

LOCUS

live music campaign





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# Executive Summary

Even with rhythmic strums of the guitar and floor-shaking bass, Locus Live struggles to be heard. Locus Live is the only music venue in Rexburg yet it still goes unknown. Most BYU-Idaho students have either never heard of Locus Live or have yet to embrace this fast-paced music venue. With strong religious and conservative attitudes in Rexburg, it remains difficult to penetrate the negative reputation that comes from loud music and wild dancing.

Locus Live was formed in late 2008 to quench BYU-Idaho's thirst for entertainment. Locus Live has hosted sea dance parties, band performances, and concerts since opening its doors. Locus Live uses the money it reaps to expand its audience and to give back to the community through charitable donations. Though there is a great opportunity for growth here in Rexburg, Locus Live must hurdle the obstacles of low awareness and bad reputation.

The goal of this campaign is to increase public awareness and shed positive light on Locus Live. Surveys have been used to observe how BYU-Idaho already feels about Locus Live. Through this campaign effort, Locus Live will host several high school and BYU-Idaho events to increase reputation, while implementing social media such as Twitter and YouTube to increase awareness. Attainable goals are set, and results will be measured in order to confirm progression in both awareness and reputation among BYU-Idaho students, high school students, and all other citizens of Rexburg.



# Background

The term “locus” means a center and source of all activities and power. Locus Live is the only full-time live music venue in Rexburg. Locus Live opened its doors in December of 2008 when four BYU-Idaho students—Brad Saurer, Leif Yorgason, Jared Pett and Kevin Wickel—decided that Rexburg needed a venue where local bands could play.

Rexburg is an entertainment-starved, college town where the only place a local band can play are a run-down theatre, clothing stores, or at a friend’s house. Locus Live is intended to help lesser-known bands have the opportunity to perform without the need of extensive networking. Locus Live provides Rexburg with a taste of culture by drawing talented musicians whose only flaw is not being famous.

Within the first four months Locus Live had hosted 60 bands, 50 concerts and four dance parties. Locus Live invites any band, regardless of popularity or music genre, to share its talent at no cost to the band.

High school students were discouraged from coming to the dance parties because it resulted in lower attendance and negative comments from the primary audience (BYU-Idaho students). Because high school students persisted in coming to Locus Live events they were accommodated by the establishment of a separate night. This, however, resulted in decreased participation from the high school demographic.

Locus Live, though still small, has put all profit toward helping the company grow. Locus Live has changed locations twice and is moving once again, this time to a more ideal location: 120 West 4th South, Rexburg, next to the college campus. Beginning September 2009, Locus Live will reopen with a renewed sense of purpose. Dance parties will be held every other weekend and live shows every weekend. Operating hours are from 9 p.m. to 1 a.m. on Fridays and 9 p.m. to 12 a.m. on Saturdays. Locus Live is willing to pay DJ’s and bands half of what they bring in up to \$500. Locus Live is a venue dedicated to serving the community of Rexburg as well as providing a music outlet that Rexburg can be proud of.

# Situation Analysis

Locus Live does not yet have a firmly established presence in the Rexburg entertainment scene. Run by students, for students, Locus Live has the potential to be one of the most popular entertainment spots in the area. The venues are divided into two different types: band performances and dance parties. The band performances have attendance ranging anywhere from 20 to 300, depending on the band. The dance parties have a generally larger turnout boasting 600 attendees on average. Room for improvement exists, and can be attained based on the analysis that follows.

## Strengths

- Live music has always had a powerful appeal, and Locus Live provides excellent music in a clean environment.
- As Rexburg's only live music venue, Locus Live fills a unique niche in the community.
- Students from BYU-Idaho and local high schools in the area make up a sizable population in the area and therefore generate a broader appeal.
- Because Locus Live is fairly new, it has an air of novelty that the competition has long since lost.
- Locus Live is run by college students who are less entrenched in their business habits and traditions. As such, it is more adaptable.
- One of the benefits to filling such a unique niche in the Rexburg community is the lack of competing venues.

## Weaknesses

- Being new, Locus Live is less well known than existing venues.
- There is a negative connotation attached to dance parties and band performances activities.

- A lack of extensive marketing has limited Locus Live's fan base.
- Locus Live's budget is fairly limited.

#### Opportunities

- The Scroll (BYU-Idaho's news publication), posters and flyers are among the orthodox media channels available for advertisement.
- There are additional means of communication, including Facebook and MySpace, e-mail, and text messaging,
- The target audiences live in a small geographic area, in close proximity to each other.
- Because Rexburg is a small community, it doesn't provide many opportunities for entertainment.

#### Threats

- The community of Rexburg tends to be less accepting of ventures that have a negative reputation.
- BYU-Idaho does its best to provide all the entertainment a student might need.
- Westwood Theater, venues in Pocatello and Idaho Falls, and local house parties also compete for the entertainment spotlight.



# Objectives

The purpose of this campaign is to improve Locus Live's image and to increase the target audiences' awareness of Locus Live. It will also foster a positive community perception, and show the community and target audiences that Locus Live is service oriented and community minded. The campaign will:

- Increase awareness in all of our target audiences by 20 percent.
- Increase positive image in all of our target audiences by 15 percent.
- Increase attendance in all of our target audiences by 20 percent.

# Research

In order to measure the knowledge that single students at BYU-Idaho have about Locus Live, we conducted a nine-question survey. We distributed the surveys both online and in person to implement different methods and make the selection as random as possible.

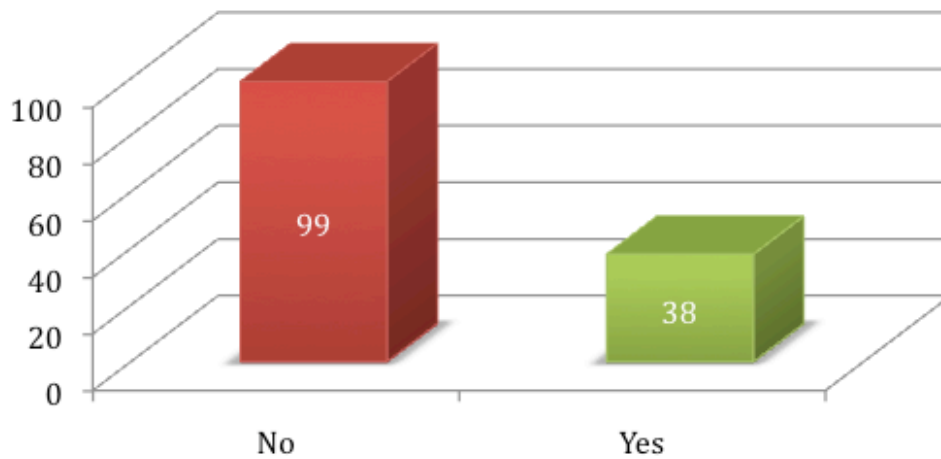
BYU-Idaho's single student population is approximately 8,000 per semester. The proper population-to-sample size ratio for BYU-Idaho single students would be around 375 students. However, this number lowers due to similar characteristics within population sample. So, with this in mind our goal was to distribute 300 surveys, because it would give us a reasonable ratio and an accurate response. We went about distributing the surveys in two different ways: 100 surveys by email and 200 in person on campus.

With 138 surveys completed we had enough information to get a general overview of what people thought about Locus Live. It turns out most people did not know about Locus Live, and those who did generally liked it. The survey questioned students about what they already knew about Locus Live and what music they would most like to hear at the venue. This information was helpful in identifying areas Locus Live needs to work on and the reputation it already had.

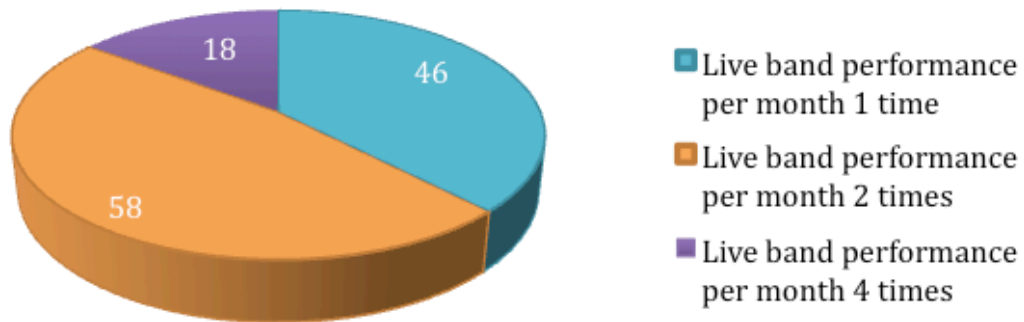
The graphs on the subsequent pages demonstrate questions asked and the results. Also included is a page of words students used to describe what they thought about Locus Live, and four survey examples.

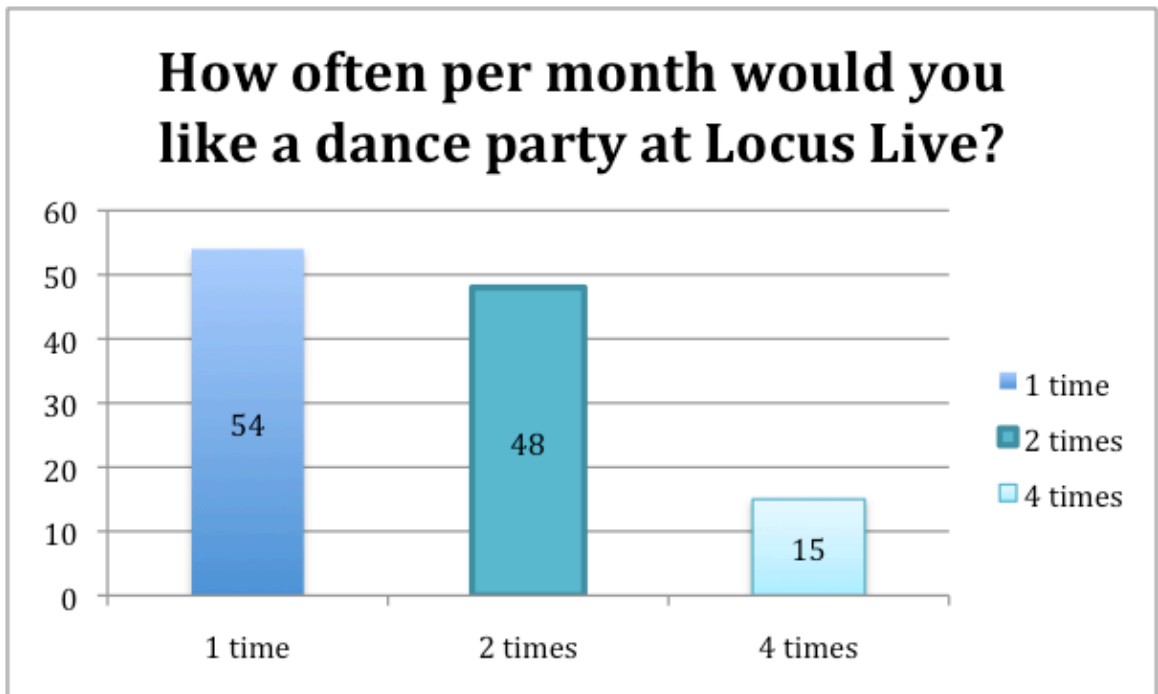
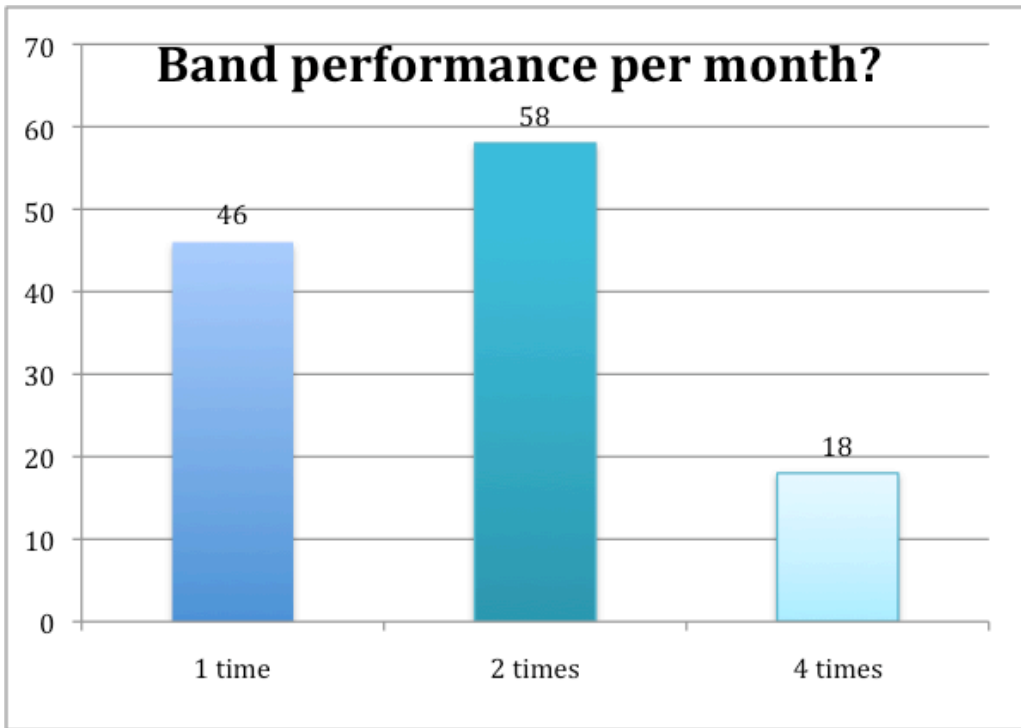


## Have you heard of Locus Live Music?

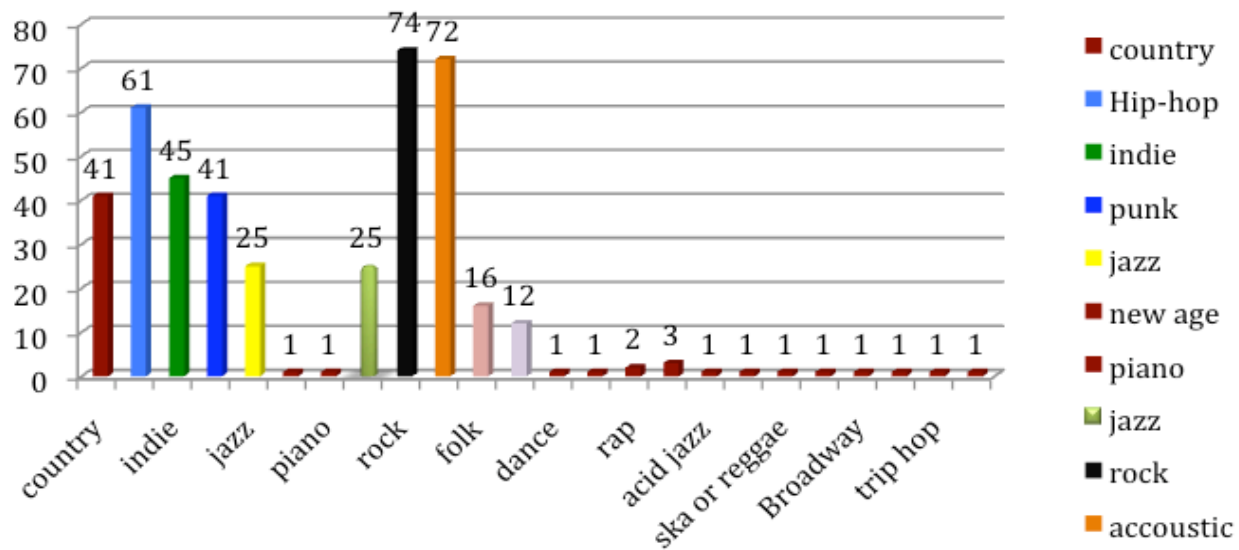


## If no, how likely would you be to go to a Live Music Venue here in Rexburg?

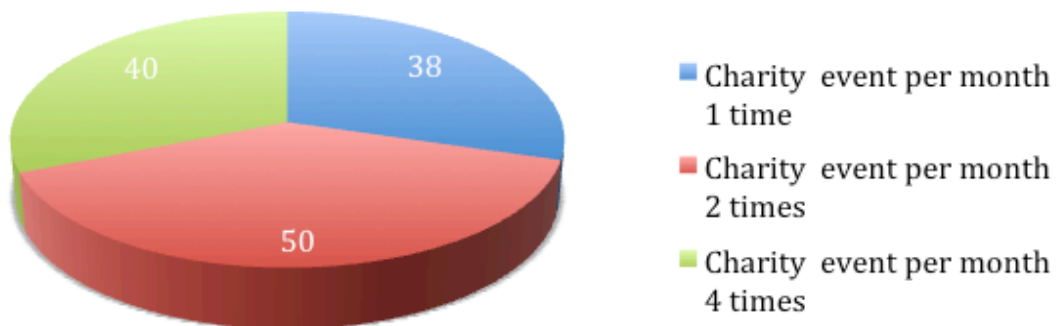




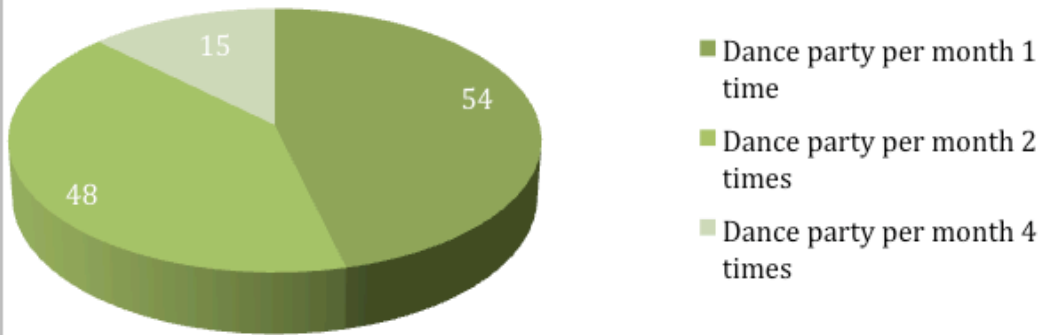
## What genres of music would you like to hear at Locs Live?



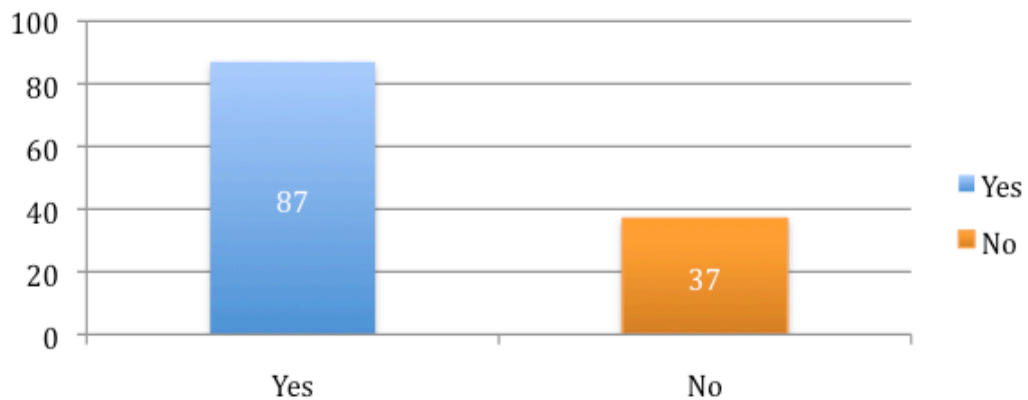
## Charity event per month?



## Dance Party per month?



## Would you be more likely to go to Locus live if you knew proceeds were going to charity?



# Locus Live in One Word

Chill-time  
Outside (2)  
Stage  
Interesting  
Fun (20)  
Loud (5)  
Upstarts  
Dancing  
Smorgasbord  
Pain  
Entertaining  
Good music  
Music (8)  
Boring  
Guitars unplugged  
Show  
Live music (2)  
Lame  
Chaos  
Live bands  
Bomb  
Sweat  
Opportunity  
Relax  
Jazz  
Sweet (2)  
Wonderful  
Good  
Cool (2)  
Bands (4)  
Concert (4)

Dirty  
Local  
Cost \$  
Not good  
Noise  
Children  
Real  
Intriguing  
Social  
Awesome (3)  
Dance  
Sweet  
Bloody brilliant  
Scary  
Social  
Fun (5)  
Sweetness  
Like grasshoppers  
Cool  
Inconvenient  
Lame  
Party (2)  
Never been

Have you heard of Locus Live Music Venue?

Yes No

If no, how likely would you be to go to a Live Music Venue here in Rexburg?

Not very likely / Somewhat likely / Very likely

If no, in one word, please describe what you think of when you think of a Live Music Venue. Fun

If yes, in one word, please describe Locus Live. \_\_\_\_\_

If you are interested in going to Locus Live, how often per month would you like Locus Live to have a dance party?

1 time / 2 times / 4 times

How often per month would you like Locus Live to have a live band performance?

1 time / 2 times / 4 times

Rate the top 3 genres of music you would most like to hear at Locus Live with 1 being the highest and 3 being the lowest.

1 Country    \_\_\_ Hip-Hop    \_\_\_ Indie    \_\_\_ Punk

\_\_\_ Rock    \_\_\_ Acoustic    3 Folk    \_\_\_ Hard-core    (Other pop)

Locus live is a local music venue who often donates their proceeds to charity. How often would you like the performance or dance party proceeds to go to charity?

1 time / 2 times / 4 times

Would you be more likely to attend a dance party or live band performance if you knew proceeds were going to charity?

yes / no

Thank you for taking the time to complete the survey!

### LOCUS LIVE SURVEY

Have you heard of Locus Live Music Venue?

Yes / No

If no, how likely would you be to go to a Live Music Venue here in Rexburg?

Not very likely / Somewhat likely / Very likely

If no, in one word, please describe what you think of when you think of a Live Music Venue. Screamo Mosh!

If yes, in one word, please describe Locus Live. \_\_\_\_\_

If you are interested in going to Locus Live, how often per month would you like Locus Live to have a dance party?

1 time / 2 times / 4 times

How often per month would you like Locus Live to have a live band performance?

1 time / 2 times / 4 times

Rate the top 3 genres of music you would most like to hear at Locus Live with 1 being the highest and 3 being the lowest.

\_\_\_ Country    \_\_\_ Hip-Hop    \_\_\_ Indie    2 Punk    \_\_\_ Jazz

3 Rock    \_\_\_ Acoustic    \_\_\_ Folk    1 Hard-core    Other \_\_\_\_\_

Locus live is a local music venue who often donates their proceeds to charity.

How often would you like the performance or dance party proceeds to go to charity?

1 time / 2 times / 4 times

Would you be more likely to attend a dance party or live band performance if you knew proceeds were going to charity?

yes / no

Thank you for taking the time to complete the survey!



LOCUS LIVE SURVEY

Have you heard of Locus Live Music Venue?

Yes / No

If no, how likely would you be to go to a Live Music Venue here in Rexburg?

Not very likely / Somewhat likely / Very likely

If no, in one word, please describe what you think of when you think of a Live Music Venue. FUN

If yes, in one word, please describe Locus Live. \_\_\_\_\_

If you are interested in going to Locus Live, how often per month would you like Locus Live to have a dance party?

1 time / 2 times / 4 times

How often per month would you like Locus Live to have a live band performance?

1 time / 2 times / 4 times

Rate the top 3 genres of music you would most like to hear at Locus Live with 1 being the highest and 3 being the lowest.

\_\_\_Country \_\_\_Hip-Hop \_\_\_Indie | 1 ~~2~~ Punk X Jazz

X Rock X Acoustic \_\_\_Folk \_\_\_Hard-core Other \_\_\_\_\_

Locus live is a local music venue who often donates their proceeds to charity.

How often would you like the performance or dance party proceeds to go to charity?

1 time / 2 times / 4 times

Would you be more likely to attend a dance party or live band performance if you knew proceeds were going to charity?

yes / no

Thank you for taking the time to complete the survey!

LOCUS LIVE SURVEY

Have you heard of Locus Live Music Venue?

Yes / No

If no, how likely would you be to go to a Live Music Venue here in Rexburg?

Not very likely / Somewhat likely / Very likely

If no, in one word, please describe what you think of when you think of a Live Music Venue. \_\_\_\_\_

If yes, in one word, please describe Locus Live. \_\_\_\_\_

If you are interested in going to Locus Live, how often per month would you like Locus Live to have a dance party?

1 time / 2 times / 4 times

How often per month would you like Locus Live to have a live band performance?

1 time / 2 times / 4 times

Rate the top 3 genres of music you would most like to hear at Locus Live with 1 being the highest and 3 being the lowest.

\_\_\_Country 1 Hip-Hop \_\_\_Indie 3 Punk \_\_\_Jazz

1 Rock \_\_\_Acoustic \_\_\_Folk \_\_\_Hard-core Other \_\_\_\_\_

Locus live is a local music venue who often donates their proceeds to charity.

How often would you like the performance or dance party proceeds to go to charity?

1 time / 2 times / 4 times

Would you be more likely to attend a dance party or live band performance if you knew proceeds were going to charity?

yes / no

Thank you for taking the time to complete the survey!

# Target Audiences

## **Primary Audience: BYU-Idaho Single Students**

This campaign's primary target audience is the single BYU-Idaho student body. Locus Live's main customers are college-age students.

- BYU-Idaho students are a near limitless supply of young adults who are often entertainment deprived. Students need the options of activities away from campus provided events.
- Single students need a venue to meet and mingle with each other on the weekends. Being in a community with limited options of entertainment, Locus Live would provide an alternative. Single students make up a large portion of our specific audience and those that attend Locus Live the most. We would like them to be aware of Locus' new location and events.

## **Secondary Audience: High School Students**

- High School-age Rexburg students are not quite as numerous as their collegiate counterparts; the high school demographic can be a strong support to the economic side of things, given that they have access to their parents' money. As research goes Locus Live has had a hard time in the past getting high school aged students to come to dance parties and live shows. They held a specific night for high school students and were low in attendance. We would like to increase attendance in specific high school only dance parties by 20%.

## **Tertiary Audience: College-age students not attending BYU-Idaho**

- College-age students not attending BYU-Idaho may feel excluded from on-campus activities. Locus Live would include them to be part of events unlike BYU-Idaho student-only activities. Because of lack of communication, we would like them to be more aware of Locus Live because of lack of communication by 20%.





### **Tertiary Audience: Off-track BYU-Idaho students**

- Off-track students tend to stay in Rexburg and work full time jobs to support their next semester's tuition. They need a source of weekend entertainment. We would like to increase their attendance by 20%.

### **Tertiary Audience: Parents of the local community**

- Parents of locals who are attending the shows are concerned that Locus Live is not an appropriate venue for their children. The locals include high school students and college-age students who live in Rexburg. Locus Live wants the parents to feel that their children are attending a safe event. A safe environment includes precautions taken toward the use of drugs and alcohol, preventing brawls and physical encounters by having security. We would like to increase their awareness and favorable opinion by 20%.

# Strategies and Tactics

Through strategic promotion at events that the target audiences attend, the company will build awareness of the venue itself, and create a positive company image. The “Well-Planned Events” section contains city and school events that Locus Live will attend in order to build awareness of the company. Research showed a general lack of awareness with respect to Locus Live’s activities. The events below will occur before and lead up to the Kick-Off High School Dance and New Location Dance Party. The scheduled events will raise awareness and increase attendance at the two dance parties. The use of social media will further the efforts. Through applying the strategies and tactics listed below, Locus Live will be able to firmly establish its presence in the Rexburg entertainment scene.

## Well-Planned Events

### Madison County Fair- August 13th

- Have Locus Live host a bake sale at event with proceeds going to the Idaho Food Bank
- Have promotional booth up advertising Locus Live
- Have representatives walking around event wearing Locus Live shirts and informing parents that it is a safe and fun venue for their kids

### Rexburg Unplugged- September 12th

- Have promotion booth at event passing out paraphernalia (water bottles, t-shirts, and key chains)
- Have a performing band wear Locus Live shirts

### Guitars Unplugged- TBA

- Locus Live commercial presented during Guitars Unplugged event
- Flyers passed out on upcoming bands to perform at Locus Live
- Have a performing band (at Guitars Unplugged) wear Locus Live shirts

### Kick-Off High School Dance- September 18th

- Promote event during Madison High School lunch time
- Create banner promoting event to be hung at Broulims grocery store
- Flyer at Madison High School football games

### New Location Kick-Off Dance Party- September 25th

- Advertise for party by flyering at I-Night's that takes place in BYU-Idaho's MC during the week of school
- Have discount for party listed on BYU-Idaho Starving Student Card
- Have a local dance crew come perform at party

### Use social media

- Create a Twitter account for Locus Live/ Become a follower of Locus Live on Twitter and receive free entry to one event
- Have Locus Live's events on RexEvent's text list
- Create You-Tube Locus Live videos

# Locus Live Budget

An estimated budget of what all events would cost to implement

## Madison County Fair- \$100

Item	Cost
Booth placement	\$30
Materials for bake sale	\$40
Locus Live t-shirts (7)	\$35
Volunteer event workers	\$0
Locus Live banner	\$0

## Rexburg Unplugged- \$193

Item	Cost
Booth placement	\$30
Water bottles (50)	\$35
Locus Live shirts (20)	\$90
Locus Live key chains (125)	\$38
Volunteer event workers	\$0
Locus Live banner	\$0

## Guitars Unplugged- \$295

Item	Cost
Flyers (500)	\$60
Creation of commercial	\$200
Locus Live t-shirts (7)	\$35
Volunteer event workers	\$0

**Kick-Off High School Dance Party- \$650**

<b>Item</b>	<b>Cost</b>
Drink concession stand	\$50
DJ	\$500
Banner	\$100
Volunteer event workers	\$0

**New Location Kick-Off Dance- \$550**

<b>Item</b>	<b>Cost</b>
Drink concession stand	\$50
DJ	\$500
Volunteer event workers	\$0

**Use social media- \$0**

<b>Item</b>	<b>Cost</b>
Create Twitter account	\$0
List events on RexEvents	\$0
Company YouTube video	\$0

# Calendar

This calendar is designed to show Fall 2009 community events at which Locus Live will be present and events that Locus Live will host. The calendar will be an excellent way to inform people of additional events outside of Locus Live's regular dance parties and band performances.

## August 2009

*Madison County Fair- 13th*

Give to those that need! Locus Live will hold a charity raffle event with all proceeds going to the Idaho Food Bank

## September 2009

*Rexburg Unplugged- 12th*

Locus Live will be handing out free shirts and water bottles! Come while supplies last.

*Guitars Unplugged- TBA*

Come see Locus Live's favorite band play. Spot them wearing our shirts!

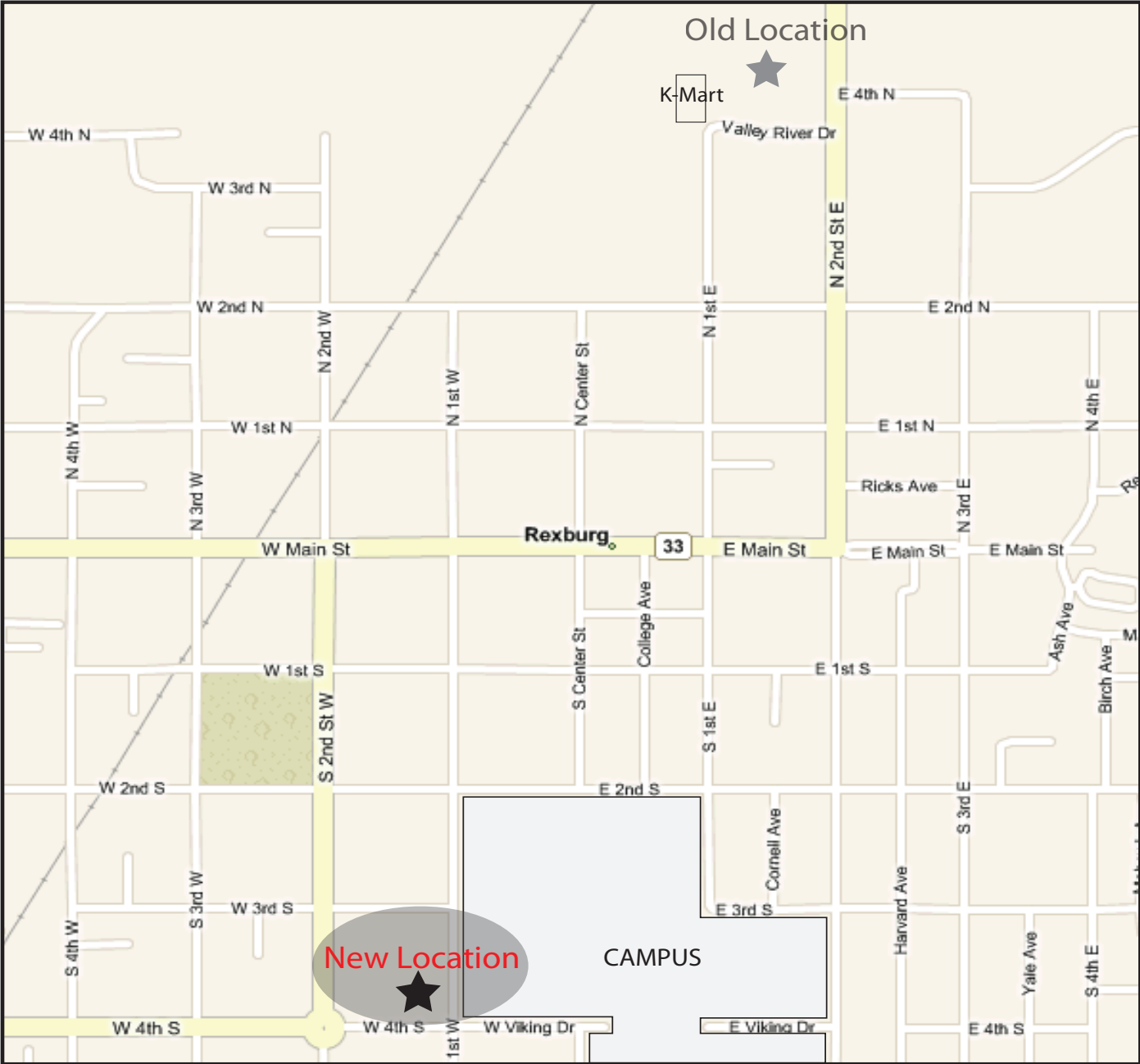
*Kick-Off High School Dance Party- 18th*

Locus Live's first high school party for the fall! High school students only- bring school I.D.

*New Location Kick-Off Dance Party- 25th*

Dance party will be held at 9:00 p.m. for ages 18+

# Map of New Location



# Evaluation

As we begin to implement our strategies and tactics in the Locus Live campaign, it is imperative for us to measure the results of our actions. If our efforts are ineffectual, then adjustments must be made for the future.

Our main objective in this campaign is to increase awareness in our target audiences by 20 percent. In order to achieve these results, different tactics for promotional events are being utilized. Using different media allows us to determine which will reach our audiences most effectively. This effectiveness can be measured by simply asking the question, “Where did you hear about us?” at the door after the campaign kick-off.

We believe that by increasing awareness of Locus Live we can also improve its image. When the community can clearly see and understand the purpose and mission of Locus Live the overall image will improve. Also, by hosting charity events within the community, Locus Live have a better reputation.

Conducting another short survey after the kick-off will help us to further understand how to reach our target audiences in the future. The purpose of our pre-campaign survey was to get a feel for the target audiences’ current awareness of Locus Live. We also wanted to get a sense of what the audiences in Rexburg expected from a live music venue. Our second survey will be focused mainly on the medium by which participants became aware of Locus Live. As more of the community becomes aware of Locus Live, they will have more to say about it. We will also be asking more questions about how they feel about the venue and what would they like to see done differently.

By comparing the attendance at both kick-off events with previous attendance we’ll be able to measure an accurate amount of increase.

Research needs to be continuous in the process of reinventing Locus Live. Therefore, customer service surveys will always be available to participants at Locus Live. As a public service company, Locus Live must always cater to the specific needs of its publics.



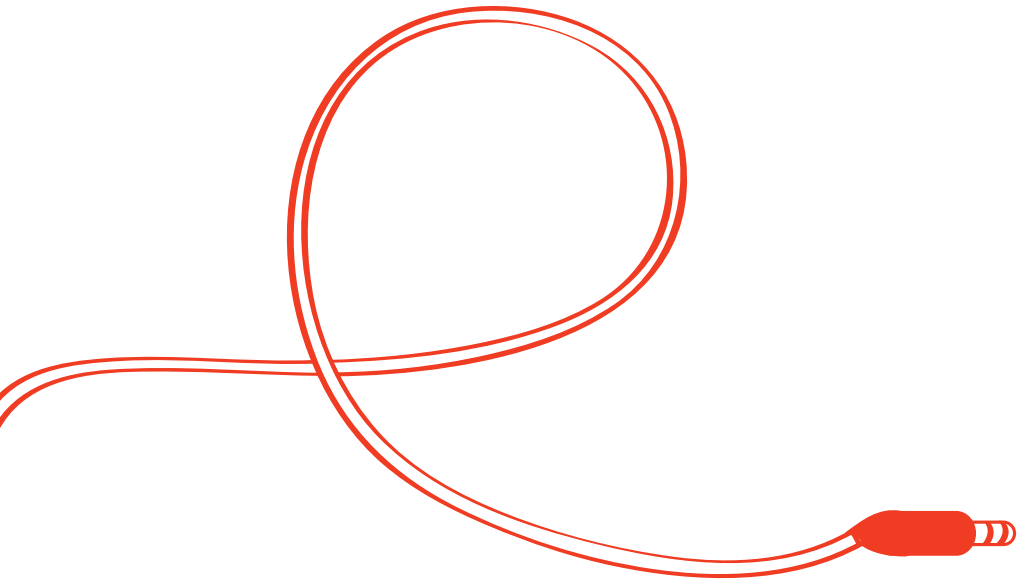


# Conclusion

With this campaign strategy, Locus live will increase the target audiences' awareness of Locus Live and foster a positive community perception, and show the community and target audiences that Locus Live is service oriented and community minded.

Locus Live plans to build awareness of the venue itself and create a positive company image through Kick-Off High School Dance, Guitars Unplugged, social networking media, Rexburg Unplugged, Madison County Fair and a New Location Kick-Off Dance Party. The research conducted among Brigham Young University-Idaho students has allowed Locus Live to understand their current reputation, and the strategy that has been outlined will generate and maintain a more positive.

The Rexburg community has created a niche in which Locus Live as a live music venue can thrive. The new location will generate excitement among the Brigham Young University- Idaho single students, College-age locals not attending BYU-Idaho, and off-track students. The campaign will foster a positive community perception.



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