

Marketing & Creative Execution Plan: *Little Shop of Horrors*

Purpose: To increase ticket sales, enhance the family-friendly patron experience, grow awareness of [Theater Name] as a home for innovative, high-quality theater, and create immersive, shareable touch points across platforms. With its cross-generational appeal, nostalgic cult following, and cultural relevance, *Little Shop* presents an opportunity to welcome new audiences, celebrate the company's diverse casting, and spotlight the creative direction of this production.

Campaign Strategy Overview

1. Branding & Visuals

- Color palette: vibrant greens, reds, and purples with retro sci-fi/comic-inspired design
- Key assets: show trailer, stylized character posters, graphics, print collateral
- Visuals lean into the humor, camp, and recognizability of the show while highlighting this production's distinct creative choices

2. Social Media Strategy

- **Content Themes:**
 - *Behind the Vines:* puppet build, costume sneak peeks, design process, acting/directing development process
 - *Cast/Crew Features:* cast and crew intros, rehearsal moments, *Tiny Desk* style video, Ellen Greene impersonation, favorite moment on stage
 - *Audience Engagement:* "Your favorite Audrey?" "What's your 'Somewhere That's Green'?"
 - *Cultural Legacy:* trivia about the film/musical, famous productions, social commentary over time
- **Platform Use:**
 - Instagram and Facebook prioritized for storytelling, Reels, and conversation
 - Paid promotions/ Events to target regional theatergoers, families, and musical lovers

3. Email Marketing Strategy

- **Segmented Sends:**
 - General audience: teasers, show direction highlight, ticket accessibility highlights, reviews, patron experience, closing notices
 - Phoenixville Pride email signups: "nothing says Pride like a man-eating plant" with 10% off discount
- **Sample Subject Lines:**
 - "Come see the show, but don't feed the plant"
 - "Take a trip to Skid Row"
 - "Behind the vines: How our puppet comes to life"
 - "To Feed or not to Feed"-William Shakespeare (Probably)
- **Content Includes:**
 - Embedded video, behind-the-scenes photos, staff and audience quotes
 - "Plan Your Visit" links and group ticket callouts

4. Digital Ad Strategy

- **Platforms:** Meta (Facebook and Instagram), Google Display
- **Targeting:**
 - Geofencing: Chester, Delaware, Montgomery Counties, West Philly
 - Interests: musical theater, cult films, family entertainment, comedy-horror
 - Custom + lookalike audiences based on email list, past ticket buyers
- **Creative Assets:**
 - Static and carousel ads: cast shots, puppet, drink special, lobby features
 - Short video clips: rehearsal moments, the plant in action, director commentary
 - Countdown ads in final two weeks

5. Press & Local Engagement

- **Outlets to Pitch:**
 - 6ABC, CBS3 Philly, FOX29, Delaware County Daily Times, MyPhilly, Town Lively, Chester County Press, VisitDelcoPA
 - Distribute posters and flyers to high-traffic community spaces: coffee shops, libraries, independent bookstores, gyms, banks, and local restaurants throughout Chester and Delaware counties.
- **Story Angles:**
 - Behind the scenes: building the plant, directing the chaos
 - Cast diversity and creative take on the show
 - “Fresh roots in familiar soil: [Theatre Name] reimagines a cult classic with heart, humor, and humanity”
- **Approach:**
 - Pitch stories 4–6 weeks out
 - Invite media to a dress rehearsal or private backstage tour
 - Follow up with photo/video assets for digital feature support

6. Guest Experience Add-Ons

- **House Staff:** green suspenders or red carnation pins (low-cost, visual theme cue)
- **Lobby Display:** a timeline wall showing the evolution of *Little Shop*, from 1960 film to present; includes behind-the-scenes insights from this production. QR code to “Learn the History” landing page based on the *Attack of the Monster Musical* by Adam Abraham book.
- **Bar Special:** “Skid Row Sour” (version of Whiskey Sour) with a kid-friendly mocktail, “Dentist Delight”
- **Photo Booth:** green vine backdrop with thrifted props (gardening gloves, dentist masks, sunglasses); Encouraging patrons to share their picture on social media and tag [Theater Name].