



## **ROARING DEALS PROMOTION**

**Developing a targeted cross-promotional campaign during the run of Disney's The Lion King at the Schuster Performing Arts Center.**

**June 2011**

## PROBLEM & OPPORTUNITY

- **Problem:** Many patrons of large Broadway show's at downtown Dayton's performing arts center come only for the show and don't patronize downtown businesses beforehand and afterward.
- **Opportunity:** The Schuster Center's restaurant cannot accommodate the large, sell-out crowds expected to attend The Lion King, creating an opportunity to market downtown restaurant and retail options to ticket holders.
- **Solution:** Partner with the Victoria Theatre Association for a targeted cross-promotion.
- **My role:** Project manager, handled all PR.



## GOALS

- Encourage visitors to extend their time downtown, perhaps by having dinner before a show or grabbing a drink afterward.
- Promote the variety of businesses located downtown to arts patrons.
- Create a positive and enjoyable experience for *The Lion King* patrons that would translate to a more positive overall perception of downtown Dayton.



# TARGET AUDIENCES

- *The Lion King* ticket holders.
- Performing arts patrons in Dayton area.



## OBJECTIVES

- At least 20 downtown businesses participate in Roaring Deals promotion.
- Conduct a post-promotion survey of participating businesses with more than 60 percent reporting positive results on their business.
- Create at least three promotional items to support Roaring Deals.



## STRATEGIES

- Leverage partnership with Victoria Theatre Association to communicate with its patrons.
- Position downtown Dayton as a regional destination for arts, culture, shopping and dining.
- Drive traffic to downtown businesses.



## TACTICS

- Recruit downtown businesses to participate.
- Create promotional materials for those businesses to use to reach their customers.
- Coordinate media outreach with the VTA so Roaring Deals is included in all coverage of *The Lion King*.
- Create digital materials to promote Roaring Deals.



## ACTIVITIES & MATERIALS

- Host meeting for interested business owners about how they can participate in Roaring Deals.
- Produce promotional materials :
  - a web page listing all participating businesses and their deals
  - a brochure listing all participating businesses and their deals widely distributed throughout downtown
  - 2-by-3 foot posters that were hung in the lobby windows of key downtown buildings
  - a flier for *The Lion King* program books





## BUDGET & TIMELINE

- Budget established at \$2,500.
- Timeline: Project must be implemented to correspond with mid-June 2011 run of *The Lion King* in Dayton.



## EVALUATION

- More than two dozen businesses representing a wide array of businesses, from restaurants to health clubs to art galleries, participated.
- All major media in Dayton cover Roaring Deals.
- In post-promotion survey, nearly 70 percent of participants reported business was better or excellent during the promotion, and 80 percent reported the promotion generated new business.
- The project was completed at less than half the project budget, with a total expenditure of \$1,055.

