University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Student Advertising Projects - College of Journalism & Mass Communication | Journalism and Mass Communications, College of

2014

An integrated marketing communications plan for the Great American Comedy Festival, Johnny Carson Theatre, Norfolk, Nebraska

adnormal STRATEGIES

Emily Schaefer
University of Nebraska-Lincoln

Tony Nelson
University of Nebraska-Lincoln

Dominique Brown
University of Nebraska-Lincoln

Kary Benson
University of Nebraska-Lincoln

See next page for additional authors

Follow this and additional works at: http://digitalcommons.unl.edu/journalismstuad

Part of the Arts Management Commons, Communication Technology and New Media Commons, E-Commerce Commons, Journalism Studies Commons, Nonprofit Administration and Management Commons, Public Relations and Advertising Commons, Sales and Merchandising Commons, and the Social Media Commons

adnormal STRATEGIES; Schaefer, Emily; Nelson, Tony; Brown, Dominique; Benson, Kary; McConkey, Mickey; Schuller, Katheryn; Gammel, Amanda; and Wesely, Max, "An integrated marketing communications plan for the Great American Comedy Festival, Johnny Carson Theatre, Norfolk, Nebraska" (2014). *Student Advertising Projects - College of Journalism & Mass Communication*. 18.
http://digitalcommons.unl.edu/journalismstuad/18

This Article is brought to you for free and open access by the Journalism and Mass Communications, College of at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Student Advertising Projects - College of Journalism & Mass Communication by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Authors
adnormal STRATEGIES, Emily Schaefer, Tony Nelson, Dominique Brown, Kary Benson, Mickey McConkey, Katheryn Schuller, Amanda Gammel, and Max Wesely

This article is available at DigitalCommons@University of Nebraska - Lincoln: http://digitalcommons.unl.edu/journalismstuad/18

AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR

great american COMEDY FESTIVAL

JOHNNY CARSON THEATRE NORFOLK, NEBRASKA

Presented by

adnormal
STRATEGIES

TABLE OF CONTENTS

Executive Summary 3
Situation Analysis 4
Research 5
Creative 23
Public Relations 31
Media 45
Budget 48
Appendix 49

EXECUTIVE SUMMARY

CLIENT: The Great American Comedy Festival

CAMPAIGN PURPOSE: In the summer of 2014, members of the Great American Comedy Festival approached our team of 8 advertising and public relation students with a specific task. The proposed task was to help increase attendance as well as raise awareness for future Great American Comedy Festivals. Our team's mission is to present innovative ideas that will help our client generate an increase in attendance and to also provide them with beneficial tactics for future festivals.

RESEARCH: For our campaign, we accumulated various data through both secondary and primary research. Our secondary research consisted of mostly online information which covered past Great American Comedy Festivals, humor and its effects and also different comedy festivals. Our primary research consisted of the feedback we recovered through a survey that was sent out to past Great American Comedy Festival attendees. The most beneficial information we recovered from our primary research was our first hand experience at the Great American Comedy Festival. Overall the festival was a great experience and it gave our team a better understanding of what our client wants to accomplish.

TARGET AUDIENCES: Our primary audience will be married men and women in the age ranges of 40-70 who live within a 70 mile radius of Norfolk Nebraska. This audience is supportive of local events and also acquires an appreciation for comedy.

PUBLIC RELATIONS: The Public Relations tactics for the campaign include an extensive social media overhaul as well utilizing previous email listings to reach out to potential audiences.

CREATIVE STRATEGY: In our campaign for the Great American Comedy Festival, we wanted to create a recognizable, consistent brand identity that focused on the positive feelings associated with comedy: laughter and happiness. Our executions revolve around the theme, "The Good Laugh," and incorporate outdoor, television, radio, and print media.

SITUATION ANALYSIS

BACKGROUND: Norfolk, Nebraska's Great American Comedy Festival has been an exciting live comedy event since 2008. First organized by Norfolk Daily News Editor, Kent Warneke, the Festival has entertained thousands in the past seven years. Created as a way to pay tribute and to continue to immortalize Norfolk native and world-famous comedian Johnny Carson, the Festival has put the small northeastern Nebraska city of Norfolk on the map. Each year, it turns Norfolk into a hub for people who love comedy and want to preserve Johnny Carson's legacy. The Festival features a variety of activities that individuals and families can enjoy, such as world-class magicians, magic classes and great stand-up comedy acts from entertainers from all over the country. The comedians, hand-picked by David Letterman comic booker Eddie Brill, literally "compete" for a top spot in the Festival's grand finale, always held on the Saturday night of the four-day event.

Each year, hundreds of Festival volunteers and corporate sponsors work to ensure the success and growth of this event. Their passion for Johnny Carson and pride for Norfolk are what keep the festival moving forward and growing in size and reputation each year. These volunteers believe in the important legacy of Johnny Carson who has touched the lives of millions of people.

In mid-summer 2014, Kent Warneke and Lori Williams, Festival organizers, challenged ADnormal Strategies, a team of eight UNL advertising and public relations students to develop an integrated marketing communications plan that can increase Festival awareness and attendance. Five of the eight students were guests of Festival organizers and traveled to Norfolk for the Thursday, July 12, early and late night stand-up performances. From their direct experiences, in-depth research, strategies and tactics, the following are our recommendations for an even bigger and better Great American Comedy Festival in the coming years.

WHAT IT'S ALL ABOUT: The Great American Comedy Festival serves the community of Norfolk, and the state of Nebraska, through the power of comedy, humor and laughter.

RESEARCH

In order for ADnormal Strategies to understand all facets of the Festival, the audiences, the key goals and objectives, we conducted secondary and primary research. Here's what we wanted to know more about.

RESEARCH OBJECTIVES

Who attends the Festival?

- Demographics
- What events do they attend?
- How far do they travel?
- How do they get information?
- How do they use social media?

How do similar events operate?

- How do they market themselves?
- How do they use social media?

How can the festival use social media more effectively?

How do you reach children and families?

How important is Johnny Carson to Festival attendees?

What are the benefits of humor and comedy?

SECONDARY RESEARCH

METHODOLOGY

The team researched a variety of online resources for information on the Great American Comedy Festival, other current comedy festivals, and comedy festivals in similar communities. We looked at the different festivals' ticket prices, events, offers and how they promote and advertise. We researched the psychology and other benefits of comedy as well as specific information about Johnny Carson (we are too young to have remembered him "live" on television). We also looked at a variety of social media stats, and techniques and promotion using social media.

WHO WAS JOHNNY CARSON?

- Moved to Norfolk when he was 8 years old
- Started performing magic shows at the age of 14 at local venues. He called himself "The Great Carsoni"
- Worked at a local radio station while attending the University of Nebraska–Lincoln
- Worked at KFAB and WOW radio stations in Omaha
- Became the legendary host of NBC's "The Tonight Show" in 1962

THE TONIGHT SHOW WITH JIMMY FALLON, AKA THE "NEW" JOHNNY CARSON

- The first week in February, 2014, the NBC program delivered its largest audience – 10. 42 million – since the final week of Johnny Carson as host in 1992 (Nielson).
- Premiere Week: 29% growth from a 2.8 "live plus same-day" rating in adults 18-49 to a 3.6 with three days of time-shifted viewing included (Kissell 2014).
- In total viewers, the new Fallon show grew 23% (from 8.493 million to 10.418 million) (Kissell 2014).
- The last time The Tonight Show saw these numbers was when Johnny Carson's run in May 1992 averaged a huge 19.453 million viewers. In adults 18-49, the 3.6 rating this year was the highest for a late night show since a Seinfeld finale"(Kissell 2014).

OTHER COMEDY FESTIVALS

The Lucille Ball Comedy Festival

- Festival honors comedian Lucille Ball in her hometown of Jamestown, NY
- Offers over 50 events over 5 days, including:
    - o A standup showcase
    - o Comedy Late Night events
    - o Lucy and Ethel impersonators
    - o Lucille Ball's Hometown Tour
    - o Tropicana Room Lunches featuring various "I Love Lucy" memorabilia and guest speakers
    - o A Block Party
    - o A large-scale comedy show featuring the headlining comedian
- This year's headlining comedians are Jay Leno, Tom Cottner, Caroline Rhea, and Lucie Arnaz
- Part of a four-pillar "Legacy of Laughter" supported by the Lucy Desi Museum & Center for Comedy
- The festival has tripled in size since 2006

SOCIAL MEDIA FOR FESTIVALS

- To build excitement, well known festivals announce their headliners one at a time, or give clues on whom the headliners might be.
- Festival followers (Twitter, Facebook, etc.) could be the first ones to know when tickets go on sale.
- Setting up promotional deals on various social media if you "follow" or "like" them.
- Statuses can be used as a way to countdown the days to the festival to get people excited.
- Share various clips and quotes from the entertainers that will be performing.
- Major festivals offer members of the audience to backstage access as well as meeting the actual performers.

SOCIAL MEDIA STATS

- Nearly 2/3 of people aged 50-64 are on Facebook
- 43% of those users are aged 65+
- In 2005, 8% of adults used social media, now 72% of adults use it
- Still a young person's and a woman's game – 89% of 18-29 year olds are members of sites like Facebook and 74% of all female internet adults are social media users
- Use by 50-64 year olds has seen an increase
  - o Ten-fold increase since February 2005, going from 6% to 60%
  - o 65+ didn't start to use social media until August 2006 – which is 1%
- 43% nearly half of all parents and grandparents are potentially online
  13% of 50-64 and 5% of those are aged 65
- Facebook is the dominant platform among adults
- Both Facebook and Instagram have higher levels of user engagement – with the majority of their users checking in daily

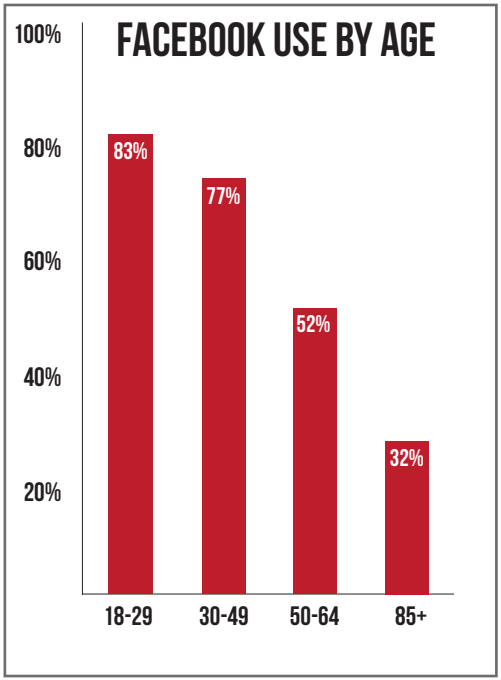
PEW RESEARCH SOCIAL MEDIA STUDY

As of Fall 2013:

- 73% of online adults (18+) use a social network
- 71% of online adults use Facebook
- 22% of online adults use LinkedIn
- 21% use Pinterest
- 18% use Twitter
- 17% use Instagram
- 63% of Facebook users sign in at least once every day, and 40% of users log in multiple times a day

Facebook use by age and geographic type:

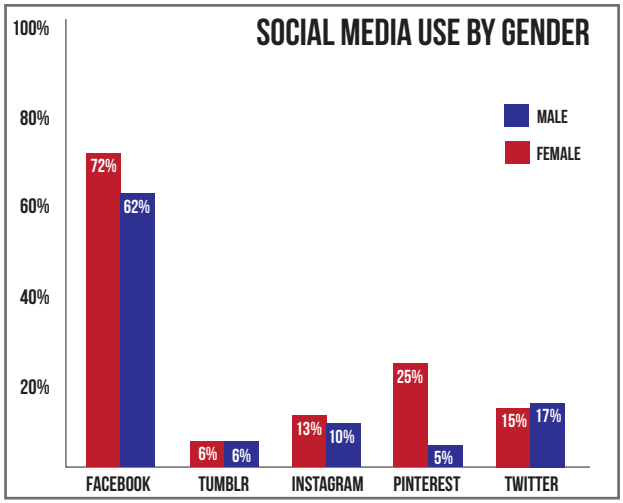
- 18-29: 83%
- 30-49: 77%
- 50-64: 52% (however, is fastest growing age group on Facebook 2013)
- 85+: 32%
  - o 70% of those online in urban cities
  - o 87% of those online in suburban areas
  - o 61% of those online in rural areas



SOCIAL MEDIA STATS

Social Media Use by Gender

- Of Online Females:
  - o 72% use Facebook
  - o 13% use Instagram
  - o 15% use Twitter
  - o A greater percentage of adult U.S. women use Facebook, Tumblr, Pinterest, Instagram and Twitter versus male counterparts.
  - o Men use LinkedIn more often
  - o 76% of U.S. adult women use Facebook, compared to only 66% of U.S. adult men
  - o 30% of women check their social media outlets multiple times per day compared to 26% of men
  - o 53% of women likely to access deals for a particular brand or item through social media while only 36% of male survey respondents
- Of Online Males:
  - o 62% use Facebook
  - o 10% use Instagram
  - o 17% use Twitter
  - o 11% other



- Online adults within the age bracket of 45-54 years saw a 46% increase in Facebook use since 2012. (Business Insider)
- Since 2012, Twitter usage has increased 79% in the 55-64 year old age bracket. (Fast Co.)

YouTube Statistics:

- Average length of the most viewed YouTube videos is between 31 and 120 seconds
- 58% of Generation Xers visit YouTube at least monthly, along with 49% of younger Baby Boomers and 40% of older Baby Boomers
- 40% of YouTube traffic comes from mobile devices

SOCIAL MEDIA'S EFFECT ON COMEDY: WHY QUALITY STAND-UP COMEDY IS BECOMING RARE

- Newer comedians gain popularity through social media but have a hard time in front of crowds doing stand up (awkward silence etc.)
- Comedians gain quick popularity with short social media anecdotes but their talents are not necessarily enough for long-time popularity
- The Great American Comedy Festival brings in talented, quality stand-up comedians that have experience and familiarity with live, on-stage stand-up comedy

EFFECTS OF LAUGHTER

- Shared laughter fosters positive emotional connections that brings people closer together and makes things exciting and fresh.
- It allows people to be more comfortable and honest, inhibit conflict and dissolve stressful emotions.
- Laughter can give you a fresh perspective, which can prevent you from becoming overwhelmed.
- Laughter can improve life by helping take things less seriously when encountering difficulty.
- Increasing rate of Americans experiencing symptoms of depression.

SOCIOLOGY OF HUMOR

- "Humor is quintessentially a social phenomenon" – Giselinde Kuipers
- It is a common thread that ties all humanity to each other regardless of age, sex, race or social class
- No matter what differences we have, we have all found solace and comfort in humor and laughter at one point or another

There are several different approaches that have been found to explain the sociology of humor:

- The Functionalist Approach: Interprets humor in terms of the social functions it fulfills for a society or social group. Goal would be to advertise as laughter having a health benefit function.
- The Conflict Approach: Conflict theories see humor as an expression of conflict, struggle, or antagonism. Goal is to advertise laughter as a stress reliever or to get through a problem.
- Symbolic Interactionism Approach: Symbolic Interactionism Approach to humor focuses on the role of humor in the construction of meanings and social relations in social interaction. Goal is to advertise as good first date or outing with friends, bonding experience.
- Phenomenological Approach: The phenomenological approach to humor conceptualizes humor as a specific "outlook" or worldview" or "mode" perceiving and constructing the social world The goal is to advertise humor being able to change your outlook and affect your mood.
- Historical-Comparative Approach: The Historical-Comparative Approach attempts to understand the social role of humor through comparisons in time and place. Advertise humor as a method to learn and laugh at past experiences.

PAID FACEBOOK ADVERTISING

- Sponsored advertising could end up in news feeds of fake accounts – stories/ads that you pay for but ultimately do no good
- Don't use FB to create your brand. Must have a solid marketing strategy that carries over into social media – an organized campaign that contains related/planned/thought about content rather than random updates and photos.
- Monitor engagement with page, not just "likes"

Facebook Ads that work and why:

- Relevance: to the specific user
- Value proposition: quality, cost (i.e. mentioning friewns who also have liked the page, sales, etc.)
- Call-to-action
- Disruption Factor: what gets their attention? Is text in all-caps? Relevance to their situation (college travel-abroad programs, local restaurants, etc.), have their friends "liked" page.

Connecting with your audience via Facebook

- Interview participants for human interest stories. For example, interview someone that has attended the event every year. You can ask them questions on why the festival has meant so much to them. This is a great way to interact and share meaningful comments about the festival on Facebook.
- Give away free stuff. Post a trivia question on Facebook and whoever answers it correctly will have their name entered into a drawing where they could win a prize (which might be a TV or a T-shirt). People love prizes.
- Create a video that is shareable. This could be a video about the event or just people's past experiences on attending the event.
- Make it easy for participants to share their registration on Facebook and get friends to join. An example from the website: "Many registration platforms have Facebook integration and this is super important. If you allow people to share their registration on Facebook, you'll capitalize on their excitement and get exposure to all of their friends."

OTHER TOOLS FOR PROMOTING EVENTS

- Social Media Promotions
  - o Be agile and engaging with your audience
  - o Listen to what they say and see what they share. Then based on their interests respond in a creative way of your own.
  - o The number of shares will tell you if it is compelling content. That is when you know you have leverage.
  - o Strategic timing is very important to getting your videos recognized on your different pages.
  - o Once a customer decides upon your product social media provides ways of amplifying their engagement with your brand.
  - o Social media can "solicit consumer input" (Get ideas and tips through interaction before during and after event through posts.)
  - o Word of mouth extends user engagement through retweets, shares, and reblogs. Allows for videos and content to be recognized and shared broader and faster.
  - o Brand engagement forms a special bond with the consumer. (Going to the festival before and after and why they want to come back.
- Meetup:
  - o Provides large groups of customers who may have never been to your venue before.
  - o Can cultivate a personal connection with potential patrons as well as an avenue to participate in the local community
  - o Meetups allow users to post feedback so it can help by allowing you to review posts and respond to praises and critiques to improve your business
  - o A Meetup group could be devoted to fans of live comedy
- Groupon:
  - o Much like the name implies, Groupon is a coupon for group buyers. If a certain group of people buys tickets to your show, they get a discounted price.
  - o To meet that minimum order, users will utilize social media and their contacts to encourage others to buy tickets, therefore filling your seats without any extra effort required from you.
  - o Creates an email, online and mobile marketing campaign that meets your goals. (Customer volume)
  - o Groupon offers promotions for weeknight shows, first time festival goers, large groups or specifically for the magic classes.

PRIMARY RESEARCH

METHODOLOGY – QUANTITATIVE

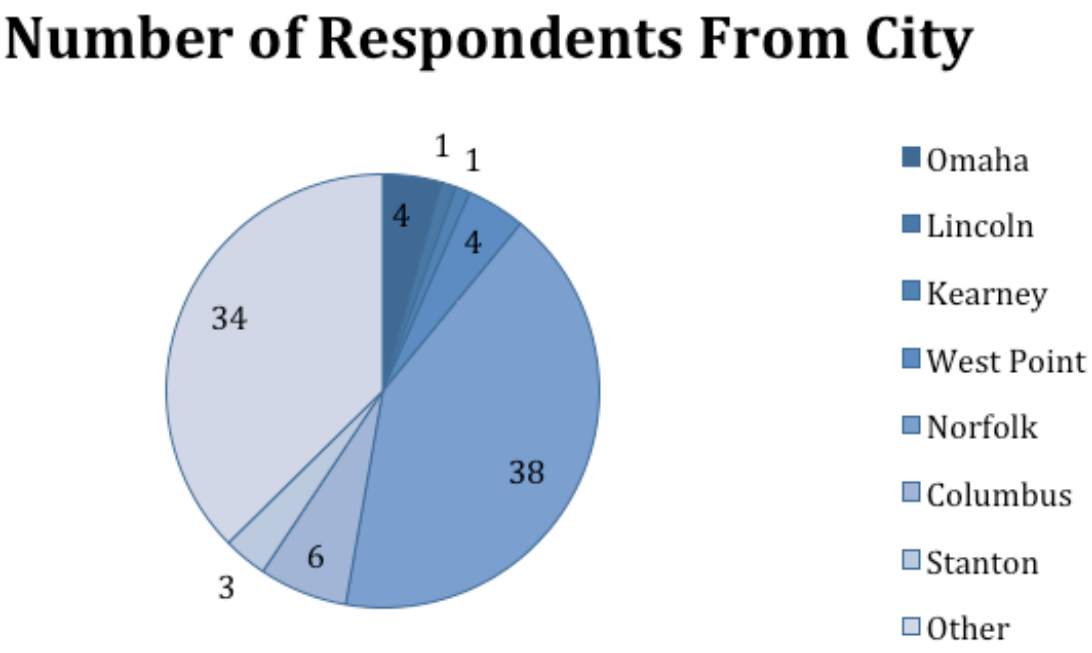
Through an online survey created on surveymonkey.com, more than 1000 participants (emails of Festival attendees in the past two years) were asked a variety of questions. The response rate was about 9% and we were hoping for a greater number. However, the timing of the email request for participation as well as the email setting may have affected the overall response rate. We can still make some decisions based on these answers. As well, a slightly different survey was posted to the Festival's Facebook page and a request was sent to the 100 current Twitter followers. Please see the appendix for a complete listing of the questions and a summary of all the answers.

KEY INSIGHTS

- Johnny Carson isn't the main reason people attended the Festival
  - o Although 80.22% of respondents either answered they love Johnny Carson, and have watched him on the tonight show, 58.82% said the primary reason they attended the Festival was for the love of comedy and 4.71% said the primary reason was to honor Johnny Carson.
  - o 64.84% of respondents said Johnny's important, but they love the idea of good, live comedy and family entertainment coming to Norfolk most of all.
- The main shows respondents watch are The Tonight Show with Jimmy Fallon being first, and Saturday Night Live and David Letterman tying at second.
- 41.11% of respondents are willing to drive over 50 miles to attend the Festival.
- 27.91% said that organized transportation would convince them to attend the Festival.
- 83.52% of respondent's festival trip did not involve an overnight stay.
- 58% of respondent's live in Norfolk or the surrounding areas and were familiar with the Festival since it started, 34.88% of respondents read or heard about it in the local media, 2.33% read about it on social media.
- 49.43% of respondents are reminded by local media of dates and how to buy tickets, 33.33% remembered to visit the Festivals' website for details, 14.94% read the Festival's insert in the Norfolk Daily News.
- There makes no difference to most respondents if the Festival proceeds would support a charitable cause.

- $50 dollars per ticket is what 38.89% of respondents are willing to pay for a ticket if bigger names (Ray Romano or Jerry Seinfeld performed)
  - 36.67% said it is more important to keep ticket prices as they are now
  - 18.89% said they would spend $75
  - 5.56% said they would spend $100
- 40% of respondents said having a package ticket deal would get them to attend the weeknight shows.
  - 35.21% said weeknights are too busy to think about attending
  - 23.94% said lower ticket prices for weeknight shows would get them to attend
  - 50% of the respondents said "Mom" is the primary influence in the family to attend the Festival and to make the decision on summer entertainment.
  - 80% of respondents were married
  - 66.67% of respondents were female
- 89.39% of respondents use Facebook on a daily bases.
- Traditional media is still the main source of news for respondents
  - TV (KTIV – Sioux City, KCAU – Sioux City, KPTH/KMEG – Sioux City WOWT – Omaha KOLN – Lincoln, KETV – Omaha, KMTV – Omaha): 68.97%
  - Newspaper Print: (Norfolk Daily News, Omaha World-Herald, Sioux City Journal, Yankton Press and Dakotan): 58.62%
  - Radio: (WJAG, 106 Kix, Lite Rock 97.5, 94 Rock, US92): 49.43%
  - Social Media: (Facebook, Twitter): 40.23%
  - Newspaper Online: 25.29%
- Respondents age range varied but the majority was in our target audience
  - 18-34: 10.99%
  - 35-44: 16.48%
  - 45-54: 29.67%
  - 55-64: 28.57%
  - 65-74: 9.89%
  - 75+: 4.40%
- 70% of children living with respondents are over 15 years old.

• Norfolk had the most respondents by at 38. The next city with the most respondents is Columbus with 6, Omaha and West Point with 4 and Stanton with 3. The bigger cities (Lincoln and Kearney) both had 1 each. The "Others" are the cities with only 1 respondent.



TARGET AUDIENCE

DEMOGRAPHICS

- Men and Women
  - o 40 – 70 years old
  - o Married
  - o With 1-3 children
  - o Within a 70 Miles radius

PSYCHOGRAPHICS

- Conservative
- Live in small, more rural communities
- Like more sophisticated, not bawdy or crude humor
- Mostly middle-class, rural, hardworking people
- Positive
- Pleasant

SWOT ANALYSIS

STRENGTHS

- The Great American Comedy Festival offers something for the entire family, whether that's magic shows and lessons for kids, or late night stand up for adults.
- Norfolk, Nebraska, is home to the Great American Comedy Festival as well as being home to the famous television host and comedian Johnny Carson.
- The Festival breathes new life into the city of Norfolk, which the entire community embraces.
- The Festival is a way for families to experience high-quality comedy from professional and amateur comedians.
- The Festival honors Norfolk's native son Johnny Carson and it gives the audience a chance to connect and pay tribute to his legacy.
- The Festival is an inexpensive alternative to other family activities.
- The competition aspect of the comedy festival provides the audience a chance to see comedians at their best.
- The Festival gives the audience an opportunity to share and experience laughter.
- The Festival is a great venue for new comedians from all over the country.
- The Festival is an economic benefit for Norfolk.
- Dedicated volunteers and sponsors

WEAKNESSES

- The Great American Comedy Festival needs more social media buzz and more effective ways to promote future Festivals.
- The travel distance for attendees can be a negative factor in getting people to attend the festival.
- Weekday events may affect the ability of some people to attend.
- There are still many people who haven't heard of the Festival or who have not attended for some reason.
- Need someone to be more proactive with Social Media posts, etc.

OPPORTUNITIES

- Create new ways to potentially increase attendance by getting people who live outside the surrounding areas to attend.
- Increase social media updates via Facebook, Twitter, and Instagram to help raise more awareness for the Festival.
- The Festival has the opportunity to increase attendance during the weekday events.
- Determine ways to schmooze Jimmy Fallon as the Carson "heir apparent" and a possible participant in the Festival.
- Find new sponsors.

THREATS

- Competition from other events around Nebraska such as the College World Series.
- Other summer extracurricular activities, movies, vacations etc. could compete for a tendance at Festival.
- Not getting popular comedy headliners to participate in the Festival may cause pote tial audiences to lose interest.
- Lower attendance because of ineffective promotion strategies and tactics.
- Bad weather conditions.
- Budget constraints for Festival promotion.
- Lack of or losing corporate sponsors.

CAMPAIGN GOALS

MARKETING

- To increase overall attendance to the Festival Saturday night show by 10% from 1500 to 1650
- To increase attendance to Festival's Thursday and Friday night shows by 30% from 700 to 910
- To increase overall attendance to the Festival's magic classes by 10%
- To increase likes on Facebook page by 50% from 2,131 to 3,200
- To increase followers on Twitter by 50% from 101 to 150

ADVERTISING AND COMMUNICATION

- To continue to promote the benefits of fun, comedy and this Festival
- To continue to connect Johnny Carson to the Festival
- To promote the family friendliness of the magic and comedy events
- To promote the key features and benefits of the Festival.

POSITIONING STATEMENT

For people living in Norfolk, Nebraska, and the surrounding areas, the Great American Comedy Festival is an affordable and unique opportunity to see, in a condensed period of time, live comedy and nationally recognized comedians performed in a venue donated by Johnny Carson.

CREATIVE

The creative elements in this campaign center around outdoor, print, radio and television advertising. Each piece incorporates the message "Home of the Good Laugh" and uses consistent fonts and color schemes in order to establish brand personality and recognition with Nebraska comedy lovers.

GOALS AND OBJECTIVES

- To brand the Great American Comedy Festival as "Home of the Good Laugh"
- To create an eye-catching design that can be used across multiple media platforms
- To create advertisements that lead consumers to the Festival's website and social media pages
- To use humor and the positive feelings associated with comedy to reach our target audience on an emotional level.

OUTDOOR

great american
COMEDY FESTIVAL
JOHNNY CARSON THEATRE NORFOLK, NEBRASKA
HOME OF THE
GOOD LAUGH.
JUNE 10-13

great american
COMEDY FESTIVAL
JOHNNY CARSON THEATRE NORFOLK, NEBRASKA
HOME OF THE
GOOD LAUGH.
JUNE 10-13

OUTDOOR

The outdoor advertisements were created to emphasize the tagline, “The Good Laugh” with images that visually communicate the idea of laughter. Billboards were used to attract the attention of potential audiences during their daily commutes in and around Norfolk.

PRINT

This design, to be used with print media such as newspaper and brochures, uses clear text and uniform colors that catch the eye without being to cluttered or busy. The crisp layout and uniform text creates a natural flow and makes it easy for readers to find information.

BUSINESS CARDS

Business cards were created to advertise the festival in local businesses in Norfolk and surrounding cities. The type emphasizes laughter with the, "HAHA" and uses a variation of the campaign theme that reads, "You looked like you could use a good laugh."

RADIO

Radio and television ads emphasize laughter and the "Good Laugh" theme. They include specific information regarding dates, times, and comedians. These ads are designed to run within 2 months of the festival.

30 SECOND RADIO SPOT

(Uproarious Laughter)

When was the last time you had a good laugh?

(Begin Happy, Upbeat Music)

I mean a sidesplitting, knee slapping, tear-jerking, can't-catch-your-breath kind of laugh.

(Laughter fades out, Music continues)

Enjoy the year's best laughs at Norfolk's Great American Comedy Festival. Four funny, happy and laugh-filled days. Plus a kids' comedy magic show, Comedy Contest Semifinals and a hilarious Festival Finale.

It's time to get your sidesplitting, knee slapping, tear-jerking, can't-catch-your-breath kind of laughs. The fun in Norfolk starts June 10th!

(Music ends, Laughter starts again at full volume)

Check us out on Facebook or visit greatamericancomedyfestival.com Norfolk's Great American Comedy Festival: Home of the Good Laugh.

(Fade out with final good, hearty laugh)

TV

30 SECOND TV SPOT

When was the last time you had a good laugh...the knee-slapping, tear-jerking, can't-catch-your-breath kind of laugh?

Well...these laughs are everywhere at Norfolk's Great American Comedy Festival.

Four funny, happy and laugh-filled days. Plus kids comedy magic classes and show and 20 of the funniest comics in America.

Don't miss this year's stars, Caroline Rhea, SNL's Jim Breuer and Johnny Carson legend David Steinberg.

It's time to get your sidesplitting, knee slapping, tear-jerking, can't-catch-your-breath kind of laughs.

For tickets go to "greatamerican comedyfestival.com"

It's Norfolk's Great American Comedy Festival:
Home of the Good Laugh.

PUBLIC RELATIONS

This campaign requires an active social media presence as well as a strategic public relations plan to connect with our target audience. The Great American Comedy Festival has the social media outlets to connect with the audiences but requires more content and consistent use to keep the audience in tune throughout the year about what the festival has to offer. Our campaign will give festival more unique ways to connect with their target audience.

GOALS

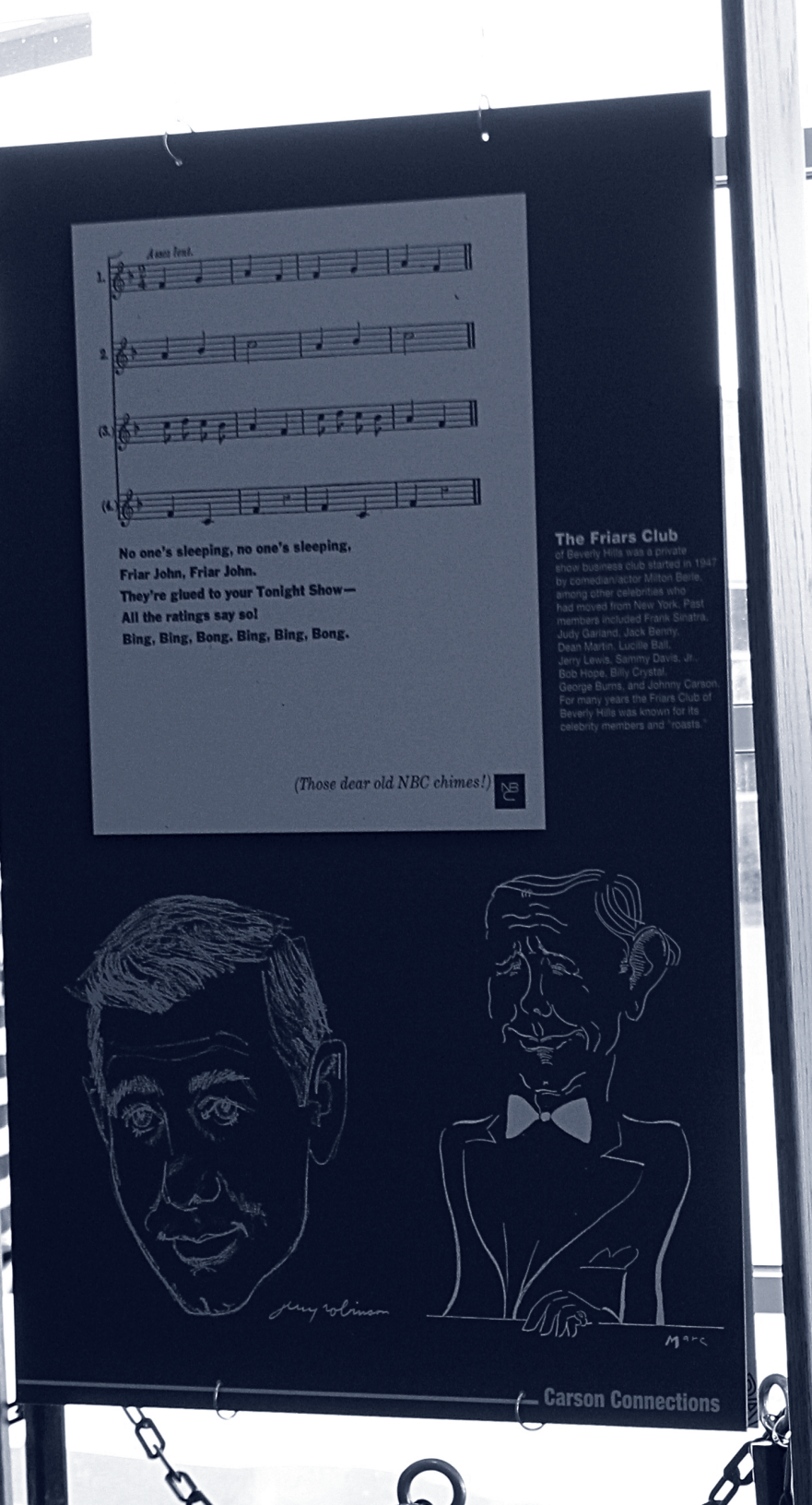
- To increase interaction by the Great American Comedy Festival and audiences on Facebook.
- To build awareness of the Great American Comedy Festival through the use of public relations tactics.
- To continue to increase goodwill in community.
- To increase buzz and word of mouth activities with audiences
- To provide media with timely and strategic Festival information
- To supplement and complement the new Festival theme and branding.

STRATEGIES

- The Great American Comedy Festival is all about bringing laughter and community together. The event itself brings the community close to the comedians/magicians and allows them to interact on a personal level. The comedians are open about their journey and allow the consumer to see them on a different level off the stage.

- During the Festival's off-season it is important to keep the audience's interests turned toward the fantastic experience they had at the Festival. The great laughs and personal experience with the entertainment will be the focus of how we want to utilize our social media and public relations presence.

- Along with new social media interactions, the already existing email list will prove very useful when sending out pitches as well as the reminder emails included in our strategies.


No one's sleeping, no one's sleeping,
Friar John, Friar John.
They're glued to your Tonight Show—
All the ratings say so!
Bing, Bing, Bong. Bing, Bing, Bong.
(Those dear old NBC chimes!)
The Friars Club
of Beverly Hills was a private show business club started in 1947 by comedian/actor Milton Berle, among other celebrities who had moved from New York. Past members included Frank Sinatra, Judy Garland, Jack Benny, Dean Martin, Lucille Ball, Jerry Lewis, Sammy Davis, Jr., Bob Hope, Billy Crystal, George Burns, and Johnny Carson. For many years the Friars Club of Beverly Hills was known for its celebrity members and "roasts."
Carson Connections

TACTICS

OBJECTIVE : To generate goodwill and buzz among key Festival players, partners, donors, suppliers and VIP attendees.

"The Good Laugh release party"

- Sign up through Facebook or the website.
- The party would involve dinner and cocktails and would give the full list of comedians participating at the event.
- Display videos of past comedians during the cocktail hour.
- Host a raffle to win Festival merchandise as well as the grand prize of backstage passes to meet the comedians during the show.

OBJECTIVE : To increase awareness about the festival through asking new or previous fans questions about the festival or Johnny Carson.

"Festival Fans of Norfolk"

- Create a series of different questions to ask people regarding the festival.
- Record/Write down their answer and reaction to their question.
- Take their photo in whatever environment they are. (Working, Socializing, Etc.)
- Post the photo with the quote on Facebook.

OBJECTIVE : To generate buzz among new Festival fans and emphasize the comedy and Johnny Carson tie-in

" Have the Good Laugh with the comics"

- On Facebook have a question a week for 1-2 months before the festival.
- Whichever users answer the question correctly will be put in a drawing to meet the comedians backstage.
- The questions could be anything ranging from Johnny Carson, Nebraska trivia, or previous festivals.

OBJECTIVE : To increase participation with all Festival social media sites, especially Twitter followers

"Tweet a Good Laugh"

- Have a live tweeting session a few weeks before the event for comedians to answer questions and connect with fans.
- Fans can use the hash tag #TheGoodLaugh. We could feature the comedians' Twitter handles on Facebook.

OBJECTIVE : To increase Festival goodwill in community and increase buzz with everyone in the community; associate Festival with happiness and good health.

" A Good Laugh is worth a trip back"

- Profile a user who has come to the festival on multiple occasions.
- Have them share their reactions and favorite parts about the Festival.
- Why the Festival keeps driving them to come back every year.

SOCIAL MEDIA OUTLETS:

Because of the enormous impact (and overall affordability) the Internet has had on how we communicate, our social media strategies and tactics are key for our campaign's success. The current and new social media outlets we recommend are:

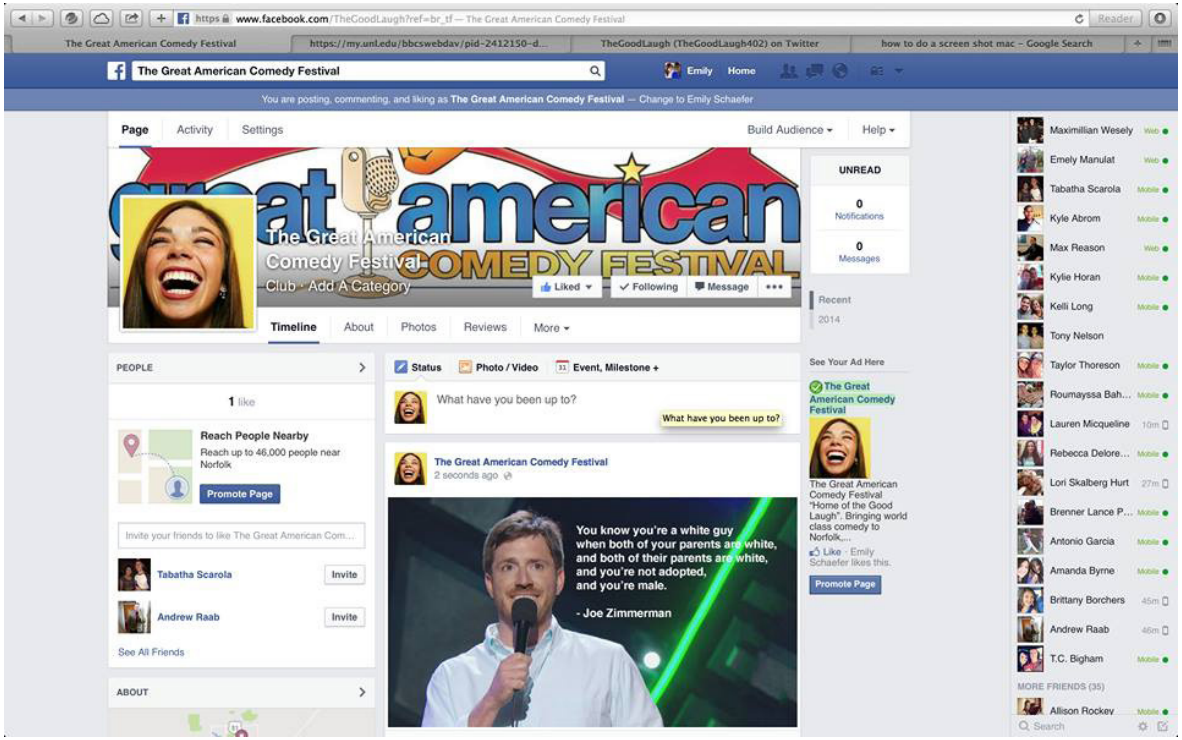
FACEBOOK TWITTER YOUTUBE MEETUP GROUPON

It would be ideal if an intern could be responsible for creating and maintaining these social media accounts. Social media should be an outlet that must be consistently used throughout the year, which will include a heavy period during the months leading up to the Festival.

FACEBOOK

Since 2005, the use of Facebook by 50-64 year olds has increased by 54%. Because our target audience is 40-70 years of age, emphasizing and increasing the use of Facebook as a social media outlet would be extremely useful. Updating Facebook more frequently will help keep the potential audience excited and informed about the upcoming Festival. The social media intern would be in charge of these Facebook updates which would include anything from; the release of The Good Laugh headliners, magic shows and classes, dates of the festival, videos of the comedians, clips from past Great American Comedy Festivals, memes, and pictures.

Along with these updates, it would be equally important to get the potential audience and comedians involved with social media. For example, a couple months leading up to the show the intern would post trivia questions to the Facebook and Twitter accounts. Whoever is able to answer the questions correctly, would have their name entered into a drawing where they have a chance to win a prize or meet with the comedians.



TWITTER

Revamping the Festival Twitter account would also be beneficial when increasing awareness for the Festival. The social media intern would be in charge updating and interacting with followers and participating comedians. The Twitter account would be tied hand-in-hand with the Facebook account when it comes to tweeting various updates, pictures, trivia, memes, and videos. The #GACF would be used as the symbol to help drive traffic to the twitter page. By staying proactive with Twitter and using the #GACF, it would help serve as an outlet for the community and comedians.

YOUTUBE

Switching the YouTube content from the Norfolk Daily News to a separate YouTube account would also be beneficial to the GACF social media presence. This YouTube page would feature various stand up videos, past Festival experiences etc. These YouTube videos will be easy to access and give shareable content to the other social media outlets. By having a strong and timely social media presence, the Great American Comedy Festival will be able to expand their target audience as well as continue to create buzz about the upcoming festival.

NEW SOCIAL MEDIA OPPORTUNITIES

GROUPON

Groupon is a website that offers discounted promotions on items including things like food fare, tickets for events and goods and services. Groupon has over 83 million subscribers and 57% of users are between the ages of 35-64, which makes it an ideal outlet for our demographic. It's a good online discount tool for new products or events with need for increased first trials.

Objective: To increase the amount of people who come to these certain new events or those that have lower attendance than the rest of the Festival.

Tactic: Offering a discount for the youth magic class or possibly the Wednesday or Thursday night shows.

Rationale: By implementing a discount or a marginal percentage off of the ticket price for the class or for admission for the show on these specific nights, we would hope to encourage more people to try for the first time.

MEETUP

Meetup is a website where anyone can start a group or a "meetup" for a particular interest (movie enthusiasts, sports lovers, people with young children, etc.). It is a concept that is growing larger everyday and it is completely free to use; 71% of the users are within our demographic of 35 and over.

Objective: To give fans of comedy a place to communicate with each other, share information about other upcoming comedy events and to reach an untapped demographic.

Tactic: Set up a Meetup group especially for Nebraska comedy fans at Meetup.com and using that group as a list to invite to the event where they can confirm their attendance and even post feedback about the festival after they've attended.

Rationale: By giving people with a shared interest in comedy an outlet to communicate with each other, we can use this to generate interest in our event and get our name out there as a force to be reckoned with not only in Nebraska but in the comedy community.

DIGITAL ANALYTICS

Digital analytics can be used as a guide for business decisions as well as a way to improve your overall website performance. Digital analytics is a way to generate detailed statistics about website traffic and traffic sources. Businesses use these statistics to observe habits from potential consumers that have been proven to be very beneficial. For example, digital analytics might show that your website is getting plenty of page views but there are very few people purchasing from you. By using digital analytics you will be able to see which sources of traffic are more likely to purchase from you. With this information you will be able to make adjustments to your website and better target these sources of traffic.

Another example of the many benefits digital analytics provides is a statistic called "bounce rate." Bounce rate shows how fast the potential customers leave your page. For example, on one your pages viewers might be staying for five minutes, but on another page, they might be only staying for five seconds. Bounce rate helps you understand what's working, what's broken, and what you need to do more or less of. An easy way to set up digital analytics for your website is through Google analytics. Google analytics provide crucial data that will ultimately help your business grow and succeed.

To sign up for Google Analytics, visit www.googleanalytics.com

great america
COMEDY FEST

PR LETTER

VIAERO great american COMEDY FESTIVAL
JOHNNY CARSON THEATRE • NORFOLK, NEBRASKA

Dear Comedy Lover,

It's that time of year again. The Great American Comedy Festival is upon us and we could not be more excited for this year's event!

After last year's success in large thanks to headliner's Jim Breuer and Caroline Rhea, living legend David Steinberg, 20 extremely talented comedians and last but not least the support of the community, we were able to host our most successful festival to date. In this our ninth year, The GACF is proud to announce that the best is yet to come.

The festival will take place from Wednesday June 10th through Saturday June 13th 2015 and once again will be hosted at our wonderful facility, The Johnny Carson Theatre in Norfolk, Nebraska. Tickets will be $35 for Wednesday and Thursday night shows and $50 for Friday and Saturday night showcases.

Please stay tuned to our website, Facebook and Twitter pages to find out new updates about the festival. We will periodically be releasing the names of the acts whom will be joining us for this year's events. This year's headliner will be sure to knock your socks off!

We look forward to seeing your smiling faces again as we bring laughter back to the heartland and welcome each of you to "The Good Laugh".

Your friends in good laughs,

Lori Williams,
Volunteer

The Great American Comedy Festival

PITCH LETTER

To: Cara Pesek
CO: Omaha World Herald Newspaper
Omaha World-Herald Building
Omaha, NE 68102-1138

Dear Ms. Pesek,

We would like to congratulate you on another successful year covering Nightlife for the Omaha World Herald. The public service you provide through your compassion and sincerity is a merit to the station.

The reason we are reaching out to you is to offer you the first opportunity to cover Norfolk's annual Great American Comedy Festival for the city of Omaha and the paper's readers everywhere. The Great American Comedy Festival will take place from Wednesday June 10 through Saturday June 13, 2015, and tickets will be $35 for Wednesday and Thursday night shows and $50 for Friday and Saturday night comedy showcases.

As you may know, The Great American Comedy Festival is staged at the Johnny Carson Theatre in Norfolk. The mission of the Festival is to pay tribute to the legacy of Johnny Carson by bringing world-class entertainment to Norfolk and making this beautiful Nebraska city the place to be each June for people who love good, nationally recognized comedy.

After last year's success, in large thanks to headliner's Jim Breuer and Caroline Rhea, and Carson legend winner David Steinberg, 20 extremely talented comedians and the support of the community, we were able to host our most successful Festival to date. In this our eighth year, The Festival is proud to announce that the best is yet to come.

Please consider this letter our formal invitation for you to come and share this experience in June. We strongly feel that the Festival is unique to Nebraska and is something that your readers would be interested in hearing about. Your help in reaching the public would be greatly appreciated and would create new opportunities for your readers to experience great national caliber comedy as well as bringing attention to our community.

If you have any questions, please don't hesitate to contact us at 402.750.3516 or 402.371.0792

Your friends in good laughs,

Lori Williams,
Volunteer

The Great American Comedy Festival

MEDIA

In order to reach the Great American Comedy Festival's target audience and communicate the campaign message effectively, a strategic and integrated media mix based on research, budget, and campaign goals were created. We recommend a mix of traditional and non-traditional media.

MEDIA OBJECTIVES

- To increase awareness about the Great American Comedy Festival among individuals between the ages of 40-70 years old within a 50-mile radius of Norfolk, Nebraska
- To increase ticket sales for the Great American Comedy Festival
- To connect the community of Norfolk through comedy and laughter.
- To build the campaign theme of "Home of the Good Laugh"

STRATEGY

- The campaign will focus on the use of traditional paid media outlets to establish and increase awareness of the Great American Comedy Festival. Also, we will use nontraditional media outlets such as Facebook and Twitter, which will generate conversation and buzz amongst our demographic.

PAID MEDIA

Based upon previous Festivals, there has been a good amount of paid media used to promote the events and direct people to the Festival website for ticket sales. We believe it's important to continue with this traditional, paid media especially because the local media in the Norfolk area are supportive of greatly reduced media rates. The following are the paid media we recommend that the Festival has utilized in the past as well:

TELEVISION

Television is a great way to reach the target audience with the excitement and fun of both visuals and audio messages. Although it's typically a more expensive medium, we recommend a minimum schedule and, if budget permits, adding to both the reach and frequency of television messages about two weeks prior to the June events.

RADIO

Our research confirmed that people in our target audience listen to radio and receive much of the Festival information via radio commercials that run prior to the event. There are a variety of stations that the Festival planners have used in the past and we recommend continuing with this radio schedule.

NEWSPAPER

The primary print media for the Festival has been, and we recommend it continue to be, the Norfolk Daily News inserts. People have come to expect this information and it provides the fans a complete overview of everything going on with the Festival.

OUTDOOR

Out-of-Home advertising has been effective for in this area for a variety of reasons. Primarily, it is a big, bold way to promote a message, a logo and a new campaign theme such as the one we are recommending. Outdoor also supplements other media in very strategic ways. Billboards are a great way to reach our target audience. We recommend outdoor boards, budget permitting, to be placed in strategic areas in Norfolk and cities close to Norfolk.

OWNED MEDIA

In order to develop a stronger fan base within the next year, we would recommend using all of the Great American Comedy Festival's owned mass media; such as, the Great American Comedy Festival's website, Facebook, Twitter, and YouTube. This type of media will help us reach out to the target audiences on a more personal level. Also, it will create more of a brand presence. Overall, it will help us connect and engage our target audiences to create and continue with ongoing relationships.

EARNED MEDIA

This type of mass media is created through promotion and buzz. This platform requires sufficient content that the organization, local and social media will want to include it in their daily feeds and messages.

BUDGET

Newspaper	$1,500 (for $3,000 of space)
Radio: $1,500 x 6 stations	9,000 (for $18,000 of time)
Television	1,500 (for $3,000 of time)
Outdoor	575-2,685
Print Collateral	5,000
Public Relations Events / Groupon	5,000
Contingency / Intern	5,000
Estimated Total	$29,685 ($12,000 in trade-out)

APPENDIX

TEAM ADNORMAL

- Meet the team members who brought you this campaign

RESOURCES

- We included a list of links to the sites from which we gathered our research information.

MEET THE TEAM

adnormal
STRATEGIES

From Top Left:
Emily Schaefer- Research
Tony Nelson- Account Exec.
Dominique Brown- Media
Katy Benson- Creative
Mickey McConkey- Creative
Katheryn Schuller- Creative
Amanda Gammel- PR
Max Wesely- PR

SOURCES

- http://nydn.us/1qEpa4T
- http://bit.ly/MMspXw
- http://bit.ly/1tgy0cz
- http://bit.ly/1mbxpW0
- http://bit.ly/1mBED5u
- http://bit.ly/1oetYJI
- http://bit.ly/1oBTNGz
- http://bit.ly/1fLo9Ct
- http://bit.ly/1n15sdJ
- http://bit.ly/1cABP4E
- http://bit.ly/1eimnsc
- www.meetup.com
- www.grouponworks.com
- http://bit.ly/1qcnMEA
- http://bit.ly/N8JVG3
- http://bit.ly/1mBED5u
- http://bit.ly/1oetYJI
- http://huff.to/1otXWL6
- http://bit.ly/1xHxTpd
- http://bit.ly/1ms60NZ
- http://bit.ly/VTczzD
- http://www.lucycomedyfest.com/
- http://bit.ly/VAWrm9
- www.funny-business.com
- http://bit.ly/U22q22

THANK YOU