



Marketing
&
Financial Plan

by
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It is acknowledged by reader that information to be furnished in this marketing plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to the Nenagh Silent Film Festival.

Upon request, this document is to be immediately returned to the Nenagh Silent Film Festival.

Signature

Name (typed or printed)

Date

This is a marketing plan. It does not imply an offering of securities.

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Nenagh Silent Film Festival Marketing Plan

1.0 Marketing Vision

Our vision is to advance the Nenagh Silent Film Festival to the forefront of the festival calendar in the Shannon region within the next three years. This will be done by the exploitation of the many skills sets available to us by committee members, friends and contacts. These skill sets will include providing a remarkable service experience, giving value for money, attracting business to the town and promoting Nenagh through public interaction.

1.1 Goals

Committee Goals:

- To receive Festival recognition from national and international tourism bodies.
- Attract an actor/actress of international fame as a patron

Festival Goals:

- Increase visitors to festival events by an average of 8% per year by year 3
- To generate an annual net profit by year 3

Strategic Goals:

- Establish a reputation as one of the top Festivals in Ireland
- Eliminate dissatisfaction among festival attendees

Tactical Goals:

- Keep website and Social Media outlets updated
- Take on board recommendations from the Festival Observer

1.2 Purpose

The purpose of this festival is to showcase Nenagh and its many amenities. We are very fortunate that Rex Ingram, an internationally renowned icon from the Silent Film Era, has historical links with our town and this should help us greatly in our endeavours and promotion of this festival.

1.3 Picture

Visitors to the town during the festival will be greeted on the streets by street entertainers, musicians, character actors and other side show entertainment. There will be food and beverage stalls as well as stalls promoting and selling local crafts and promoting local organisations and activities. The lamp posts will be decorated in bunting and balloons featuring the festival logo and banners spanning the streets will welcome everyone to the festival. Piped music including music from the Jazz and Flapper era's will be broadcast through loud speakers in the town and clowns and facepainters will cater for the needs of young children.

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1.4 Gap Dashboard

The Gap Dashboard reflects the numerical representation of the members Committee, Festival, Tactical and Strategic goals over the next three years. These figures will be reviewed by the committee members, on an ongoing basis, so as to identify any shortfalls and devise a plan to rectify these shortfalls.

Table: Gap Dashboard

Gap Dashboard			
	Year 1	Year 2	Year 3
<i>Committee</i>			
<i>Festival Recognition</i>	1	2	4
<i>Attract Celebrity Patrons</i>	2	3	5
<i>Festival</i>			
<i>Event Tickets Sold</i>	1,426	1,513	1,607
<i>Revenue Generated</i>	€28,155	€29,117	€30,147
<i>Tactical</i>			
<i>P R Mentions</i>	14	16	19
<i>New Committee Members</i>	7	3	1
<i>Strategic</i>			
<i>Festival Goer Satisfaction Rate</i>	98%	96%	97%
<i>Events Held</i>	7	9	10

2.0 Ideal Customer

Our ideal customer will have an interest in Silent Film, be available to partake in the festival events and give positive feedback about our festival to their friends and acquaintances.

2.1 Market Description

The target market of the festival will not be confined to people with an interest in Silent Films. The festival intends to attract people from a variety of different backgrounds and for a variety of different reasons. While the festival is first and foremost promoting Silent Film, it will also be promoting Nenagh and its surrounding areas and the many local points of interest and activities that can be enjoyed by visitors to the town.

These activities include but are not confined to the many fine golf courses in the area, sailing and fishing on Lough Derg, hiking in the Arra Mountains, cycling on our tourist trails and historical tours as well as visiting historical sites which include the Nenagh house where Silent Film Director Rex Ingram once lived and the Moneygall family home of American President Barak Obama's Irish ancestors.

The age groups of the people we are trying to attract will range from early 20's to senior citizens. Some will be students who will be studying film in college and will be trying to create a network of like-minded people where they can exchange ideas and viewpoints. Others may be attracted to the festival by the relaxing activities to be

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enjoyed in the town and its surroundings. Others still, may come out of curiosity or with previous knowledge of some of the films on show while others may come because they are involved in the film or theatre industry and are looking for ideas or contacts. Others may have connections to the town and use the festival as an excuse to visit family and friends who live locally.

We would break the psychographics of our target market into four main groups. These groups are classified as follows: Experiential, I am me, Achiever and Socially Conscious.

- Experiential- This group wants direct experiences and inner growth. They are very involved in home life and the arts.
- I am me- These group are mostly young, inventive, impulsive and exhibitionist. College students would fit perfectly into this category.
- Achiever- This group mostly consists of leaders, professionals, materialistic and status-focus individuals. These people want to be seen around success.
- Socially Conscious- This group consists of people with a desire to support their community and actively contribute. These people are usually focused on the common good.

3.0 Remarkable Difference

Everyone associated with the festival committee has a love and knowledge of silent film and an unconflicting interest with promoting Nenagh and its surrounding areas as a tourist destination.

3.1 Differentiators

We have a very unique product to offer the public. There are no other Silent Film Festivals in Ireland. The Charlie Chaplin Comedy Festival, held in Waterville, Co Kerry is not a true Silent Film Festival as some of Chaplin's later films featured spoken dialogue. Also the Silent Film genre is in vogue at the moment following the success of The Artist and Hugo in recent film awards and the number of centenary milestones regarding major achievements in the history of film. For example the centenaries of the first feature lenght film, Birth of a Nationby D.W. Griffith will be in 2015 and Laurel and Hardy's first joint screen apperance (though not a a duo) will be in 2016.

4.0 Core Strategy

What we are offering to the people of Nenagh is an opportunity to showcase our town and festival to a national and international audience. The core strategy of the festival will not be confined to people with an interest in Silent Films. The festival intends to attract people from a variety of different backgrounds and for a variety of different reasons. While the festival is first and foremost promoting Silent Film, it will also be promoting Nenagh and its surrounding areas and the many businesses, local points of interest and activities that can be enjoyed by visitors to the town.

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4.1 Core Branding Elements

Our logo, which uses two colours, black and grey on a white background, consists of three film reels resting underneath an image of the Nenagh Castle. Black is a colour that emphasis strength and stability. It also evokes strong emotions. This blend of strength, stability and emotion is what we are striving to offer supporters of the festival. Grey symbolises elegence and formality while showing maturity and dependability. The name of the festival, Nenagh Silent Film Festival, is also included in our logo.

As well as our logo, we will be using the tag line "This Valentines weekend-Love the Nenagh Silent Film Festival". As the festival will run on Valentines Week-end every year, we believe that this tagline captures the essence and theme of the festival. This easy to remember phrase will, we hope, in time become synonymous with the festival. This tagline, as well as our logo, will be included on all points of contact. This will include all stationery, brochures, business cards, name badges, merchandise, clothing, posters, banners and tickets. Also included will be social media, advertising slots and our website as well as links to other websites such as Discover Ireland, Failte Ireland and The Gathering.

Our e-mails will all have a standard signature with our logo, core message, the festival's name, contact information and the website address. Reply e-mails will also have this information, minus the logo. All e-mails will be sent in the same font and same color. All correspondence received on our website will be answered through an automated responder with an acknowledgement message.

Calls received through our voicemail service will be answered with a greeting from the Nenagh Silent Film Festival. All stationery will have Nenagh Silent Film Festival Letterhead consisting of our logo, tagline, contact details and website address.

5.0 Product/Service Innovation

Enquiries: Anyone enquiring about the festival through electronic or overland mail will be forwarded a festival package which will include:

1. Map of Nenagh and surrounding areas.
2. List of accomodation packages offered with price lists.
3. List of activies to be enjoyed in the region which will include retail outlets, restaurants, sporting organisations, local attractions, historical buildings, walks and nightlife.
4. List of events taking place during the festival giving locations and times wherever possible.

Early Confirmations: There will be a special price package for early confirmations. This package will include a pass to all festival events, special discounts for accommodation and dining in selected establishments and special deals on sporting activities such as golf at the Nenagh Golf Club or visits to the Nenagh Leisure Centre.

Family Discounts: Family discounts packages will be available to families on a daily, week-end or weekly period during the course of the festival. These packages will include a pass to all festival events, special discounts for accommodation and dining in selected establishments and special deals on sporting activities such as golf at the Nengh Golf Club or visits to the Nenagh Leisure Centre.

Festival Discounts: This discount package would apply to those who intend to attend a number of events during the festival. There will be discounts in ascending order based on the number of events attended. Purchasers of a Three Event ticket over the course of the festival will recieve a nominal discount while purchasers of a Five Events ticket would recieve a higher discount. A purchaser of an All Event ticket would recieve a major discount.

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