

NOT YOUR GRANDMA'S OPERA!

PITTSBURGH**OPERA**

Integrated Marketing Communication Plan

Presented by the 2023 IMC Capstone Class
Point Park University School of Communication





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Mission and Overview of Organization

The Pittsburgh Opera is dedicated to offering productions with the message of inclusion, diversity and equity. Located in Pittsburgh, Pennsylvania, the Pittsburgh Opera is a non-profit organization that creates live operas at the highest standards of artistic excellence. The organization originated in 1939 and started its journey as the Pittsburgh Opera Society. Now, the Pittsburgh Opera enriches Pittsburgh and the tri-state area, drawing national and international attention to the region by:

- Creating artistic excellence
- Making opera accessible to a diverse audience
- Developing young singers into tomorrow's artists

The Pittsburgh Opera hosts performances in several venues including the Benedum Center, The August Wilson Center, and at Bitz Opera Factory.

In April 2008, the Pittsburgh Opera moved into its new home in the Strip District, a popular point of interest for Pittsburgh's community and a part of the city's 14-block Cultural District. The opera resides in the original air brake factory of George Westinghouse and is part of the Pittsburgh Cultural Trust, a non-profit organization dedicated to the cultural and economic revitalization of arts and entertainment. In 2021, the name of the building was changed to the Bitz Opera Factory.

The Pittsburgh Opera provides educational workshops, programs and productions, offering the Resident Artist Program, free Brown Bag performances, workshops and the Pittsburgh Opera Bravo Academy. The organization also offers membership programs such as Cheap Seats, 20-Something Tuesday, and Pittsburgh Opera New Guard. These programs target young professionals and college students in the region who can attend performances at discounted prices.

Campaign Purpose

The purpose of the campaign is to promote the Cheap Seats program to college students and the 20-Something Tuesday program to young professionals in the Pittsburgh area. These programs are exclusively targeted toward younger individuals with the hope of bringing more awareness about the opportunities available to these groups.



Situation Analysis

The Pittsburgh Opera is primarily known to be one of the top opera houses in the region for high-quality performances. One of its best-known secrets is its programs and discounted prices available to younger audiences.

A general overview of an opera's typical demographic audience is white, has a minimum of a college degree, and is between 55-65 years old. The staff at the Pittsburgh Opera want to reach a younger audience and shift the opinion that the opera is stuffy, fancy, expensive and geared only toward older people.

The Pittsburgh Opera aims to target a younger demographic by promoting the performances and its experiences available through its two discounted ticket programs: Cheap Seats for college age students and 20-Something Tuesday for the 20–30-year-old market. This IMC campaign will review the organization's current positioning within the market and recommend communication strategies and tactics to reach the target market.

The biggest challenge is how to successfully reach the younger demographic, pique their interest, and break through the traditional stereotypes that currently circle the industry while simultaneously introducing the Cheap Seats and 20-Something Tuesday discount ticket programs. This IMC plan focuses on the following current attitudes and beliefs that have been heard from the target age groups and the actual target beliefs the Pittsburgh Opera would like the audiences to understand.

CURRENT BELIEF	The opera is an over-the-top, expensive experience that is for the "fancy" older age group.
TARGET BELIEF	The Pittsburgh Opera can be enjoyed by everyone and is affordable. All are welcome at the Pittsburgh Opera and attendees can come as they are, casual to dressy, as there is no dress code.

Surveys were conducted for the Cheap Seats and 20-Something Tuesdays programs. The details of this research and results will be highlighted in specified sections later in this plan.

Industry Search

Generally, operas are musical dramas consisting of vocal pieces with instrumental accompaniment, typically with orchestral overtures and interludes to convey a narrative. Opera was born in Italy more than 400 years ago during the Renaissance. It moved throughout the globe and became popular in many countries during many eras of artistic movements.

Opera Background

- Opera is the Italian word for “work”
- The first public opera house was in Venice, Italy in 1637
 - Baroque Era (1600-1750): aristocracy who were wealthy enough to attend
 - Classical Era (1730-1820): opera became popular among all groups (Mozart)
 - Romantic Era (1800-1910): interpreted the world in a different way
 - Modern Era (1890-1930): opera language was rethought (impressionism, minimalism, neoclassicism)
- Types of operas include comedy, drama, ballet and historical pieces

How Operas are Created

- Operas are focused on pre-existing work
- Based off books, novels, or novellas
- A live orchestra assists in a “pit” by the stage
- Stage directors manage the productions in full
- The average ticket price of an opera is \$25-\$200, or \$40-\$400, depending on performance or auditorium seating

Demographics/ Motivational Segments

- Married couples, or people in relationships
- Most are new to arts experiences
- Others are ages 56-74
- The majority seek high-quality performances

Competitive Analysis

During preliminary work and research, a competitive analysis was conducted. The Opera staff indicated that they do not have any competition, so an analysis of similar national and state-wide operas was conducted, including Philadelphia, Los Angeles, Chicago and New York, including:

1. The Industry
2. Opera Philadelphia
3. The Metropolitan Opera
4. Lyric Opera of Chicago
5. Opera North
6. Royal Opera House

These opera houses were studied to determine how the Pittsburgh Opera could implement new or similar tactics to reach its target audience.

Attachment 1: Competitive Analysis

Surveys

Three online surveys ran from February 23 to March 22. A total of 70 responses were received from all three surveys. The focus was on the current and external audiences for the 20-Something Tuesday program and college students in the region for the Cheap Seats program.

All survey results are presented in each program section later in this book.

Communication Audit

Before starting to create an integrated plan for the Pittsburgh Opera, a communication audit was completed to gather information on the current promotional tools of the opera. This included researching information on the Opera's current market standings, social media, digital marketing, and promotional tactics. Current communication tools being used to promote the Cheap Seats and 20-Something Tuesday discount programs were also assessed to determine how they are reaching their target audiences. The overall goal was to find various ways to differentiate how the Pittsburgh Opera promotes to its older audiences versus their younger audiences as well as the current tools available and being utilized.

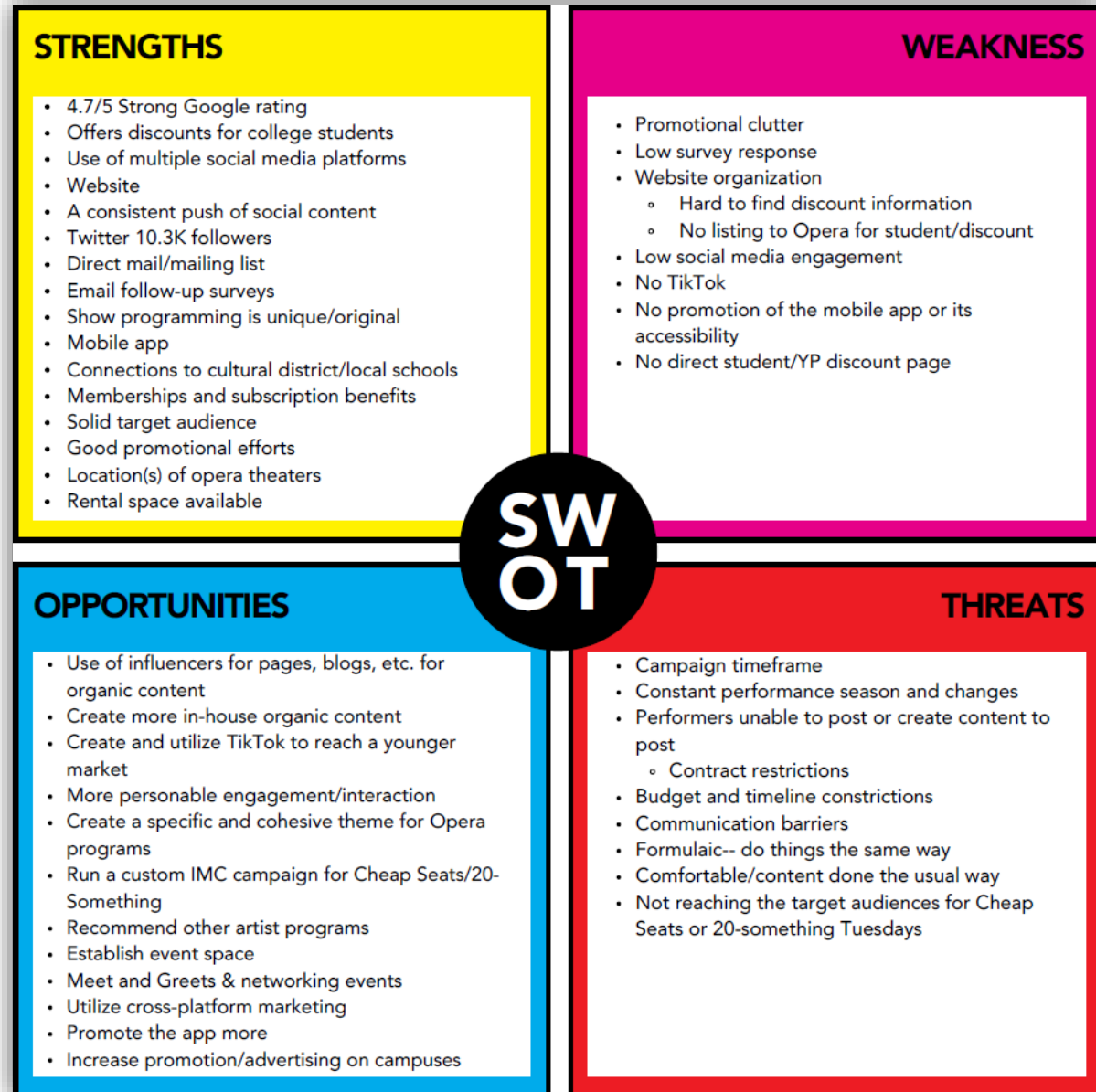
Social Media Research

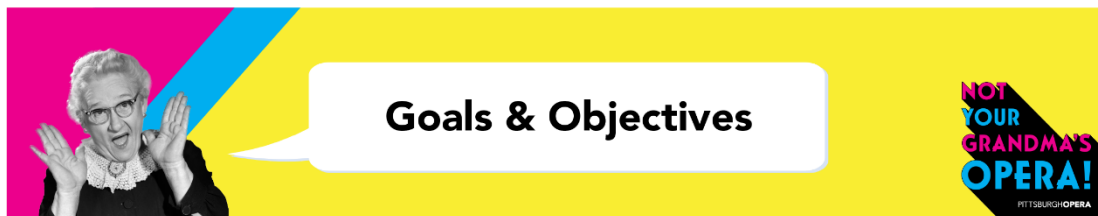
A social media analysis was conducted that assessed the Pittsburgh Opera's current standing on its social media platforms to determine engagements on organic posts. This background helped determine the social media planning and recommendations presented later in this plan.

Attachment 2: Social Media Research

SWOT Analysis

Based on meetings with the client, and primary and secondary research, the following SWOT analysis was created regarding the promotion and creative tools used by the Pittsburgh Opera.





Campaign Goal

To raise awareness about promotional assets and worthwhile experiences the Pittsburgh Opera offers young adults in a way that breaks its traditional stereotypes.

Objectives

- To increase the number of people who use the 20-Something-Tuesday and Cheap Seats discounts by 10% by 2024.
- To break stereotypes of the opera through the creation of a new and innovative messaging/themes that are recognizable and appealing to the 20-Something-Tuesday and Cheap Seats audiences.
- To develop two distinctive campaigns for the 20-Something-Tuesday and the Cheap Seats programs that utilize a full range of communication tactics and tools to reach these unique audiences and their specific needs.

Note: Targeted goals and objectives for the specific campaigns by age will be presented in a different section in this plan.



Overview

The overall goals and objectives were created to guide the messaging and tactics based on research that indicated that there was a lack of understanding about what the opera is and that typical stereotypes for individuals in the 20-Something Tuesday and Cheap Seats programs needed to be shattered. This included the ideas that the opera is stuffy, expensive and something only older adults can enjoy. To increase awareness and to dismantle these stereotypes, a new and fun theme was developed specifically for these two programs.

The theme: “Not Your Grandma's Opera” was chosen to focus on the idea that today’s opera experience is very different from those of 50-70 years ago when the opera was more of a high class, expensive evening out where patrons wore top hats and evening ball gowns and watched hard to understand performances. Today’s opera should be marketed as appealing, modern and affordable -- in essence, not the same opera this audience’s grandparents may have attended.

All tactics and tools in this IMC plan focus on the following audiences who would best relate to the “Not Your Grandma's Opera” theme:

Target Audiences

- Ages: 18-29
- Live or go to college within 30 miles of the Strip District
- Enjoy the arts and culture (the symphony, plays, orchestra)
- Supporters of nonprofits
- Take advantage of deals or are looking for discounts
- Look for something different to do outside the same routine
- Young professionals
- College students and college age students
- Those who aren’t aware of the opera

Key Messaging

Based on the research conducted, a message map was developed that outlines the key messages for consideration in promoting the Cheap Seats and 20-Something Tuesday programs. This messaging is the basis for all strategy, tactics and creative recommendations made in this plan.

DISCOUNTS	<ul style="list-style-type: none">• Ticket prices start at a significant discount• Costs less than other weekend activities/affordable• No money/ limited options• Easy to purchase online, pick up at door – don't worry about it
APP	<ul style="list-style-type: none">• Free to download• Convenient - always in the palm of your hand• Keeps you in the loop- up to date on opera information• Easy access to all opera info• Content is interactive & unique
NIGHT-OUT	<ul style="list-style-type: none">• Different option than sitting on the couch• Dress up with friends or dress casual• Leave kids at home• New experiences for those who have never been to the opera• Introduction to arts• Come as you are – not a stuffy atmosphere• Close to everything – central
OPERA	<ul style="list-style-type: none">• Not the same old Broadway show/event• A different experience• All age groups• Top-skilled national artists/performers• “Not just the lady with the horns”• “Not your grandma’s opera”• Experimental, modern, progressive

Branding

Branding the “Not Your Grandma’s Opera” theme was developed to further the campaign’s goals and objectives. The brand’s unique selling points are that the Pittsburgh Opera is a fun, worthwhile, and budget-friendly activity for both the young and old to enjoy. This USP is conveyed through the utilization of pops of bright color, bold typography, the juxtaposition of modern and classic graphic elements, and a lively and vivid tone.

Logos and Taglines

The “Not Your Grandmother’s Opera” logo features its namesake tagline in bold, bright text. Below this text are long, black shadows. This tagline and design elements correct the outdated assumptions of the opera. Six variations of this logo were developed to be used throughout any promotional materials for 20-Something Tuesday and Cheap Seats.

The font used for this logo was Casablanca URW - Bold.

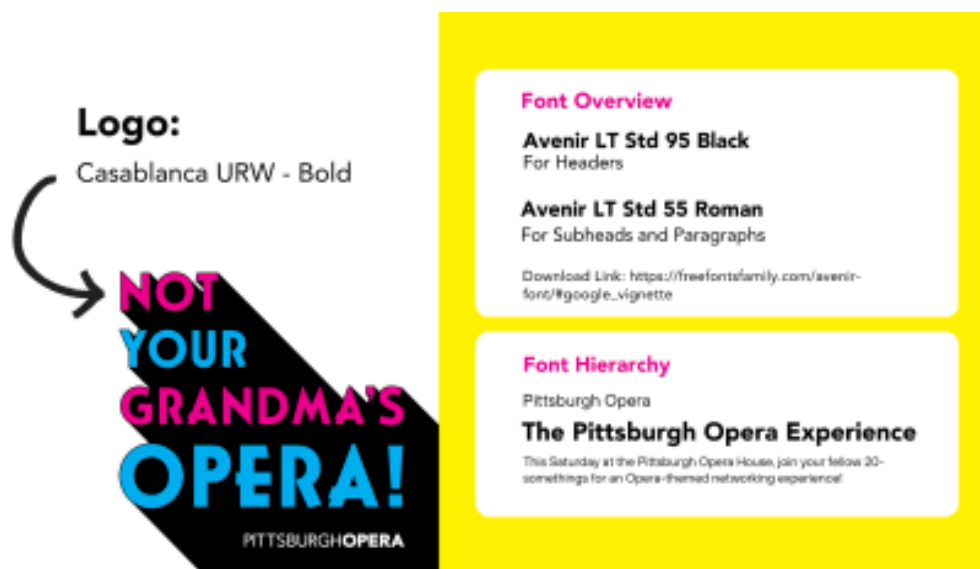


Color Palettes

Separate color palettes were developed for the Cheap Seats and 20-Something Tuesday campaigns to introduce a fun, more upbeat alternative for younger audiences, while still giving the Pittsburgh Opera the option to use its current branding colors if preferred. The Pittsburgh Opera's current color palette is recommended for 20-Something Tuesdays; the alternative color palette for the Cheap Seats branding.

Typography

The fonts and font hierarchy currently used by the Pittsburgh Opera, with the exception of the font used for the “Not Your Grandmother’s Opera” logo, are recommended.



Graphic Elements

A key part of the “Not Your Grandma’s Opera” branding is the juxtaposition of modern and classic elements. A black and white stock image of a classic grandmother provides a vintage feeling, and a grayscale pattern features the brand’s namesake slogan. This stock image is

recommended for use throughout most of the “Not Your Grandma’s Opera” collateral marketing. This image was intended to be a mascot for the campaign and brand. For future use of this image, there is a licensing fee of \$199.99. It can be found at Alamy.com; the image ID is CTG15A.



Stock image of Grandma for the “Not Your Grandma’s Opera” campaign

It is recommended that the Pittsburgh Opera license this image or obtain another graphic to be used as the “Not Your Grandma’s Opera” mascot. The link to purchase this and the other stock photos used can be found in the branding guidelines.

Branding Guidelines

Branding guidelines were developed to document the “Not Your Grandma’s Opera” brand tone, unique selling point, creative strategy, logo variations, proper logo placement, color usage, typography, type hierarchy, graphic elements and proper graphic usage. The branding guidelines should be referenced whenever the Opera utilizes any of these elements.

Attachment 3: Branding Guidelines

Graphics and Print Advertising Comparison

The agency researched the branding, promotional strategies and graphics used in past campaigns of opera houses across the globe. This was done to find inspiration from others who sought to appeal to the same target demographic: college students and 20-somethings.

The campaigns that were most relevant and appealing used slogans, graphics and branding that subverted traditional opera advertising and assumptions while including nods to these traditions. For example, the Lyric Opera of Chicago developed slogans that contradicted common assumptions about the opera and superimposed these slogans over traditional black-and-white opera graphics. Other opera houses that were used as inspiration included Opera North, Philadelphia Opera, the Royal Opera House, and the Metropolitan Opera. A full comparison of this research can be found

in the attachment. Looking at these branding strategies and comparing them to the Pittsburgh Opera provided the basis for further strategies and recommendations in this plan.

Attachment 4: Print Marketing Comparison

Social Media Strategies

It is recommended that the Pittsburgh Opera use social media to increase awareness of the Cheap Seats and 20-Something Tuesday. This will build an interactive relationship with its audience, attract a younger audience, increase engagement/reach with posts, and promote future events/shows.

The Pittsburgh Opera should post engaging content at least every other day, including stories, polls and question boxes where followers can interact and engage more with the content. The Pittsburgh Opera can monitor its social media by checking comments often to determine how followers are engaging with the content and checking their insights. For example, continuous monitoring of posts reach, impressions from posts on the profile, and how many non-followers/current followers are engaging in the content will be essential to continued growth on social platforms.

It is recommended the Pittsburgh Opera make use of hashtags and photo-ops, as well as Instagram, Tik Tok and reels in its general social media strategies. Details on these recommendations are outlined in detail in the following social media recommendations attachment.

Attachment 5: Social Media Recommendations

Social Media Collaborations

It is recommended the Opera actively collaborate with the Pittsburgh Cultural Trust to share news about each other's organization. This strategy will create a positive association in people's minds and a stronger sense of community in the art scene.

Entertainment organizations in the cultural district and surrounding areas can collaborate and post about each other's events, tag each other in stories, and collaborate in content creation. These collaborations could include anyone from members of the Pittsburgh Symphony to Benedum Center actors to college-aged performers from surrounding schools. These groups should be invited to watch or participate in different events such as parades and pop-up performances. This encourages all the different organizations to post about the Opera events on their own social media in a non-intrusive manner.

Sharing Audience Posts

Facebook, Instagram and Twitter are some of the best places to highlight organic content. After any show or event, audiences in attendance should be encouraged to post about their experiences or share photos from their time at the Pittsburgh Opera.

Reposting photos on the story or feed can provide exposure through authentic content that is created by actual people who can vouch for the entertainment value. These authentic experiences can prompt other people to see the kind of experience they can have if they attend the Opera.

Website and App

Currently, the website and the app are difficult to navigate and present challenges to potential users, especially those trying to access information on the 20-Something and Cheap Seats programs. After review, the following changes and recommendations should be considered by the Pittsburgh Opera staff.

Website

- The tab names are misleading. Under the “Tickets” tab, there is no option to purchase tickets. The dropdown menu tells the user about the tickets and how to purchase them, however, there is no clear link to purchase. This problem is remedied at the bottom in a blurb about the current show, however, for clarity, adding a general link would add more clarity.
- There are no “Shows” or “Events” tabs. Those options are listed under “Seasons” where the page lists all the shows, even if the shows are not during the current season. Consider renaming the tab or restructuring it so a listing named “2022-23 Season” takes the user to a page with all the shows for that season.

App

- Add a buy tickets option that redirects right from the app.
- Make the digital programs more accessible by having the QR code easier to access as an incentive for people to download the app.
- Promote the app in printed programs and on the web page to spread the word and encourage app usage.



20-Something Tuesday

NOT YOUR GRANDMA'S OPERA!
PITTSBURGH OPERA

20-Something Tuesday is a discount offered by the Pittsburgh Opera that is targeted to young professionals: ranging in ages 20-29 years old. For Tuesday night performances, anyone in this age group can purchase a ticket that greatly decreases the original price using the code POTWENTYTUES.

Research was conducted to determine attitudes of individuals in this age group regarding the opera and the 20-Something Tuesday program. Surveys and Google searches were conducted with strategies, tactics and tools recommendations made based in part on the conclusions drawn from the results.

Two surveys were created and sent to Pittsburgh locals, those who frequent the opera and those who do not. Before the creation of the surveys, there were assumptions that the opera and the programs were unknown and that there were society-held stereotypes about the opera and visitors to the opera. The results of the surveys reinforced some of those assumptions.

[illegible]

- The most common social media used was Instagram, Snapchat and Facebook.
- Respondents liked to both stay in and go out.
- Most respondents find out about events to attend through social media, their friends or through Google searches.
- The three words most associated with the Opera were: music, fancy and expensive.

- More than half of the respondents indicated they expected tickets to be on the more expensive side, (\$41-\$100). The majority indicated they were willing to spend more than \$40 on tickets.
- Both respondents who have or have not attended the opera typically said they would attend if someone else wanted to or they were invited.
- Most respondents had not heard about any discounts or events.

Overall, the community survey was insightful and able to show that the first step in the proposed campaign is to increase awareness, as the public does not know much about the opera.

The second survey was distributed by email to past users of the 20-Something Tuesday discount code. This survey had 11 questions and asked similar questions; however, all responses came from frequent attendees of the opera.

Basic results of this survey indicated:

- Most of the respondents find information on the Opera and other events from social media, namely Instagram.
- Most of the respondents learned about the 20-Something Tuesday program through past emails.
- A common suggestion from those who have aged out of the program is to offer a discount for “30-Somethings,” which presents the opportunity for a potential campaign for the New Guard.
- The three words these respondents associated with the Pittsburgh Opera were: cultural, interesting and cool.

Attachment 6: Pittsburgh Community Survey Questions

Attachment 7: Pittsburgh Community Survey Results

Attachment 8: 20-Something Tuesday Survey Questions

Attachment 9: 20-Something Tuesday Survey Results

Searches

An online google search was conducted using phrases such as “The Pittsburgh Opera,” “20-Something Tuesday” and “Things to do in Pittsburgh.” The results helped to determine the coverage and types of information that individuals are most likely to see first when they are looking for details on the Pittsburgh Opera.

Attachment 10: Google Analysis

Goals and Objectives

From the research and discussions with the client, the following goals and objectives were developed for the 20-Something Tuesday campaign:

Goals

- Increase awareness of the Pittsburgh Opera through events, social media, emails and media relations and events
- Inform and educate the target audience on discounts specific to their group

Objectives

- Increase the number of people who use the 20-Something-Tuesday discount by 10% by the end of the 2023-24 season
- Create two types of events to bring awareness to the audiences in new and different ways by Spring 2024
- Develop a media relations plan with a goal of having three local journalists write major stories on the program by Spring 2024
- Increase social media followers and engagement by 20% on all platforms by the end of the 2023-24 season

Target Audiences

Campaign Target Audiences

- Ages: 20-29
- Lives within 30 miles of the Strip District
- Enjoys the arts and culture (the symphony, plays, orchestra, and opera)
- Supporters of nonprofits
- Take advantage of deals/to want to save money
- Looking for something to do on a Tuesday
- Young professionals
- Those who aren't aware of the opera

Personas

Personas are a useful technique for businesses and organizations to better understand their target audience and create more effective marketing and communication strategies. Personas are fictional characters that represent different segments of a business's target audience based on research and analysis of potential customers.

Four 20-Something Tuesday personas were developed with unique characteristics that were identified and tailored to the messaging and communication strategies of the Opera and the specific target audiences.

Attachment 11: Personas

Locations and establishments that focus on the target audience were also determined based on foot traffic and interest. Pittsburgh neighborhoods, hot spots and other establishments were identified to target when distributing print promotions for the 20-Something Tuesday campaign. These locations were compiled in a Google Map for ease of use and understanding.

Attachment 12: 20-Something Tuesday Promotions Distribution Map

Messaging

The following message map provides details on the most important messages identified specific to the 20-Something Tuesday campaign.

NIGHT OUT/ RELAXATION

- Come right after work in whatever attire for a night for you to remember
- Located close to workplaces near Pgh/Strip
- Not your grandma's opera
- Affordable
- Wear what you want
- Modern
- Experience more than just a drink at the bar
- Performers with extreme skill
- Performances in person vs streaming
- Sit back relax and enjoy one of the art's OG's
- Beautiful building

DISCOUNTS

- 20-Something Tuesday discount
- Tickets are cheaper than for other events (sports,
- \$22 for a show and an unforgettable Q&A
- Relax and De-Stress After Work
- Join the New Guard
- Meet people your age, networking event
- Get tickets to each show, that way you don't have to miss any shows

OTHER EVENTS

- Brown Bag Events- Short opera show that people can watch while eating lunch; other ideas: add food trucks
- Community events
- Concert events in the Strip District

OPERA

- National performers
- Up-and-coming talents.
- Historic
- Learn something! Major venues.
- Take part in a timeless form of music/ performance/ art
- A form of art
- Special performances
- Original work
- Iconic works and songs you've heard before.

20-Something Strategies and Tactics

EVENTS

Events are a good way to reach out to the target audience to raise awareness about the 20-Something Tuesday program while boosting engagement, generating media coverage, and creating a sense of community. Several events are recommended to entice current and new audiences to learn more about the inner workings of the Opera and encourage using the 20-Something Tuesday discounts.

The Pittsburgh Opera Experience

The Pittsburgh Opera Experience would be a series of workshops and classes to help reach people in their 20s. These events would give guests an opportunity to get a glimpse of the behind-the-scenes and experience of the creation of an opera, such as costume, makeup, dance and rehearsals. Workshops would last up to three hours and held one to two times a month for a total of 16 workshops per year. The Pittsburgh Opera Experience would take place at the Bitz Opera Factory in the dance studios on the second floor and the two main rooms on the first floor.

The workshops would include dance classes, a day in the life of an opera performer, comedy nights and karaoke nights.

Dance Classes by Professionals

The Pittsburgh Opera should use the dance studios in their building to hire choreographers who would host dance classes once a month. Choreographers would develop combinations specializing in their genre, such as Broadway, jazz, ballet. These classes would last 1.5 to 2 hours for people ages 20-29. After working with the choreographer, participants would perform their combo in front of their peers. The activities and performance would be recorded and uploaded on Instagram and Facebook as a live, post and a story.

A Day in the Life of an Opera Performer

In this experience, participants would tour and participate in different activities backstage to emulate what it is like for opera performers to prepare to go on stage. For instance, in the costume department, participants would look at costumes and dress up as opera singers, then visit hair and makeup to prepare to be glammed like an opera singer. Participants would visit the stage and learn a little about how to perform in front of people. Opera performers would help guide and give tips along the way. The backstage activities would be recorded and uploaded on Instagram and Facebook as a live, post and a story.



For attending the Pittsburgh Opera Experience, all participants should receive an OPERA-tunity goodie bag that includes a hot card and flyer promoting 20-Something Tuesday, "Not Your Grandma's Opera" pins, pens, candy, ticket giveaways and stickers, and a t-shirt to remind them of the 20-Something Tuesday discounts and events.

Attachment 13: 20-Something Tuesday Hot card

Attachment 14: The Pittsburgh Opera Experience Flyer

Op-Ups

Op-Ups are pop-up performances that would take place around Pittsburgh where opera singers would perform to promote themselves and their shows. For example, opera singers could be at The Point walking around in costume to gather people's attention, ending up by the fountain to start a performance. As the performance progresses, more opera singers would join in, which would add a flash-mob effect. At the conclusion, the performers would hold a banner promoting "Not Your Grandma's Opera" and the 20-Something Tuesday program.

It is recommended the Op-Ups take place at:

- The Three Rivers Art Festival
- Market Square (Light Up Night/holidays)
- The Point
- Station Square
- Hartwood Acres
- South Park
- Schenley Park
- Frick Park
- Allegheny Community Concert Series
- Bakery Square
- Annual Parades (For example, Saint Patrick's Day)

During the Summer when the opera isn't in its season, Op-Ups could also be held in various parks around Pittsburgh to bring brand awareness and attract people who do not live in Pittsburgh to the 20-Something Tuesday program. Recommended parks are:

- Hartwood Acres
- South Park
- North Park
- Frick Park
- Boyce Park

A table should be set up at each OpUp with information about the 20-Something Tuesday Program and the Pittsburgh Opera. Participants would be encouraged to sign-up to receive further information on the program, which will provide the Opera with names, phone numbers and emails.

The following should be available at the table:

- A flyer promoting the Pittsburgh Opera Experience. This should advertise future events that for the Pittsburgh Opera Experience, 20-Something Tuesday, and other Pittsburgh Opera discounts and events.
- For 20-Something Tuesday, and any other additional events the Opera wants to advertise, a QR code should be available that can be scanned for visitors to sign up directly to be placed on the mailing list.

- A sample QR code shown on a general flyer.
- A poster board with the main promotional message “Not Your Grandma’s Opera!” with a QR code that leads to the website to be displayed by the table to signify what the table is promoting.
- “Not Your Grandma’s Opera” stickers, Pittsburgh Opera Experience flyers, 20-Something Tuesday postcards, “Not Your Grandma’s Opera” pins, and Pittsburgh Opera drawstring bags for people to take home. These drawstring bags could be called “OPERA-tunity Bags” and be filled with branded pens, pencils, stickers, 20-Something Tuesday postcards, and candy.



Attachment 15: QR Table Code

Attachment 16: 20-Something Tuesday A-Frame

Event Food Trucks

To bring in a larger audience to 20-Something Tuesday events, it is recommended that food trucks be located outside of the Opera venue on Tuesdays. This would attract people to the general area where they can discover the deals the Pittsburgh Opera has in place for Tuesday nights. People could come to eat good food as they learn more about upcoming events from brochures and other information distributed.

As the Opera performances often take place at the Benedum Center, food trucks should also be located outside of the venue or in an area of downtown with heavy foot traffic. People stopping by for food may stay for the show or learn more to come back for a future show. Food trucks should also be outside of the Brown Bag concert events in the Strip District as these performances are designed to be frequented during the target audience’s lunch break. This type of event could be something people can incorporate into their weekly or monthly routines as an easy and all-inclusive experience.

The tone and style of these food trucks should match the tone of this campaign. In turn, the vendors should be fun, youthful, unique, colorful and modern.

Menu items could be renamed to be opera-themed, ex: Opera-dog, Lime-light Lemonade, etc. Photos and event calendars of these trucks should be posted to social media so audiences who are not be in the area may be encouraged to come down for food and a show. It is suggested that the food trucks vary per week or month to keep a new rotation to encourage repeat customers.

Example:

JUNE	TUESDAY 6/6 <input type="checkbox"/>	TUESDAY 6/13 <input type="checkbox"/>	TUESDAY 6/20 <input type="checkbox"/>	TUESDAY 6/27 <input type="checkbox"/>
	TACO TUESDAY TRUCK POKE BOWL TRUCK	SALAD BOWL TRUCK HAMBURGER/HOT DOG TRUCK	PIZZA TRUCK BUBBLE TEA TRUCK	HEALTH FOOD TRUCK GOURMET GRILLED CHEESE TRUCK

Event Social Media

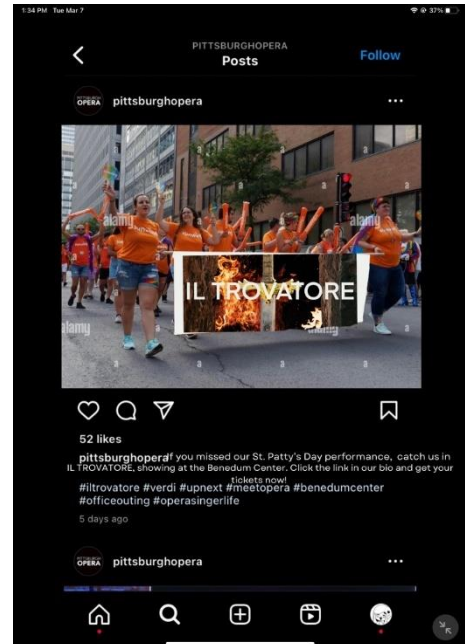
Social media posts on Instagram, Twitter, Facebook, LinkedIn and Snapchat are recommended to help spread awareness of the 20-Something Tuesday events and discounts.

Hashtags and Photo Op Signs

It is recommended to have hashtags or photo op signs prominently displayed at the Pittsburgh Opera Experience events. For example, have props at the makeup/dressing room event with a photo booth that includes that say, “Pittsburgh Opera,” “#PGHOpera,” “#OperaNights,” “#OperaTunity,” “#20-Something-Tuesday,” “#Notmygrandmasopera” and “#Pittsburgh Opera Experience.” These messages should be displayed around the chosen location and on photo backdrops. People could hold up signs or stand in front of the backdrop after getting their makeup and outfits done for a photo op. For more public



events such as the flash mob or parades, someone should be positioned in front of the table holding signs with corresponding messages. Anyone who is filming the event could ensure the hashtag or opera logo is in the shot.



Reels and TikToks

For the professional mixer/costume try-on, videos and TikToks should be posted showcasing the makeup and costume dressing process. Makeup and “#GRWM” (get ready with me) videos are very popular amongst reels and TikToks and could gain a lot of traction for the Opera and 20-Something-Tuesday program.

Vlog style videos should be filmed at any event hosted by the Pittsburgh Opera Experience that showcase the whole event in under 30 seconds. It is recommended to film all aspects of the event, including the attendees, activities, food, performers, and the environment. Or focus on one aspect of the event. For example, focus on the food and make a “Here’s What I Ate Today At The 20-Something-Tuesday Food Trucks” video that describes all the different meals available.

Another example of a trending template on TikTok is anything using “CapCut, a simple and effective method to join in on trends and viral memes while having a library of premade video formats on hand. A green screen effect is one of the most popular trends that makes developing these videos simple. CapCut offers several useful editing features that the Opera could use to edit videos on smartphones to share on social platforms. Two templates were created using CapCut for short videos following recent popular trends.

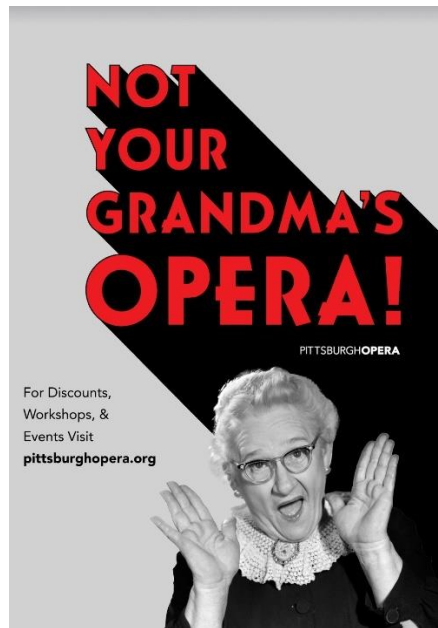
Stories

Prior to a Pittsburgh Opera Series workshop, a story should be posted as a reminder to followers to sign up or save the date. Links should be attached to stories to make the information accessible for users to swipe up to sign up for events or purchase opera tickets.

Examples of story posts:

- Event calendars
- Fun graphics
- Professional photography from events or performances
- Backstage experience photos
- Photos from the last event with a caption promoting attendance at the next one.

Examples:



Reposts

It is recommended to use the repost feature in Instagram where anyone who posts a story and tags the Opera can be reposted as a story on its own by the Opera. At parades and events with photo-ops, attendees will most likely post photos of the set-ups, performances, selfies and other ways they are having fun.

The Pittsburgh Opera should monitor Instagram and repost these participant-generated posts so followers can see real people at these events. User-generated content could be one of the best resources to use in community-based events such as parades, workshops, pop-up performances, pop-up booths, op-offs, and brown bag concerts.

Facebook

Facebook groups for 20-Something-Tuesday and the Pittsburgh Opera Experience events are recommended to get people involved before the events start. For one month prior to the event, it is

recommended the Opera promote the show or event on Facebook. It is advised to post content from previous shows and events or post media of the entertainment and the outdoor environment where 20-somethings might be having lunch with their friends or dressed in business suits or work uniforms. This could inspire people to think of this event for a lunch break or after work. Additionally, the Opera should post photos promoting the food and activities at these as well as promote on other social media to broaden the range of people who are aware of the 20-Something-Tuesday program and events.

An Instagram post should promote the Facebook group, explaining to audiences how to get involved. For instance, a post could say: “Join the Pittsburgh Opera Experience Facebook group to be one of the first to know about new events and unique ways to get involved.”

YouTube

It is recommended that documentary/vlog-type videos that encapsulate the experience of the events be posted to YouTube.

For parades, flash mobs and networking events with performances, cast members should record themselves getting ready, waving from the float, dancing, hiding in the crowd before revealing themselves in the mob, messing around with friends, etc. This would give people who don’t attend a very immersive experience as if they were there and give people who were in attendance a “second screen” experience. For guest singing and performances at professional events, it is recommended to record the performances and events and put them on YouTube so people who do not attend can still have access.

Twitter

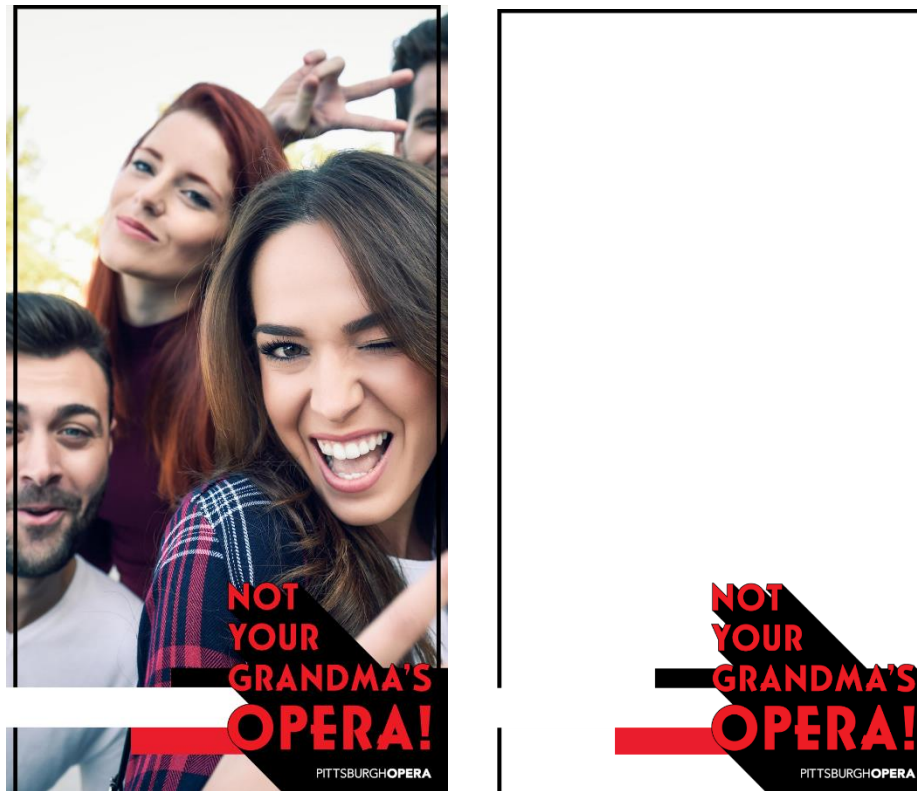
It is recommended that the Opera post photos of the Pittsburgh Opera Experience and Op-Up events with a link to an event calendar and tickets linked in the tweet. Also, polls pertaining to Pittsburgh Opera Experience events could gauge audience interaction and interest. For example, ask a question could be asked, such as: “Would you rather have a professional photographer present or a photo booth?” These kinds of questions could help maximize and customize the experience for those in attendance. Finally, consider posting lighthearted jokes and comments about upcoming events as reminders that do not seem forced.

Additionally, it is recommended that the opera post photos from 20-Something-Tuesday’s and The Pittsburgh Opera Experience events with fun graphics, such as food truck event calendars, the “not your grandma’s opera” logo, and the myth vs. truth campaign.

20-Something Geofilters

20-Something Geofilters are recommended to give audiences a personalized photography experience. Temporary Geofilters should be created for each of the unique events in the Pittsburgh Opera Experience.

Geofilter example:



Myth v. Truth Social Media Campaign

A sample social media campaign was created to dispel the myths about the opera that were found in the survey research. It is important to post on social media about the perceptions and misconceptions about the opera, which could lead to a change in opinion and eventual attendance at events and shows. Talking about discounts and available programs, such as the 20-Something Tuesday code, would help increase awareness.

Several Myth v. Truth templates have been developed using the “Not Your Grandma’s Opera” theme that focus on cost, dress code, and language barriers in a fun and whimsical way. The approach uses a grandchild character and the grandmother schooling on some of the misconceptions regarding the opera. The Myth vs. Truth copy could be used in a variety of ways and formats. The following examples include the grandma character and the younger grandchild character and should appear in posts and flyers.

Posts should be made as frequently as needed and integrated into the full Opera social media planning calendar.



MYTH	TRUTH
The opera is expensive!	Tickets are as low as \$22! That's less than what I paid all those years ago.
I won't understand any of it!	Ah, but there are English subtitles above the show! So, you don't have to worry, dear!
All operas are boring. There is nothing interesting!	Not particularly! There are many operas about love, fighting, and deception. Just like those Netflixes.
The opera is so long!	Ah, they aren't too long. Most operas are about the length of a standard musical!

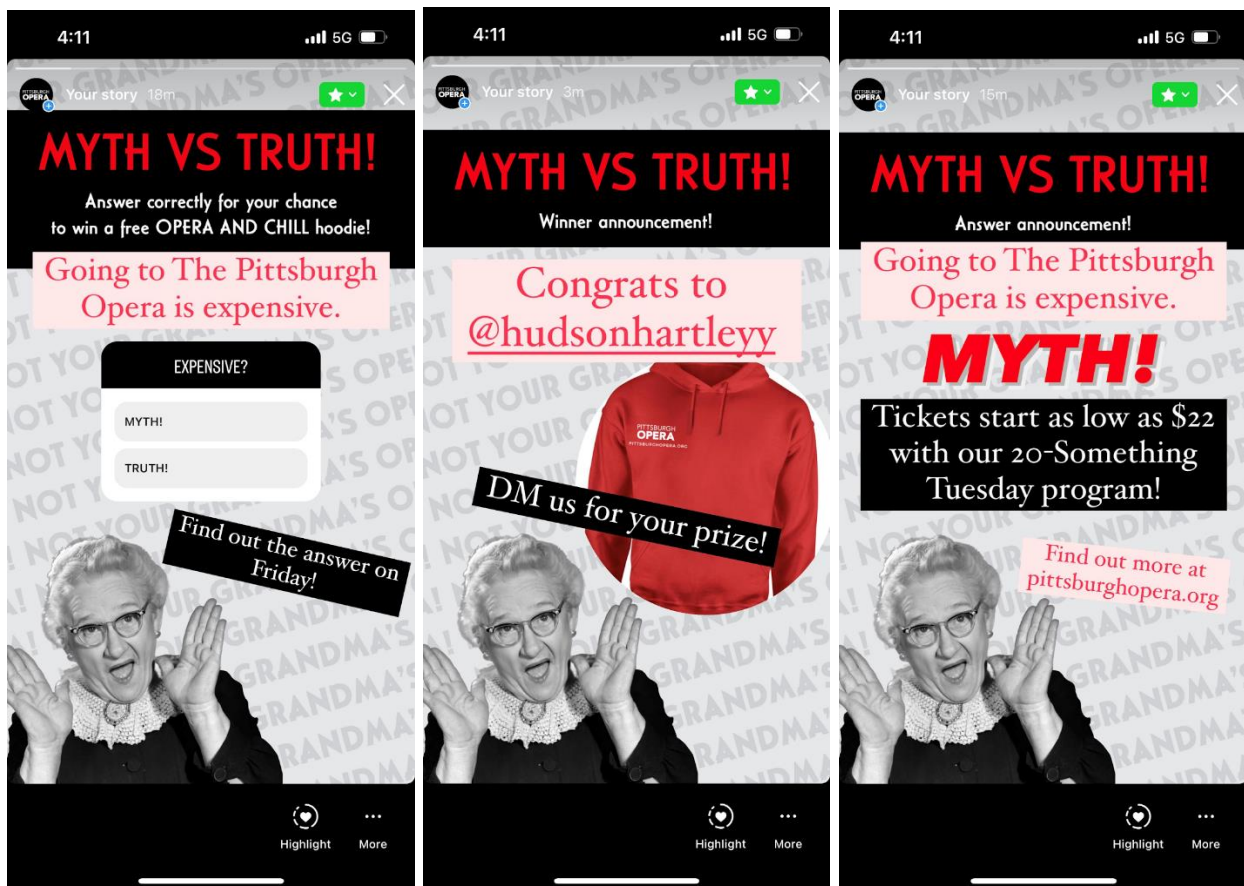
Myth v. Truth Contest



It is recommended that the Opera host sporadic contests throughout the year to give out various prize. These contest should be promoted on Instagram, Facebook and Twitter. An example could be using Instagram story polls for the “Myth v. Truth” campaign. The names of the participants who answer the most myths and truths correctly would be put in a drawing and have the potential to win an Opera and Chill hoodie, opera tickets or free workshop tickets for The Pittsburgh Opera Experience.



Myth v. Truth Example Posts



Pittsburgh Opera Experience Posts and Examples

It is recommended that the Opera use its current platforms (TikTok, Instagram, Facebook and Twitter) to periodically make posts promoting the workshop. For instance, wording such as “Come join us with this month's POE workshop. Click the link in our bio for more information!” should be considered. Sponsoring these posts and using geo-location will help the Opera to gain views and traction.

Social Media (Op-Ups)

The Pittsburgh Opera should utilize the current platforms (TikTok, Instagram, Facebook, and Twitter) to post stories one to two days prior to and on the day of the performance stating “Be on the lookout around Market Square for a special surprise. You don’t want to miss it!”

It is recommended the Opera use geo-location to gain views and traction on Instagram and Facebook using the stories feature where short videos and reels should be utilized. Reposting fan content on any social media is encouraged as it could be exciting for those who are reposted and encourages organic content engagement.

EMAILS

It is recommended that the Pittsburgh Opera use email to reach the 20-Something Tuesday audience about the Pittsburgh Opera Experience, the Op-Ups and the program discounts. These emails should be mailed to current subscribers of the Pittsburgh Opera newsletter and through addresses curated from signup sheets at tables and events. A signup link should also be posted on all social media accounts with posts that announce the Pittsburgh Opera Experience. Three sample emails have been created to promote the Pittsburgh Opera Experience and its events.

It is also recommended to utilize Pittsburgh-based event websites such as ThingsToDoInPittsburgh, VisitPittsburgh, NextPittsburgh, and other similar websites to post online and pitch to ask to include in their newsletters. Sample emails have been created promoting the opening of the Pittsburgh Opera Experience, the wardrobe/makeup workshop, and the dance workshop.

Attachment 17: Email Samples

MEDIA RELATIONS

Media relations is important to stay in the news cycle, increase credibility and reach. News outlets have established audiences that companies and businesses can utilize to distribute their news. When a news outlet covers a story, there is an endorsement that also increases credibility.

It is recommended that media relations be used to promote the 20-Something-Tuesday strategy. A list of journalists was created based on the journalists’ experience and interest in the subject. These journalists are from various publications, including the Pittsburgh Post Gazette, Pittsburgh Tribune-Review and NEXTPittsburgh.

One of the best ways to reach these journalists is through LinkedIn rather than email considering the volume of pitches and press releases that journalists receive daily. Not only is this a different way of communicating with journalists, but it will also provide more of a connection to the journalist and his or her interests. Most of the journalists listed in the attachment have the URL to their LinkedIn

or another link to their careers. The Pittsburgh Opera should also send materials to its current media list as appropriate.

Attachment 18: Media List

Pitches

It is recommended that the Opera use pitches to reach out to journalists with information and to secure coverage of the 20-Something Tuesday events. The subject and information in the pitch must be well researched and personalized to the journalist's interests and needs.

A sample pitch was developed to promote the Pittsburgh Opera Experience. The 20-Something Tuesday discount is addressed as well as a description of what would occur during The Pittsburgh Opera Experience. The journalist should be offered exclusive interviews with the performers. This specific pitch should be sent to a journalist aged 20-29. That way they can attend the show and write about their opinions of the show and focus on the 20-Something Tuesday program.

A second pitch should be sent to reporters who can give valuable insight to a possible reader who is interested in the discounts to the 20-Something Tuesday programs.

Attachment 19: Pitch 1 and 2

Press Releases

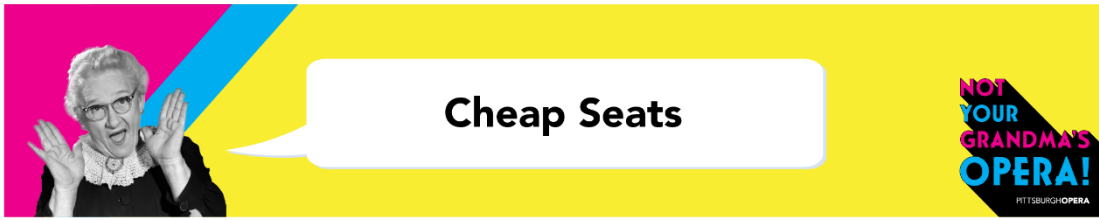
News, updates and information about The Pittsburgh Opera and the 20-Something Tuesday program should be sent to the media using a press release. Press releases can help to improve an organization's search engine ranking by including relevant keywords and links that can help drive traffic to The Pittsburgh Opera.

A press release was developed to describe the 20-Something Tuesday discount. Stereotypes are described by explaining that the opera has continuously made changes towards both the type of shows held and the lack of dress code. The 20-Something Tuesday discount is mentioned, emphasizing the discount's possibility to cut prices down to more than half.

A second press release was drafted highlighting more details of the Pittsburgh Opera Experience. The template attached can be modified once all information is determined by the Pittsburgh Opera team for any of the events.

Attachment 20: Press Release 1 and 2

Section 2



Introduction

The Cheap Seats program allows university students, faculty and staff to buy discounted tickets to Opera productions. Discounts range from 50%-75% off, depending on the seating area. All students need is a valid university ID to participate in the promotion.

Fact-Finding

The Cheap Seats program is made for college students -- an audience the Opera traditionally has problems attracting to attend shows. To sell Cheap Seats to students, the Opera first needs to understand them. What do college students do for fun? Who are they? What do they think of opera? These all are questions that must be answered to know how to effectively reach students utilizing various communication tools.

Survey

To figure out college student needs and habits, a 13-question survey was conducted among students from Duquesne University, Point Park University, University of Pittsburgh, Grove City College, and Slippery Rock University.

Attachment 21: Cheap Seats Survey Questions

The demographic-focused questions on the survey dealt with college students' behaviors, asking what they look at on their phones, what they do for fun, and where they look for fun. Facebook, Tumblr, Reddit and Pinterest are the top performers, with about 30% each. 90% of respondents report using both Snapchat and Instagram. This makes them the two most popular social media platforms, which is to be expected from college students. TikTok and YouTube remain popular with 72% of usage, with Twitter and BeReal not far behind.

The most popular activity for college students is going to bars (90%). The second most popular thing to do is to stay inside (81%). The good news for the opera is that arts-related activities are also popular amongst this group, with 72% reporting they attend shows (concerts, musicals, plays, etc.) and 63% of respondents say they enjoy going to museums or art installations. This shows that students, despite all the streaming services and alternative media outlets, are still interested in traditional art. When students are looking for things to do, they will look on social media, Google, or ask friends. No respondents said they looked at traditional media to find things to do.

Students' current perceptions of opera were also assessed, with 90% of respondents reporting never having been to an opera. Most students (55%) would expect to pay over \$70 for an opera ticket, but 46% said they wouldn't pay over \$40 for a ticket. The last question asked respondents if they knew about the Cheap Seats program, and 90% said no.

This research concludes that college students view opera in the stereotypical way that is commonly expected, with most never having experienced it up close. It does show opportunity, though, as students generally enjoy the arts and go out to a show occasionally. The main problem The Pittsburgh Opera faces is awareness and misperception issues; by targeting students in places they look on campus and online, the perceptions could begin to change.

Attachment 22: Cheap Seats Survey Results

Goals and Objectives

Goals

- Inform audiences about Cheap Seats, where to purchase them, and how to get involved
- Increase sales of Pittsburgh Opera tickets
- Create and promote messaging to create awareness of discounts offered to students
- Promote the experience of a night at the opera

Objectives

- Increase the number of Cheap Seat ticket purchases by 10%
- Increase presence at local events to promote the opera/opera shows/discounts
- Garner media attention from pitches and press releases to increase awareness of Pittsburgh Opera/shows with a goal of 3 major hits by Spring 2024 and a noticeable increase in stories before each show
- Increase social media engagement on all platforms by 15% by 2024

Target Audiences

Primary Audiences

- Young adults aged 17 to 22
- Attend a college or university in the Pittsburgh area
- Have access to a student ID, are interested in the arts
- Have access to evening and weekend activities
- Are budget-oriented
- Open to new forms of entertainment

Secondary Audiences:

- Faculty and staff of colleges or universities in Pittsburgh live in the area
- Staff who can promote discounts to students
- Individuals at colleges and universities who are passionate about the arts
- Students who are active in the community

Personas

Personas have been created to identify what types of people the Cheap Seats program should focus on in this campaign. These personas will not only allow for understanding who the audience is but also how to speak to them.

Attachment 23: Cheap Seats Personas

Messaging

Experiential: The Pittsburgh Opera is a place that many deem as stuffy or something college students' grandmothers would enjoy. Everyone is welcome to attend a production that is quite different from the average movie or shows – and much cheaper. Attendees can take part in an experiential production that can be youthful and modern. Cheap Seats provides a new experience for students, faculty and staff to enjoy after class, as a date night, or as a fun activity with friends.

Affordable: The Pittsburgh Opera partners with Cheap Seats to provide college students with affordable ticket prices so they can experience a unique form of entertainment that is ultimately less expensive than going to a bar or restaurant. Discounts are available for no more than \$40, allowing students to have quality experiences at a low cost. The Pittsburgh Opera is also in a central location, which makes it easy to commute from college campuses in the Pittsburgh area. The close vicinity allows students to walk or use public transportation.

EXPERIENTIAL	<ul style="list-style-type: none">• Behind-the-scenes interaction• For everyone and anyone• Different than your average movie or show• Youthful and Modern
AFFORDABLE	<ul style="list-style-type: none">• Cheaper than the bar• No serious anxiety in the morning• No more than \$40
CENTRALLY LOCATED	<ul style="list-style-type: none">• Central locations• Accessible by bus, walking, car, etc• Take the T (or bus)• Close to restaurants, bars, shops• Date night or girls' night out

Strategies and Tactics

EVENTS

Attending events for the “Not Your Grandma’s Opera” Cheap Seats campaign will serve as a great way for students to understand and get excited about the Pittsburgh Opera.



The following events are recommended to provide the opportunity for students to meet with Opera performers, get to know behind-the-scenes information, and become a part of the performing arts while learning more about the discounts offered through the Cheap Seats program. It's suggested that The Pittsburgh Opera host pop-up workshops on campus and tables at local Pittsburgh events, such as festivals, farmer's markets, and events that are all heavily trafficked by college students returning to campus who are interested in finding new activities to enjoy.

Campus Pop-Up Workshops

A pop-up should be held on various college campuses during the first two months (September and October) of the college semester to entice students to learn more about the program in a fun and interactive way. At the popup, students would have the chance to dress up in opera costumes, wigs and makeup and share to their social media platforms. This would take place while Opera performers and staff talk more about the opera, how it is not only for grandmas, and how to take advantage of the Cheap Seats discounts.

Four tables should be set up at a designated location on campus. Three tables should have wigs, costumes, and makeup. The final table should offer a raffle, Cheap Seat flyers, and Pittsburgh Opera literature. The raffle would be for students to have the opportunity to win two complimentary tickets to a production of their choice.

To be entered into the raffle, students must submit their first and last name, email, and phone number to be entered. This information would be used to send future e-blasts about Cheap Seats. At the end of each pop-up, the student selected should be contacted with further details on how to pick up the winning tickets. Along with the tickets, the custom-made ‘Opera & Chill’ sweatshirt could be offered to students as another giveaway option.

The universities should be encouraged to promote the opera and the themes of the opera being affordable, not stuffy, and not just for grandmas. Flyers have been developed to send to the universities before the pop-up event for distribution throughout campus.



Attachment 24: NYGO Sweatshirt Mock-Up

A contact list has been created listing the individuals at 10 regional universities who would best be able to schedule on-campus events such as the Pop-Ups. These Universities have been specifically selected to target students within a one-hour radius of the Strip District to attend productions at The Pittsburgh Opera and other off-site locations.

Attachment 25: Campus Organization Contact List

Attachment 26: Campus Staff Email Blast

Community Tabling

Tabling events around the city of Pittsburgh would be an effective way to promote the “Not Your Grandma’s Opera” campaign highlighting Cheap Seats. Tables should be set up in the Pittsburgh area at events such as the Pittsburgh Arts Festival and Holiday Market with information that encourages college students to connect personally and learn more about the discounts.

A list of suggested Pittsburgh event organizations and the contacts for arranging a table at these events has been developed. These contacts would assist the Pittsburgh Opera by helping coordinate events, social media, marketing and digital content management. An email blast solicitation has been developed to be sent to contacts.

Attachment 27: Pittsburgh Events Organization Contacts

Attachment 28: Community Email Blast

Information that should be included on promotional tables includes hot cards, pins, stickers and drawstring bags. This will allow for easy access to all information about The Pittsburgh Opera Cheap Seats program.

Additional elements of the table events include bright and fun colors (pink, yellow, blue) with masquerade masks and glitter for table decor. Cast members from opera performances should dress in costumes and hold signs that say, “Not Your Grandma’s Opera” and “Cheap Seats.” Pittsburgh Opera staff could give additional information to every guest that stops by the table.

Attachment 29: Cheap Seats Flyers

Attachment 30: Stickers

Attachment 31: Drawstring Bags

Attachment 32: Event Poster

Attachment 33: Cheap Seats Hot Card

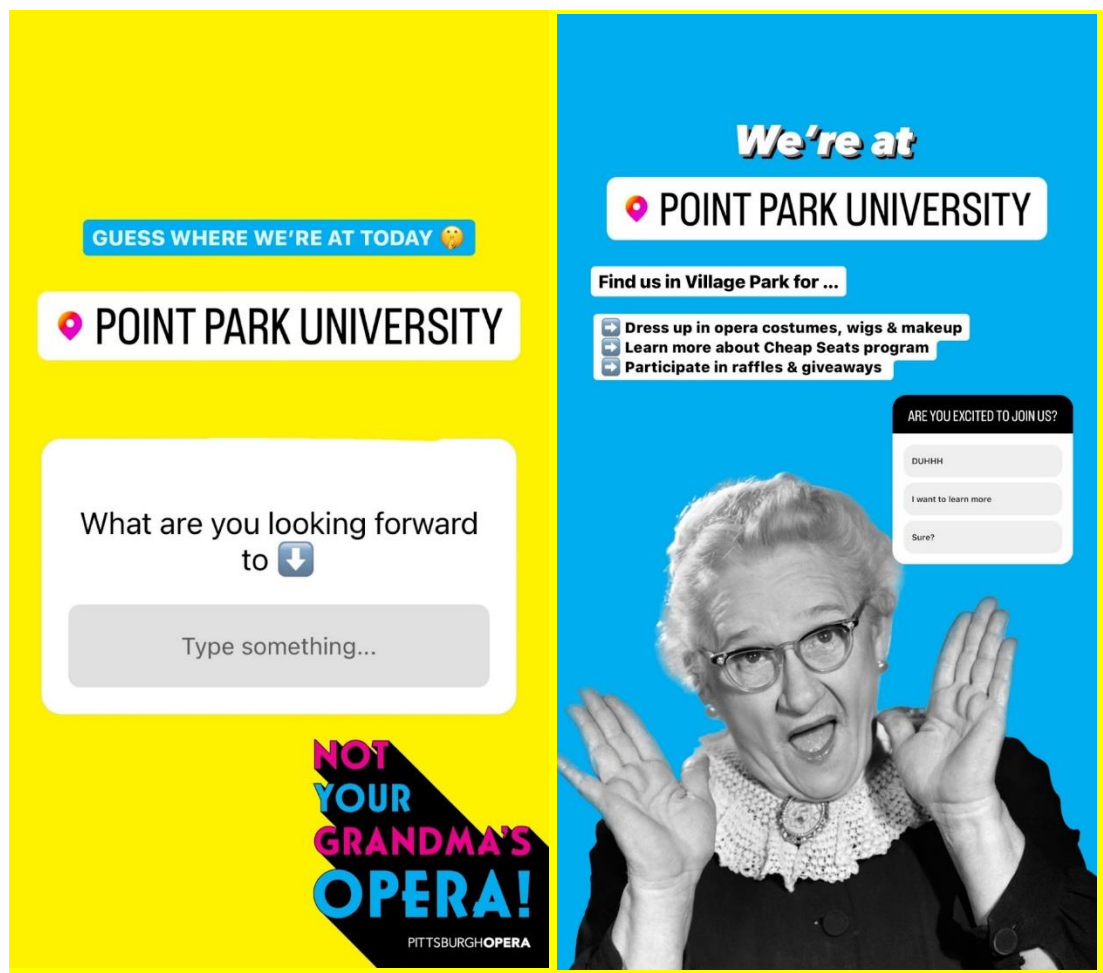
Event Social Media

Most of the popular events that college students attend take place in August and September. This is the time when thousands of students are coming back for the start of the fall semester and when students are looking for new activities to do around campus and in the city.

Posting consistently on social media during this time of year will be key to the success of the Cheap Seats campaign. College students should see deals going on for the Pittsburgh Opera around this

time, which will heighten the chances of them checking out the Cheap Seats offers. It is recommended to first make a post with all the general information about the program and posting on Instagram stories. This platform will allow the Opera to post on its story as much as possible, without it looking too overwhelming and interfering with the feed.

It is also recommended that the Opera post refreshers before each event occurs to help students keep the events in mind. In addition, interactive stories that include polls and question boxes should be posted to increase engagement and give a ballpark estimate as to how many people are planning on attending each event. The question boxes should say: “What are you looking forward to seeing at *event name*?”



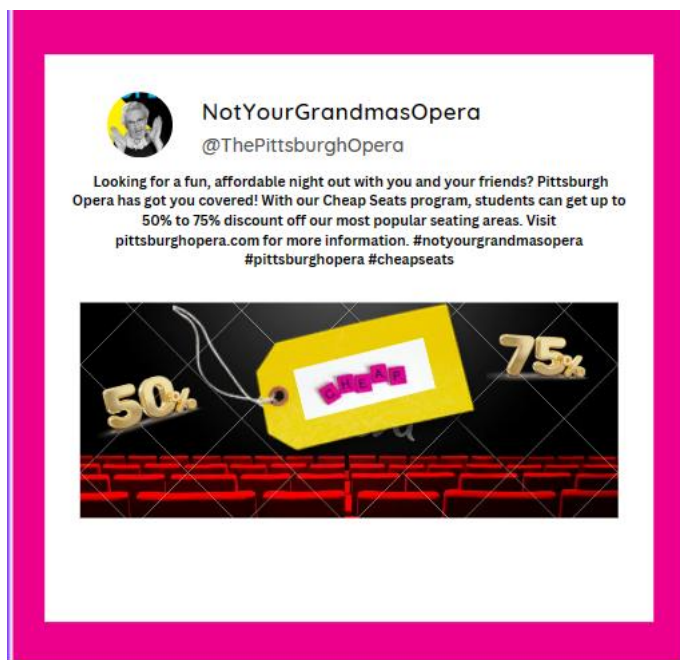
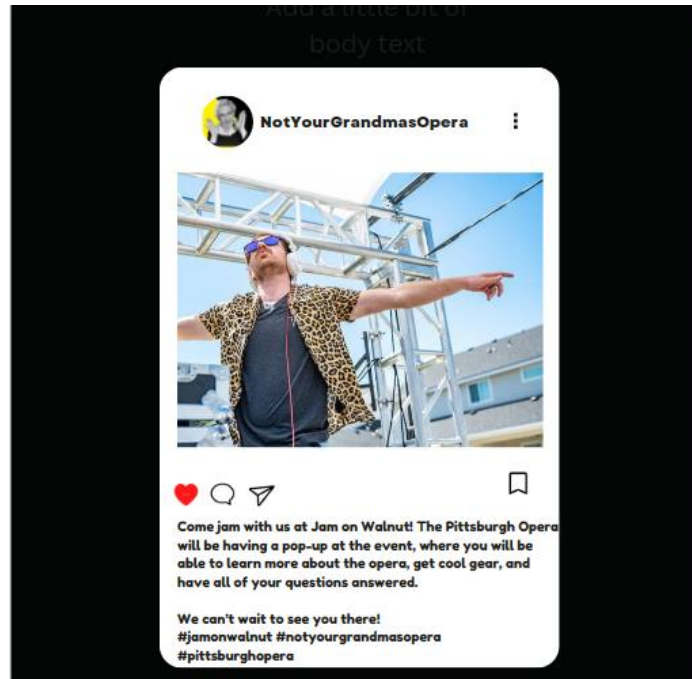
SOCIAL MEDIA

It is recommended that the Pittsburgh Opera promote Cheap Seats by posting content that highlights college students enjoying the opera. It is suggested to keep a regular posting schedule to meet a goal of making multiple posts each week. The captions should include information regarding Cheap Seats and explain how students are able to get great seats at a discounted rate. Captions should also be fun and witty, putting emphasis on the “Not Your Grandma’s Opera” theme.

The following recommendations should be considered on the various platforms.

Instagram

It is recommended that the Pittsburgh Opera post on Instagram at least one to two times a week about the Cheap Seats program. Posts that would increase engagement with the Pittsburgh Opera's audience would include behind-the-scenes or virtual meet and greets that would give the audience an inside look at the numerous productions that the Pittsburgh Opera showcases.



Facebook

It is recommended that the Pittsburgh Opera post on Facebook at least once a week about the Cheap Seats program, workshops and other events. Posting on Facebook should make it easier to lead future opera attendees to the Cheap Seats page on the website since the links are easily accessible. The Pittsburgh Opera would benefit from using Facebook's events page to post and promote upcoming events and allow the Opera to see how many people are attending, how many people are considering attending, and how many people aren't going.

Twitter

It is recommended that the Pittsburgh Opera post at least one to two times a week on Twitter. This is where the utilization of hashtags becomes crucial. Hashtags are highly effective on Twitter and have more longevity compared to other social media platforms. To increase awareness of Cheap Seats, it is highly recommended to use the hashtag #Cheap Seats on every post while also providing the link to the Cheap Seats page on relevant posts pertaining to the deals and discounts. Considering that Twitter is an app that is known for posting light-hearted, humorous content, the Pittsburgh Opera can post from the “grandma’s” perspective and say something along the lines of “My time may almost be up, but you still have time grab seats in our most popular seating areas for 50% to 75%!”

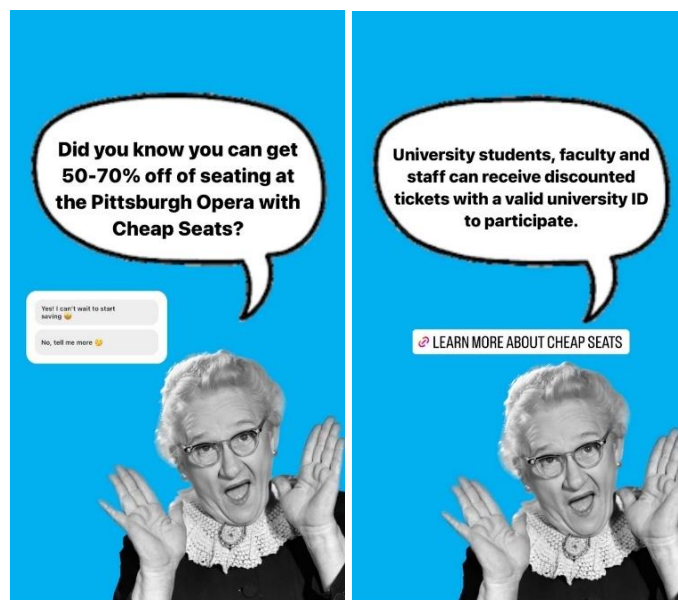


Hashtags

It is recommended to use hashtags on every post relating to Cheap Seats as a reminder that the discount is applicable for every visit. Suggested hashtags include: #pittsburghopera, #cheapseats, #leavegrandmaathome #collegesavings #thingstodoinpittsburgh

Stories

Instagram/Facebook stories should include polls and question boxes where audiences and followers could ask questions or give their input on Pittsburgh Opera-related content. The following post on the social media story would provide information about Cheap Seats and a link taking them to the direct page with more details.



TikTok & Reels

It is recommended to have influencers or someone on the special events/social media team record the highlights of students dressing up at an on-campus workshop. This would give audiences a more in-depth look into the opera while also sparking their interest, leading them to consider paying a visit. College students would be more inclined to check out the Cheap Seats program by seeing visuals of students enjoying the Pittsburgh Opera while getting seats at a discounted price. In addition, it would be beneficial for the Pittsburgh Opera to make a Tik Tok series of all the community events where they are making an appearance. This shows the Pittsburgh Opera is involved in the community while also gaining more exposure to the overall organization.

Snapchat Geofilters

The Cheap Seats program should use the same “Not Your Grandma’s Opera” themes geofilters outlined in the 20-Something-Tuesday section to promote this program to the target audience.

MEDIA RELATIONS

Maintaining a consistent and positive relationship with different media outlets around college campuses is imperative to promote Cheap Seats for the Pittsburgh Opera. Reaching out to campus media will provide fluid communication about Cheap Seat’s discounts by proactively providing information to promote the program and events on campus.

Pitch Letters

It is recommended that pitch letters be sent to all campus media to encourage them to write and run stories on the events and discounts.

Attachment 34: Campus Media Contact List

Attachment 35: Media Relations Pitch Letter

Press Releases

Press releases should be sent to the non-campus press announcing the “Not Your Grandma's Opera” campaign and Cheap Seats discounts. The media lists the Pittsburgh Opera currently maintains should be used to reach out to various media to request event coverage.

Attachment 36: Press Release

Staff Contacts

A list of staff contacts was developed for 10 identified universities in the Pittsburgh region. These staff should be approached to help with the development and distribution of promotional assets in social media, through email blasts, and physically placing flyers on campus. Staff contacts include specialists, editors, directors, coordinators and managers on various campuses in Pittsburgh. Examples of student organizations include student unions, governments, Greek life and programming.

Attachment 37: Campus Staff Contact List

Attachments

**NOT
YOUR
GRANDMA'S
OPERA!**

PITTSBURGH**OPERA**