



MARKETING COMMUNICATION
HUNTER CONFERENCE CENTER 211
O (435) 865-8696

To: Josh Stavros	
Department: Utah Shakespeare Festival	Contact Info: (435) 586-1969
Date: 6/1/2017	
Project Name: The Beauty of the Utah Shakespeare Festival	
Synopsis of Concept: The purpose of this video is to show how the Utah Shakespeare Festival has developed the outdoor space around the performance venues, Greenshow stage, and area for seminars. We want audiences to see how we have made our new spaces friendly and inviting to entice returning and new visitors.	
Task required: Filming shots of the gardens, courts, and Greenshow stage/Ashton Family Greenshow Commons as flowers are being planted and general maintenance is being completed to set-up for the upcoming 2017 season. We would also like shots of the Festival ground once everything has been completed to encourage visitors to join us this summer.	
Background: Currently our company features Shakespearean classics, musicals, and modern plays. Our marketing materials include e-mail newsletters, social media, brochures, souvenir programs, and on-site promotional materials. In the past our videos have included rebranding information, segments/clips of individual shows, and advertisements for the Festival.	
Positioning: The goal of this video is to give audiences a glimpse at how we have made changes to the spaces after comments from last year and how we have made the space more appealing for the 2017 season.	
What are we trying to achieve? Our objectives are to show returning visitors how we have enhanced our outdoor spaces. We want to entice and welcome people into the spaces now that we have been in them for a year.	
Who are we talking to? Our audiences consist of people who like Shakespeare as well as other cultural events including art museums, art and music festivals, and classical and modern dance and live theatre performances. This audience includes new and returning visitors who have been to the Festival for a number of years.	
What do they think now? Our voice online has been witty and insightful that features information about our productions and general content about theatre and Shakespeare. Although there are historical insights into Shakespeare and his work, our point of view focuses on making the content entertaining and clever.	
What do we want them to think or do after exposure to the communication? We want our audiences to be engaged with our content and generate excitement and interest for the 2017 season.	
Single-minded proposition: Life is far less ordinary when you're not just attending a play, but truly immersing yourself in a professional festival for the performing arts.	
Desired brand personality/voice: Our tone is relaxed, conversational, and intelligently witty. We are passionate fans of both pop culture and classical culture.	
Mandatories: Utah Shakespeare Festival logo, address, phone number, website, and hashtags.	

Any other considerations, issues and insights? We currently don't have any other scheduled media or activities for this video, but we would like to have it ready before the season opens at the end of June 2017.

Budget (estimate will be based on concept approval):

Timing:

For our final video, we're anticipating it will be around 2 minutes. This is our proposed schedule for filming so far:

June

- Start filming as maintenance crews are planting flowers, completing general maintenance on-site, hanging new signage, and setting up the new cover for the Balcony Bards Seminar Grove.
- Shots should include the George S. and Dolores Dore Eccles Avenue, Stillman Sculpture Court, Pedersen Shakespeare Character Garden, Balcony Bards Seminar Grove, Greenshow stage, and other nearby gardens.
- Video should end with focus on final look of the Festival grounds after maintenance is complete.
- Video needs to be completed by first preview June 29th.

Estimate provided:

Estimate approval: