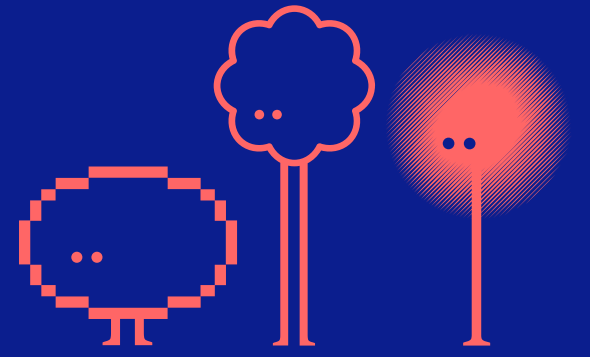


# Project Audience Development and Marketing Plan Example: Replica



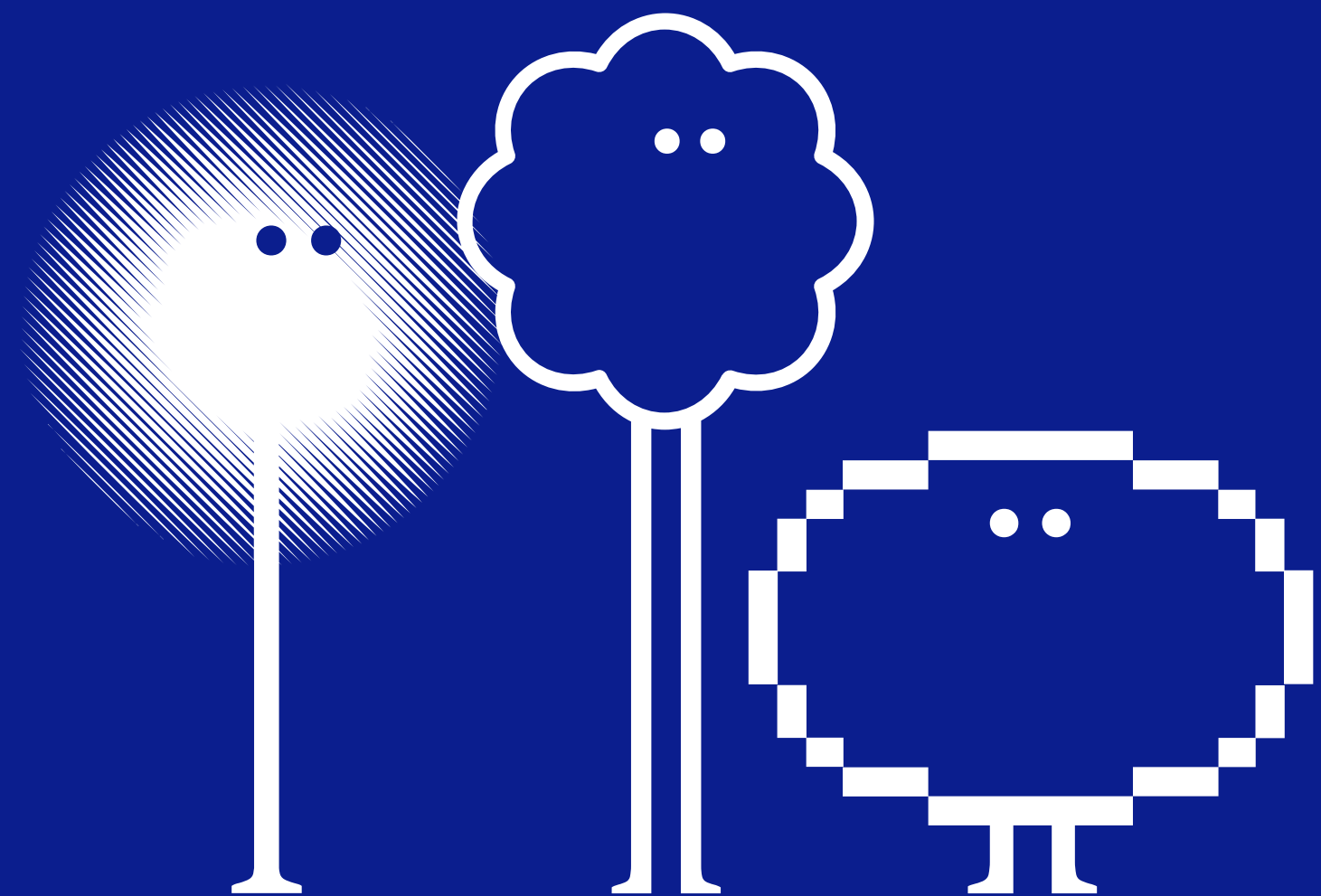
This is an example plan using an existing XR Dance project, to support completion of the template for your own project.

**Project:** REPLICA by Displace Studio (Kerryn Wise and Ben Neal)

**Department:** Near Now (NN)

**Partner/s:** Displace Studio (DS)

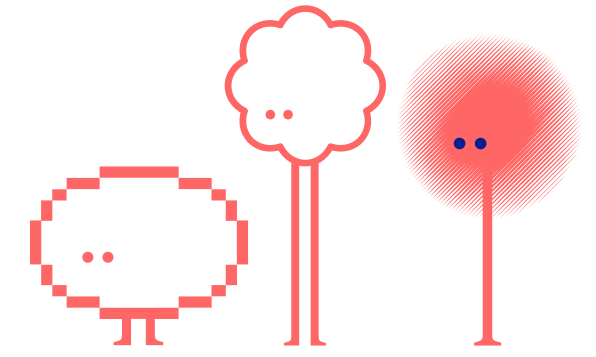
**Funder/s:** The Space



Credit: This form is based on a template from Broadway/Near Now

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YMDROCHOL

# PROJECT PLAN:



**Key Performance Indicators (KPIs):** What would success mean for you in terms of reaching audiences? This could include things like target audience numbers, a particular audience group reached, or new social media followers.

Fill all bookable slots/sell all tickets to Final Performance at Lakeside Arts Centre, Nottingham

Support project/community partners to fill all bookable slots at 2 x Testing Group sessions (BOM, Birmingham; Dance East, Ipswich) with specific focus on their target audiences (see below)

Over 500 social media engagements

Over 800 views of video trailer

**Target Audience(s):** Add details here of who you are aiming to reach. This may include user-testing or more formal showcasing.

Broadway's Near Now Studio member network (local/regional arts & tech community)

Broadway core audience (average 30-45 year olds)

Near Now core audience (20-39 year olds)

Young audiences (13-25 years old) and local/regional student population

University of Nottingham's Virtual and Immersive Production Studio network: students, artists, existing dance and theatre audiences, industry stakeholders, researchers & academics from across the East Midlands

Performance partner venue Lakeside Arts core audience

**Marketing Objectives and Rationale:** Do you have any specific marketing aims? Are you keen to raise your profile through getting press coverage, or to boost your social media follower's or new newsletter subscribers? Are you planning to make any promotional videos to document the project? List any aims and objectives here: Targeted promotional campaign launched to raise awareness of project and audience engagement opportunities – testing focus groups and final performance

Artist collaborators involved as key components in the campaign

Fill +50% of bookable spaces at Studio Talk and Workshop hosted by NN and DS, at Lakeside Arts Centre

Commission creative content (video/photography) to:

document R&D/behind-the-scene and public engagement activities

produce a 3-5 minute duration video for promoting the project outcomes and touring/booking potential

produce a <1min video trailer for social media, driving traffic to dedicated project page on NN/DS website(s)

Press coverage

at least 1 feature/review in arts/tech related platform

at least one local news/media feature on the project

Promote Broadway's 'broader screen' content offer to audiences

Promote NN and Broadway's role in supporting the making of innovative, accessible, high-quality arts and culture experiences

Tie-in to wider Broadway Arts & Tech / Broader Screen programme development plans

Host and share video trailer outcome via in-venue and online channels

Drive traffic to project information and touring/marketing pack via NN and DS websites

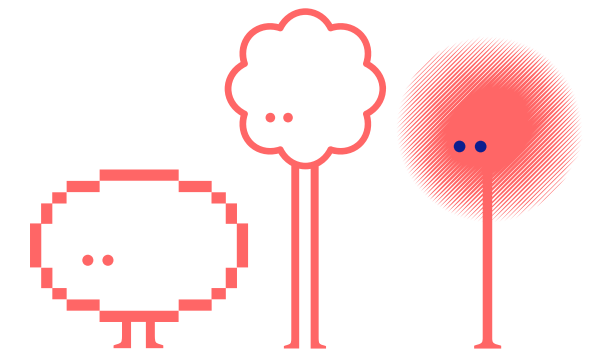
Support creation and distribution of a touring/marketing pack

including a Google Drive folder of marketing assets

Reciprocal marketing and research promotions with cultural and community partners in place

Delivery of metrics report

# PROJECT AUDIENCE DEVELOPMENT / MARKETING PLAN



Task	Communication Channel	Start	Finish	Key message	Target audience	Responsible
Target audiences identified. Cultural and community organisations identified and partnerships confirmed (SUPPORT TESTING)	Direct emails	09/24	18/10/24	Support the testing of an early-stage version of REPLICa with focus group of identified target audience(s).	BOM, Birmingham (confirmed), Dance East, Ipswich (confirmed) See Target Audience(s) above.	DS NN
Cultural and community organisations identified and partnership confirmed (PUBLIC PREMIERE PRESENTATION)	Direct emails	09/24	10/24	Support the premiere public presentation of REPLICa, a new innovative performance by local artists, through your public programme. In collaboration with Broadway's Near Now and Displace Studio.	Local Nottingham arts and culture audiences. See Target Audience(s) above.	DS NN
Partners' marketing pack live	Direct emails	11/24	03/25	Support partners to recruit testing activity participants and premiere performance audience. Through supplying relevant information and assets to both venue/supporting staff and target audience(s).	See Target Audience(s) above.	NN
Google Drive folder created and shared with partners. Including: •Visual assets, logos •Test Groups Recruitment Pack	Direct emails	10/24	10/24	Easy-to-navigate resource pack for partners to find relevant information for their marketing and recruitment of test activity participants.	Community partners	NN
Focus/test groups recruited (BOM & Dance East test sessions)	Partner comms channels incl: direct emails, newsletters, website, social media channels	10/24	6/1/25 (BOM) 27/1/25 (Dance East)	Specific call out to target audience(s) and identified invitees.		Community partner programmers/teams
Creative Content production start Document development - book photo/video •capture day @UoN VIP Studio 4-5/11/24 •Replica Online Video Trailer (Long Trailer: 3-5 mins) •Social Media Trailer (Short version <1min) •BTS Taster photos and video clips •Premiere Performance	All Broadway/NN/DS digital channels incl: Facebook Instagram Newsletters Blogs/News  Scatter subscribers blog	10/24	31/03/25	Creative content commissioned to build excitement & raise awareness of the project, add to website and tour pack for future bookings		NN Photographer Videographer
Project case study writeup live	NN website (Work page)  All Broadway/NN/DS digital channels incl: Facebook Instagram Newsletters	11/24	11/24	Insights into the development of the project incl. tools, techniques.	NN studio network  Local, Regional, International arts/tech practitioners	NN
Near Now Studio Talk & Workshop event scheduled •Confirm date/space with Broadway events team •Confirm DS availability •Write event copy and schedule website posts •Spektrix ticketing prepared	Broadway website Near Now website  Broadway in-house postering and digital screens  All Broadway/NN digital channels incl: Facebook Instagram Newsletters  Local arts event listings incl: Leftlion Artsjobs events CVAN  Share invite with: - Project & Community partners - NN Studio network	25/11/24	12 April 2025	NN Studio Talks and accompanying workshops are regular programming to engage our local arts and tech network and Broadway audiences with an interest in arts, tech, innovation and provide opportunities for learning, skill-sharing and networking.  Aim to provide insights into new/recent projects by our creative network and supported by Broadway/NN. They focus on nascent technologies or themes that enable or inspire contemporary digital/visual arts, performance and storytelling practices.	Local Nottingham arts and culture audiences.  Aiming to meet ACE and BFI supported project target metrics.  See Target Audience(s) above.	NN