
Theatre Marketing

In Theatre Marketing, the skills measured are:

- An understanding the marketing director's role and specific responsibilities
- An understanding of the purpose and value of research, resources, and personnel needed to communicate a marketing concept to an audience
- The ability to align a marketing campaign's components in a distribution strategy that supports a realized or theoretical production

Only one entrant may be involved in the presentation. No collaborations are permitted. The entrant's presentation may be from a realized or theoretical production.

The entrant must prepare and present:

- Written responses to several questions about their process within the application.
- Up to an 8-minute video presentation summarizing the work with connections to concept, collaboration, and design decision-making. The presentation should include:
 - A case study that methodically works through the marketing process
 - The marketing campaign developed and executed for a published script (play or musical) written for the theatre and presented by the school
 - Designs for performances of poetry, fiction, screenplays, or any other medium are prohibited.
 - It is strongly recommended that the entrant was responsible for actual publicity.
- Entrants should submit a digital "portfolio binder" that contains the components of their marketing campaign, including:
 - A finished poster
 - A finished program
 - Two press releases consisting of an informational article and a feature article
 - Example social media posts and/or other online outreach that was part of the campaign
 - A copy of the marketing budget for the publicity campaign and justification of expenses
 - Any work that shows the progression of the creative process, including a brief statement of the design choices inspired by the script, research materials, and other sources of inspiration, if any
 - Work will be adjudicated on creativity and quality of the materials; not necessarily how much money was in the budget or how well the money was spent
- Presentation Format:
 - Background
 - Introduce self and Thespian troupe number
 - Description of the show
 - Dates and number of performances
 - Description of executing the marketing plan (self and/or team responsibility)
 - Creative development
 - Collaboration with production team
 - Target market (outside of school)
 - Research or inspiration to develop the design concept, if any
 - How the marketing design concept matches the production design
 - The development and creation of the marketing campaign's design concept
 - Reflections on what might be done differently if more time, money, etc., were available (for realized productions)

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- Execution:
 - Describe and demonstrate the components of the marketing campaign (posters, tickets, promotional handouts, social media, etc.)
 - Explain how and where the marketing was distributed
 - Make clear the consistency in marketing (from the same campaign)
 - Identify elements (images, colors, fonts, etc.) changed to fit the media of marketing components.
 - Outcomes for realized productions:
 - Indicate budget versus money spent
 - Make note of free services (e.g., copies, printing) or vendor donations
 - Determine what the actual or comparable service would cost
 - Number of tickets sold per performance versus house capacity
 - Compare the outcome to a similar show previously produced
 - Entrants must wear all black. **Clothing and shoes must be all black.** Any visible color, including white, will result in a disqualification.
 - Failure to follow any of the guidelines in this document will result in a disqualification.

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Student(s):

School:

Selection:

Troupe:

SKILLS	4 Superior Above standard	3 Excellent At standard	2 Good Near standard	1 Fair Aspiring to standard	SCORE
Job Understanding and Interview Articulation of marketing director's role and specific job responsibilities; presentation and explanation of the executed marketing plan, creative decisions, and collaborative process.	Articulates comprehensive understanding of marketing director's role and job responsibilities; thoroughly presents and explains the executed marketing plan, creative decisions, and collaborative process.	Articulates understanding of marketing director's role and job responsibilities; presents and explains the executed marketing plan, creative decisions and/or collaborative process.	Articulates partial understanding of marketing director's role and job responsibilities; inconsistently presents and explains the executed marketing plan, creative decisions and/or collaborative process.	Articulates little understanding of marketing director's role and job responsibilities; does not explain an executed marketing plan, creative decisions, or the collaborative process.	
Comment:					
Creative Development Research conducted to identify target market and inspire design concept; resources and personnel applied to refine and communicate the final design to audience.	Conducted research accurately identifies target market/inspiration for the design concept; all appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.	Conducted research mostly identifies target market/inspiration for the design concept; most appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.	Conducted research somewhat identifies target market and suggests a relationship to design concept; several resources and personnel were consulted to refine and communicate final concept to audience.	Conducted research marginally identifies target market and minimal relationship to design concept; few or no resources and personnel were consulted to refine and communicate final concept to audience.	
Comment:					
Execution Marketing campaign's alignment to production concept; unity of shared components, quality and consistency of artistic designs, accuracy of details, and a distribution strategy across multiple media.	Marketing campaign aligns with production concept ; shared components consistently demonstrate a unified effort , including consistent quality artistic designs, accurate detail, and a coordinated multiple media distribution strategy.	Marketing campaign frequently aligns with production concept ; shared components usually demonstrate a unified effort , including consistent quality artistic designs, accurate details, and a coordinated multiple media distribution strategy.	Marketing campaign somewhat aligns with production concept ; shared components demonstrate a generally unified effort , including artistic designs, details, and a coordinated media distribution strategy.	Marketing campaign rarely aligns with production concept ; shared components do not demonstrate a unified effort in artistic designs, details, and media distribution strategy.	
Comment:					
Realized Outcomes Budget expenditures, ticket sales, generated media coverage based on marketing/press releases, and reflections on alternative execution.	Budget expenditures and ticket sales explained and compared with accurate figures; media coverage, marketing/press releases, and multiple execution alternatives are realistic, with clear/practical outcomes .	Budget expenditures and ticket sales explained with accurate figures ; media coverage, marketing/press releases, and multiple execution alternatives are frequently realistic, with clear/practical outcomes .	Budget expenditures and ticket sales are explained ; media coverage, marketing/press releases and multiple execution alternatives sometimes offer realistic/practical outcomes .	Budget expenditures and ticket sales are not explained ; media coverage, marketing/press releases and multiple execution alternatives rarely offer realistic/practical outcomes .	
Comment:					

RATING <small>(Please circle)</small>	4 Superior <small>(Score of 16-14)</small>	3 Excellent <small>(Score of 13-10)</small>	2 Good <small>(Score of 9-6)</small>	1 Fair <small>(Score of 5-4)</small>	TOTAL SCORE
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Judge's name (Please print)

Judge's signature

ATTENTION TABULATION ROOM: Please note the following:

Timing issue: (_____ mm _____ ss)

Rule violation: _____ ; _____ ; _____

Other comments:

This rubric should not be considered an assessment of student learning. However, it can serve as a model for designing curriculum- based performance assessments and for this reason, alignment to the National Core Standards has been indicated on this form.

Example National Core Theatre Standards aligned to this rubric: TH:Cr3.1.1.a, TH:Cr3.1.1.b, TH:Pr4.1.1.a, H:Pr6.1.1.a

To access the full descriptions of the above and all the Core Theatre Standards go to: www.nationalartsstandards.org

For additional Standards resources visit: www.schooltheatre.org/advocacy/standardsresources

Optional aligned state standards: _____

State Standards website: _____