

## ASHFALL ANIMATION

# Sample Marketing Synopsis

This marketing plan was created by Brittany Mazzurco to promote the piece “Ashfall,” composed by Rusty Banks.

### **Name of Project: Ashfall Animation**

**Background:** The highly visual component of the backstory opens up a lot of performance opportunities. While listening to this piece, my mind instantly thinks of the [Fantasia clip](#) of the Dinosaur’s Extinction, set to Rite of Spring. Additionally, the composer himself has discussed the idea of finding an animator for this piece.

**Purpose:** The purpose of this marketing plan is to detail the feasibility and brainstorm marketing tactics of creating an animated clip to accompany the piece.

## **Performance Considerations:**

Because the piece is only 15-minutes long, it wouldn't be able to stand alone in a performance setting.

### **Concert programming ideas include:**

- Highlighting "Ashfall" as the finale of a recital featuring only Banks's music.
- Highlighting "Ashfall" as the final outcome of a lecture recital, led by Banks.
- Compiling a potpourri concert featuring similar-themed program works from a variety of composers.
- Featuring this work as a part of a local short-film festival.
- Highlighting this piece during an Ashfall Historical Park fundraiser/other event.

## Feasibility Study: Animation Cost

Assuming Banks has no previous experience in animation, one will need to be hired. While looking at rates of freelance animators, it quickly becomes apparent affordability quickly will be an issue.

From my research, freelance designers can charge between \$20-125/hour of labor. According to one specific blog, Disney animators are able to pump out anywhere from 12 to 24 seconds a [40-hour] week. From that logic, Banks's 15.36 piece would run him around \$36,854!

According to [MindBug Studios](#), one of their web animators costs \$1,800/minute. For Banks's ~ 16 minute piece, this place would be a bargain, despite the fact it would still run him almost \$30k.

Another viable option would be to commission a Millersville Student to animate the piece. Due to Banks's current position at the university, asking a current student could be seen as an act of philanthropy.

However, because this piece was created to celebrate the 15th anniversary of the Nebraska Chamber Players, a local animator could be commissioned at a discounted rate to help add this unique element to the piece while adding another contributor to this communal project.

Overall, we see banks has 3 primary options: (1) hire a freelance animator, (2) hire a student, (3) commission a local artist

Regardless of the designer, a crowd-funding campaign would be necessary to make this project feasible. Due to Banks's recent successful Kickstarter campaign, it is quite possible for him to raise a portion of the necessary funding for this project.

Funded! This project successfully raised its funding goal on May 3, 2012.

**Ashfall**  
music unearthed

PLAY

115 backers  
**\$11,953** pledged of \$11,000 goal  
0 seconds to go

Funding period  
Apr 3, 2012 - May 3, 2012 (30 days)

Project by  
Nebraska Chamber Players  
Lincoln, NE  
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<b>Target Audience</b>	<b>Reason</b>	<b>Best Way to Approach</b>
1) Banks's current friends, family, following	Loyalty	snail mail, word of mouth, social media
2) Ashfall Historical Park trustees	Interest in organization, local support	snail mail, email blast
3) Kickstarter supporters	Loyalty, participation with project	Kickstarter updates, email blast, social media
4A) Millersville students and faculty	Loyalty to Banks, interest in project, support for student animator*	word of mouth, email blast, social media
4B) Lancaster, PA community	Local pride, interest in the arts, support of local composer, support of student animator*	snail mail, flyers, social media, email blast
4C) ** Royal, Nebraska (and surrounding community) residents	Local pride, support of the composer/animator*	snail mail, flyers, social media
5) Families in surrounding area	Family-friendly event: classical music to animation	email blast (contact through schools), social media, word of mouth, flyers

\* Note: options 4 A-C are conditional, depending on how/who animates the composition.

# Marketing/Promotional Tool Ideas

Due to the highly visual component of this performance, art from within the animation can be used in all promotional tools.

Depending on the creative route the performance takes, the following can be used as additional “buzz terms” throughout the marketing tactics:

*Fantasia, family-friendly, local, animated, prehistoric, rhino, mother and child...*

## Flyers

The flyers created should reflect some of the most visually-interesting designs from the video. A comparison to Fantasia should be made (whether this is implied or explicitly stated does not matter).

Composition of flyer should mimic that of a movie poster. Quick teaser/tagline to introduce story line, information behind composition and performance listed at the bottom. Possible press quote stressing the creativity and appeal. Artwork should be featured.

## Social Media

A successful social media strategy will be integral to both the fundraising and promotion aspects of this project. The focus of these tactics are to tell Banks’s journey into making this project a reality.

During fundraising stages, social media will act primarily as a PR tool - to define Banks’s brand, the purpose of the campaign, the passion behind it, and to promote the project’s overall worth. Low-budget video interviews with Banks, introduction of possible animator and his/her work, frequent promotion of the composition, reviews of the piece from the Nebraska Chamber Orchestra, and regular updates on the project’s progress should be used to pique interest.

During marketing stages (post-animation), social media will be used to draw an audience to the premiere or to download the final version of the animation. To create a buzz around the innovative animation, a regular schedule of posting artwork from the animation, securing and publicizing press reviews, posting of a “trailer,” and other visually-oriented status updates should be used.

## Snail Mail/Email Blast

The following groups should be targeted directly through snail mail / email blast direct marketing:

Families with young children within the local community, seniors within the local community, university students within the local community (especially those involved in the arts), families involved in community orchestras/art programs, local merchants, performing arts organizations within local area, performance hall contact list (if one is being used), Millersville University trustees (depending on if a student animator is used), or Ashfall Historical Park trustees (depending on location).