

## MEDIA AND ADVERTISING DESIGN COURSE PROJECT

*Project Title* "And The Show Must Go On."

### PROJECT OVERVIEW

For this class you will be creating an integrated advertising campaign for a theatrical show. This show can be a musical, comedy, drama, whatever you want. The only real restriction is that it must be an existing theater and an existing show. You can choose to do a theater anywhere and of any size (as big as the Kennedy Center or as small as a local troupe). You can also choose any show you wish, if you are not someone who has ever even stepped into a theater your in luck since many shows have movie renditions that can easily give you the story/plot in around a 2 hour time frame (talk about cliff notes!). Some examples are: *Charlie and The Chocolate Factory*, *Arsenic and Old Lace*, *Sweeney Todd*, *Music Man*, *The Producers*, *Lion King*, *It's A Wonderful Life*, etc.

I believe the most important part of this project is to be as imaginative as possible. That being said I have **ONE RULE** for all projects, if you break this rule I will fail you! The rule? Have Fun! Seriously were not out to cure cancer or solve world hunger on this one. The more fun you have with a project the better you will make it.

### PROJECT GOALS

Advertising for the arts is something that can be fun as well as fulfilling. Many artistic endeavors need great advertising more so than any other field since what you are buying is intangible. You can drive home a new car but you can't always validate spending money on an experience.

Your goal is to isolate the audience best approached by the show you have chosen to run with. You will need to write a creative brief for your project. (hint: if you want better facts and figures than you are finding on the internet you can always call up the theater you chose and tell them your a student, what your project is and ask them for the numbers). You will need to create a S.W.O.T analysis (Strengths, Weaknesses, Opportunities, and Threats) for your chosen theater and in some cases even your show.

Ask yourself how you can get people to come to the show? What are the best visuals to describe and make an impact with your audience? Do research into how other theaters advertise and in what avenues.

An integrated advertising campaign consists of: a series of print ads (for newspapers and magazines), a 60 second radio spot, a 30 second TV spot, out-of-home advertising and internet advertising. We will discuss each of these as we approach that part of the project and how a little out-of-the-box thinking goes a long way to reaching an audience in a creative manner especially in today's ad centered world.