

BELL BOTTOM MEDIA	
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Anti-Entertainment Tax Media Plan

In 12 weeks, Harmonyville city council will vote on the proposed Entertainment Tax, also known as the Tunes Tax. The Entertainment Tax will raise the tax of the sale of concert, theatre and other non-sporting, live-event ticket from 1.0% to 4.0%. The vitality of Harmonyville’s live music and performance scene is at risk if the Entertainment Tax is passed.

Our team, Bell Bottom Media, has formulated the perfect storm of paid media and experiential advertising to stir up support from Harmonyville citizens to oppose the Entertainment Tax.

PLAN SUMMARY

<i>Goal</i>	Persuade Harmonyville city council to reject the proposed Entertainment Tax during the vote in January.
<i>Objective</i>	Influence at least 4 out of 9 Harmonyville city council members to vote against the Entertainment Tax.
<i>Strategy</i>	Generate a surge of voiced support from the target market in opposition of the Entertainment Tax.
<i>Tactics</i>	<ul style="list-style-type: none"> Use the purchased media of radio and web to inform and connect. Get the community engaged in the campaign on a personal level with .

TOTAL COST	\$250,000	TIMING	12 WEEKS
TARGET GRPS	3,064	TARGET IMPS	577,000
TARGET CPM	\$14	TOTAL CPM	\$7

TARGET AUDIENCE

Showgoers The target audience for this campaign is comprised of the 577,000 adults from Harmonyville that have attended live theater or any paid ticket music concert in the past 12 months, this group will be known as “showgoers”. Harmonyville’s adult population is approximately 2.24 million, meaning our target audience makes up about 25.8% of the adult population.

Parents Another key group to take note of are adults that are the parents of a child under 18. Roughly 680,000 adults (30.0%) are the parent of a minor. It is reasonable to assume that the parent of a child under 18 would like to support the tax, as at least 50% of ticket-tax revenues will be used to back Harmonyville public schools. Meaning it is just as likely that our opposition, the pro-Entertainment Tax PAC - Arts for Education, will be targeting this market.

MEDIA MIX

In theory, the most cost-effective way to earn maximum showgoer impressions is to designate the full \$250,000 budget toward WRLT-FM radio spots, achieving approximately 60.7 million impressions. By allocating the entire budget into a single medium, the campaign would be neglecting the opportunity for diversification of the audience that is exposed to the campaign media.

Tier 1: PAID MEDIA

This media plan utilizes several radio stations and radio station websites that were made available. We aimed to create gross rating points (GRPs) for Harmonyville Showgoers that was significantly higher than the GRPs for the total adult population. Additionally, we wanted to achieve a similar amount of GRPs for parents of school-aged children as the total adult population.

When deciding how to allocate the \$250,000 budget among the radio stations spots and radio station website banner ads and pre-roll videos, we reviewed media audience percentage and media index for Harmonyville showgoers, as well as parents of a child under 18. We also took cumulative media audience and cost-per-thousand impressions under consideration.

Tier 2: ALL AROUND ART

Harmonyville has an extensive history connected to the arts. We plan on utilizing the money raised from the anti-Entertainment PAC budget toward a program called All Around Art. With this program, we will bring light to the various forms of art that make Harmonyville unique.

The cities heart beats. And we call it art.



Public Art

The PAC will fund the creation of 4 new murals in Harmonyville. Each mural will portray the artist's view on the significance of the city's live music and theatre scenes on the city's art culture. Each will be shareable on social media with #NoTunesTax .



Street Fair

We are creating one main event to bring art-lovers of all kinds together. The Harmonyville street fair will feature handmade art, a symphony band, and individual comedy skits. This event will be free to the public and offer opportunities to sign a petition against the Entertainment tax increase.

EVALUATION

As Bell Bottom Media, we are confident this media plan will strengthen the art community in Harmonyville. We have diligently budgeted the \$250,000 that was made available and partnered with the opposing political action committee. Using the most cost-efficient and influential media to advertise, this Bell Bottom Media plan will achieve and exceed every campaign goal set by Perry McGill.



Outdoor Comedy Night

This 18+ comedy night will feature local comics. This event will create a distinct opportunity to target fans of stand-up comedy because they will be affected by the repercussions of the Entertainment Tax.



Street Music

Local musicians will be recruited to represent the campaign and to perform in Harmonyville's hotspots. This element will flood the streets of Harmonyville with music from native musicians. We will provide specific locations in town where musicians can set up and play at any time.