produces Broadway shows
 - There's always a special event in Pittsburgh
 - The show was here just a year ago (July 2016)
 - Parking



Strategic Plan

Goals:

1. Increase ticket sales

- a. Advertise at Pitt and other Universities
- b. Advertise at local restaurants
- c. Advertise at different clubs and organizations

2. Increase student attendance

- a. Send out mass emails to Point Park Students
- b. Include the social scoop
- c. Reiterate the message that it is free for students
- d. Have other majors more involved with the shows

3. Change the Perception

- a. Students: Efforts to increase the student attendance will let them know that the show is actually for them
- b. Students: Make a connection with COPA Students and other majors
- c. Public: Promote that it is run by students for all to see
- d. Public: Make an announcement to support Point Park's professional student companies



Product

- Kiss Me Kate
- Subplot is William Shakespeare's "Taming of the Shrew"
- Backstage complications pile up due to romantic misunderstandings
- Broadway Musical
- Adult comedy
- Tony Award Best Musical 1949
- Appeals to the older generations



Price

- Free to PPU students
- Up to 35% off single ticket prices.
- Opportunity to purchase additional tickets at a discounted rate
- Flexible exchanges for conflicts and missed performances
- Advance purchase ensures seating to the shows
- Oakland parking cost around \$5-\$10
- Pitt students can easily walk there
- Point Park students can use the shuttles
- Flat rate seating price
- Prices cheaper on weekdays

2017-2018 Subscription Packages:

	The REP	Conservatory Theatre	Conservatory Dance
Preview Thursday	\$24	\$60	--
Thursday Evening & Weekend Matinees	\$32	\$72	\$72
Friday & Saturday Evenings	\$36	\$84	\$84

Placement

- Pittsburgh Playhouse
- Ads on digital boards around Point Park campus
- Very limited amount of push card ads for the show on campus due to students getting in for free (only seen in thayer)
- Trying to target a paying audience so more ads outside of PPU campus
- They had radio spots, print ads, social media, bus ads and push cards
- Should've used Pitt's campus and local restaurants to advertise as well (missed free ad opportunity)



Promotion

- Newspaper ads, Magazine ads, Other print ads, Radio, Television, Internet, Social media, Outdoor advertising, Posters/flyers, Promotions
- The show was promoted on their twitter, Facebook and Instagram pages
- There was an article in the Pittsburgh city paper and had a quote saying “If you're interested in knowing what theater looks like when it's done to perfection, I'd suggest Point Park Conservatory's production of Kiss Me Kate...” Ted Hoover.
- You could win a pair of tickets to the show by taking a selfie with your other half (promoted on Instagram and twitter)
- Older generation listens to the radio and reads the newspaper more than the younger generation



If you're interested in knowing what theater looks like when it's done to perfection, I'd suggest Point Park Conservatory's production of *Kiss Me Kate*, where director/choreographer Zeva Barzell and a sublime cast and crew are giving a musical-comedy master class.

Kiss Me Kate tells the story of one-time spouses Fred Graham and Lilli Vanessi staging a musical version of Shakespeare's *Taming of the Shrew*. Their off-stage battles echo the onstage Petruchio and Kate and, in the way of these things, it all ends in a comic mess with everybody in love forever.

This 1948 landmark featured a book by Sam and Bella Spewack with a score by Cole Porter that has gone down as one of the greatest ever composed. Point Park stages the 1999 B'way-revival version, featuring a spruced-up script by John Guare and new orchestrations from Don Sebesky.

Musical director Camille Rolla leads a powerhouse of a pit band through these songs, driving home Porter's incredible gift for melody. Johnmichael Bohach has created a glorious set design lit with lots of pizzazz by Andrew David Ostrowski. And Cathleen Crocker-Perry's costumes bring a wealth of color and fun.

KISS ME KATE

continues through Sun.,
Oct. 29. Point Park
Conservatory at
Pittsburgh Playhouse,
222 Craft Ave., Oakland.
\$10-20.
412-392-8000 or [Get
more info here](#)



Point Park University's Pittsburgh Playhouse

October 27 at 9:47am · 🌐

Thanks to [Entertainment Central Pittsburgh](#) for including #KissMeKate in their October Theater Guide.

Only 4 more opportunities to catch the show. Don't miss out:
bit.ly/2xqtUpZ.



**October Theater Guide: Action, Romance, and
Introspection - Entertainment Central Pittsburgh**

As the weather starts to cool the theater and dance scene heats up.

ENTERTAINMENTCENTRALPITTSBURGH.COM

Works Cited

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