

 **Marketing Guide**

 **August 2020**

Table of Contents

[Table of Contents 2](#_Toc48903844)

[1. Background 4](#_Toc48903845)

[2. Choir Mission and Vision 4](#_Toc48903846)

[3. Purpose of this Marketing Plan 4](#_Toc48903847)

[4. Current Issues and Opportunities 5](#_Toc48903848)

[4.1. Membership 5](#_Toc48903849)

[4.2. Marketing 5](#_Toc48903850)

[5. Target Audiences Marketing 6](#_Toc48903851)

[5.1. Target audiences 6](#_Toc48903852)

[5.2. Target Audience Goals 6](#_Toc48903853)

[5.2.1 Current Members 6](#_Toc48903854)

[5.2.2 Prospective Members 7](#_Toc48903855)

[5.2.3 Concert Audiences 7](#_Toc48903856)

[5.2.4 Chorister Partners 7](#_Toc48903857)

[5.2.5 Sponsors and Funders 7](#_Toc48903858)

[5.2.6 Alliances 8](#_Toc48903859)

[5.2.7 Friends of the Choir 8](#_Toc48903860)

[6. Marketing Strategies 8](#_Toc48903861)

[6.1. Key Messages 8](#_Toc48903862)

[6.2. Using Story Telling Communicate the Key messages 9](#_Toc48903863)

[6.3. Photography 9](#_Toc48903864)

[6.4. Video and Recordings 9](#_Toc48903865)

[6.5. Choir spokesperson 10](#_Toc48903866)

[7. Measuring Marketing effectiveness 10](#_Toc48903867)

[7.1. Audience Feedback 10](#_Toc48903868)

[7.2. Supporting Artists Surveys 10](#_Toc48903869)

[7.3. Choristers Surveys 11](#_Toc48903870)

[7.4. Chorister Partner Surveys 11](#_Toc48903871)

[8. Marketing Channels 11](#_Toc48903872)

[8.1. Digital Online 11](#_Toc48903873)

[8.2. EMAILS – Electronic Direct Mail (EDM) 12](#_Toc48903874)

[8.3. Signage 13](#_Toc48903875)

[8.4. Choir newsletters 13](#_Toc48903876)

[8.5. Performance venues 13](#_Toc48903877)

[8.6. Uniforms 13](#_Toc48903878)

[8.7. Printed material 14](#_Toc48903879)

[9. Budget 14](#_Toc48903880)

[10. Measurement & Evaluation 14](#_Toc48903881)

[11. Branding Standards 15](#_Toc48903882)

[11.1. Colour Pallet 15](#_Toc48903883)

[11.2 Text 15](#_Toc48903884)

[11.3 Logos 15](#_Toc48903885)

[12. Plan Details and Action Points (2020) 18](#_Toc48903886)

# Background

The New Zealand Male Choir (National Male Choir of New Zealand Inc) developed a new Strategic Plan in 2010 that launched the Choir into a new phase of its development with the aim of creating a more professionally presented choir.

As part of this development it was rebranded positioning itself with a more NZ focus and aimed to lift the presentation, promotion and standard of the Choir on and off the stage. The logo was updated, uniform changed to reflect the brand, website developed, facebook site developed and controls placed around Choir promotions.

Initiatives were also developed to improve the Choir standard with an online music and learning library on the website, bi-annual voice checks and a new Music Director appointed with specialist male voice development experience. Alongside this, the financial situation of the Choir was improved, costs brought under control and a more sustainable subscription process was introduced.

However, this is an ongoing process and a review of the Strategic Plan in 2019 highlighted that key issues for continued focus are:

* Quality - presentation and performance
* Membership - recruit, retain and retire
* Marketing - branding, promotion and communications
* Financial - how we fund the choir
* Alliances - Partners for choir performance and growth

# Choir Mission and Vision

The **Mission** for the New Zealand Male Choir**:**

“ A Choir that leaves an audience awestruck with its quality of musicianship and performance.”

This **Vision** to achieve this is a Choir that is**:**

* + - * Proud to be NZ made,
			* The best male choir in NZ,
			* Has a national identify capable of attracting and retaining audiences and sponsors,
			* Attracts and maintains a top musical team,
			* Presents a quality and professional brand,
			* Attracts excellent male choristers from throughout NZ,
			* Provides a professional, entertaining and innovative repertoire,
			* Is a sustainable business entity,
			* Challenges and grows the talents and musicianship of its choristers,
			* Stimulates new partnerships – public/private, national/international; and
			* A rewarding, welcoming, fun and innovate organisation.

# Purpose of this Marketing Plan

This plan supports the Choir Strategic Plan (2019) and specifically aims to address the issues of matter of Membership and Marketing through:

* + - * Developing a marketing subcommittee and a set of marketing guidelines
			* Clarifying standards/guidelines/ for all both internal and external marketing
			* Improving quality control for all marketing
			* Growing online social media for membership and profile
			* Focusing membership efforts on target market
			* Develop life cycle management guide for membership
			* Develop a process to measure marketing of performances.

# Current Issues and Opportunities

## Membership

Issues

* Membership in the South Island falling
* Membership average age early 70’s
* Demographics of members not well spread throughout the country
* New members assimilation inconsistent

Opportunities

* Refocusing membership drive in key target age group
* Building, identifying and enhancing choir life cycle management
* Building members value – experiences, skills and interest
* Regional promotions and support

## Marketing

Issues

* Mixture of internal and external marketing in same mediums
* Knowledge of brand requirements
* Consistency of brand use in promotions
* Lack of customer feedback
* No suitable material for prospective sponsors
* Management of supporters
* Marketing not measurable or measured

Opportunities

* Defining the purpose and management of marketing mediums
* Clarifying the why, what and how for branding
* Target marketing for specific audiences
* Developing feedback mechanisms at concerts
* Creating prospective sponsors marketing package
* Establish marketing broad measures and targets

# Target Audiences Marketing

## Target audiences

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Current members** | **Prospective members** | **Concert Audiences** | **Chorister Partners** | **Sponsors** | **Alliances** | **Friends** |
| **Why**  | Retain and develop | Grow choir numbers | Grow and broaden | Support and involve | Funding and support | Profile and development | Support |
| **When**  | Ongoing | Quarterly membership driversOngoing promo | Pre and post concerts | Ongoing | AnnuallyAs opportunities arise | AnnuallyAs opportunities arise | Quarterly and preconcerts |
| **What** | Music and voice learning toolsSchedule & ItineraryAdmin, managementSocial /Camaraderie | Invites to practices and concertsInvites to join toursChoir informationManagement process for prospective and new membersStorytelling | Local promotionsPartnering communitiesStorytellingAttracting new membersSupporting local causes | Schedule and ItineraryConcert and event supportSocial /Camaraderie | Sponsors packageValue to sponsorsStorytelling | Joint concertsMusic and voice learningConcert and event support | Updates what’s going onConcert programmeStorytellingBequests |
| **Medium** | Int FacebookWebsite members areaNewslettersMonthly practices | WebsiteExt FacebookPractices and concertsChoral Federation | WebsiteOnline event sitesCommunity noticeboardsPartner choir sales/promosExt FacebookNewsletters | Int FacebookNewslettersChoir eventsInvolvement in choir activitiesConcert support | Naming right opportunitiesConcert invitesSpecial eventsFunding applicationsWebsiteExt Facebook | Concert invitesSpecial eventsWebsiteExt FacebookDevelopment opportunities  | Quarterly newsletterExt FacebookWebsiteChoir events |

## Target Audience Goals

## Current Members

The main goal for current Choir membership:

“To retain and grow a sustainable, culturally diverse, professionally presented, musically capable and proudly NZ choir of men from throughout New Zealand”

To achieve this goal, we have the following marketing objectives which guide our current members approach:

* Communicate and support a culture of music and vocal learning and improvement
* Assist Choir Management in providing clarity of expectation of performance and standards
* Support Choir Management in communicating key policy
* Support and promote social events and a culture of fun and comradery with choristers and their partners
* Survey members on their Choir participation, value and enjoyable

## Prospective Members

The main goal for prospective members:

“To attract good quality NZ male choristers who have the appropriate music and vocal skills, are open to growing and developing the Choir and enjoy the fellowship of choristers and their partners.”

To achieve this goal, we have the following Marketing objectives which guide our new membership marketing approach:

* Target group for new membership is men 50-65-year olds with an average age of the choir being 60.
* Support the ambition for 72 choristers representing 18 per voice part.
* Promote representation from all cultures
* Promote members from both islands with sustainable numbers in each island above 20 choristers
* Target between 5 and 10 new members annually
* Providing opportunities and information for prospective members to experience and learn about the Choir

## Concert Audiences

The main goal for concert audiences:

“To provide a memorable and quality experience for our audiences that lead to ongoing support and following”

To achieve this goal, we have the following marketing objectives which guide our audience marketing approach:

* Target audiences of 50 yrs. and older
* Provide promotion material that adds value to the concert experience
* Survey audiences on their experience and enjoyable
* Provide free entry for all student and children

## Chorister Partners

The main goal for choristers’ partners:

“Provide a welcoming environment that supports fellowship and participation as members of the Choir family”

To achieve this goal, we have the following marketing objectives which guide our chorister partners approach:

* Assist the communication and support of partners fellowship
* Support Choir Management in events and participation opportunities for partners
* Support and promote social events and a culture of fun and comradery with choristers and their partners
* Survey partners on their Choir participation, value and enjoyable

## Sponsors and Funders

The main goal for sponsors and funders:

“To attract supportive and reputable sponsors and funding agencies that support the values, culture and development of the Choir.”

To achieve this goal, we have the following Marketing objectives which guide our sponsors and funders marketing approach:

* Target group for sponsors is NZ brands that reflect our values and culture.
* Target group for Funders is NZ national organisations that support arts and culture
* Provide a tiered sponsorship framework that offers value to the sponsor according to the level of commitment and support provided.
* Support funding applications for the music team contracts and Choir operations costs
* Leverage chorister contacts and relationship for prospective sponsors
* Approach three to five sponsors annually

## Alliances

The main goal for alliances:

“Attract quality alliances for performance and development”

To achieve this goal, we have the following marketing objectives which guide our alliance approach:

* Assist the Music Director and Management team in attracting and developing alliances
* Assist with hosting and engaging with prospective alliances
* Manage the marketing of alliance relationships in regard to event promotion
* Support and promote social events with alliances
* Survey associates on their Choir experience and perceptions

## Friends of the Choir

The main goal for Friends of the Choir:

“To maintain and foster a supporting group of Friends of the Choir”

To achieve this goal, we have the following marketing objectives which guide our Friends of the Choir approach:

* Assist with policy development for the formal establishment of the friends of the Choir
* Support Choir Management in communications with the Friends of the Choir
* Target past members and concert audiences
* Assist the Choir management in seeking support from the Friends of the Choir
* Support and promote opportunities to provide value to the Friends of the Choir
* Survey Friends of the Choir on their experience and value perceptions

# Marketing Strategies

## Key Messages

The following key messages are the main points of information the Choir you want their various audiences to hear, understand, and remember. These are important as they serve as the foundation of the Choirs branding and marketing efforts and should be reflected in all written and spoken communication.

1. Proudly NZ

We are a group of NZ men, proud of our heritage and proud to represent NZ locally and internationally. We present NZ Music and Waiata that brings a unique and special NZ element to the Choir.

1. What does being part of the Choir mean

We enjoy being a members. It’s not all about serious singing and practise, we have a great time with each other’s company and our partners. It’s rewarding being part of a team with a common goal of producing and enjoying a high level of choral performance.

1. We sing with other choirs and groups

The majority of members sing with a number of other choirs and groups and we encourage this. It helps keep our voices fresh and gives us a wider range of experiences in our local communities.

1. We aspire to be the best

We may not be the best singers in NZ but collectively we aim to bring the best of male choral singing to NZ. Its challenging and we work hard but the end result is worth it.

1. We are growing our talents

Supported by a professional music team we aim to grow the choral performance talents individually and collectively and that is very rewarding.

1. We welcome singers from across our community

We welcome men who enjoy singing and are musically capable. We are not precious about who you are as long as you are willing to do a bit of work and enjoy a bit of social banter that’s perfect.

## Using Story Telling Communicate the Key messages

Stories can share the real Choir experience. When using stories to target new members, partners and even sponsors, they will get something more meaningful than features and facts. They will understand why they need to be part of the Choir and be more inclined to take the action we need.

Storytelling supports the marketing aims to develop a deeper connection with the target market. Stories share the personal experience of the Choirs that enables stronger more meaningful connections with the messages being communicated.

* Personal Choir stories should be used on the website, articles and press releases, membership promotional material, sponsors packages, external Facebook and other online media membership mediums.
* Stories shall be drawn from a range a Choir members and updated annually to keep fresh. They need to focus on unique personal Choir experiences and used in accordance with the specific marketing purpose.
* Case Studies should be used to show positive experiences and such as alliances with other choirs and performers to why working together is beneficial.
* Quotes from members, new members, partners, and audiences should be used where they can illustrate the Choir experience and benefits.
* Stories, quotes, case stories shall be managed by the Choir Secretary and used with the Marketing team approval.

## Photography

Photographs should be used where they illustrate and give meaning to messaging. Photo imagery should support the messaging, share the Choir experience and enhance the Choir brand.

The most important element of any photo is to use it based on how his audience will perceive the image and what perception of the Choir is being communicated.

All photos used for promoting the choir must be technically suitable: composition, lighting, focus, clarity, balance.

For use in Choir external promotion all photos must be approved by the Marketing committee.eg. Website, facebook, publications, online or physical promotions and advertising mediums.

A library of photos will be maintained by the Choir secretary.

## Video and Recordings

Videos and recordings are a great way to share the Choir experience and enhance the Choir reputation and brand.

Quality control is critical, both in visual and sound terms, to ensure that firstly the standard of the performance enhances the reputation of the choir, and secondly the quality of the production is similarly acceptable.

They can be stored using the online You Tube platform in a secure site and released to general viewing once approved.

Once approved they can be used on the Choir Website, external and internal Facebook site and other online opportunities linked back to the You Tube site. They can also be used for internal Choir training and improvement.

Videos and recordings should be used only with approval from the Choir Director and Management committee with recommendations from the Marketing Committee.

A library of videos and recordings will be maintained by the Choir secretary.

## Choir spokesperson

It is important for all external communications need to be well managed to protect the reporting of the Choir.

Communications should be consistent with the Choir mission, visions and brand, and reflect the key messaging of the Choir.

The aim is to ensure the reputation of the Choir is protected and every interaction is a used as an opportunity to enhance the choir brand.

For all Choir external Marketing and Communication, the President or his/her appointee is the only person approved to speak on behalf of the choir. This is for all marketing opportunities, media enquiries or public presentations.

The secretary, in performing his/her duties is approved to liaise on membership matters, general public enquiries and all internal matters.

# Measuring Marketing effectiveness

A critical part of marketing is measuring what works and what doesn’t so effort can be invested where the best value can be realized.

To ensure this is possible all Choir marketing goals should be measurable as far as practicable . These measures must be understood, easily captured and meaningful.

Typical measures for Choir marketing include:

* Choir practices attendance
* New members retention rate
* Chorister numbers
* Website analytics (visits) and page rank
* Social media analytics (posts and hits)
* Referrals
* Concert attendances
* Concert earnings
* Number of promotions publications
* Call to action response levels

## Audience Feedback

Feedback from audiences is an important way to enable the growth and improvement in the Choir through learning about audience experiences of concerts and performances.

It also allows contact with the end “customers” and provides for the collation of contact data that may be used for marketing purposes in the future.

Methods the choir can use include:

* Face to face exit and entry surveys for Concerts and performances
* Gathering email contact details and using email surveys and promotions
* Asking for feedback linking people to a response form on our website
* Providing prices for online feedback channels ( Facebook, Website, Survey Monkey and alike)

## Supporting Artists Surveys

When the Choir performs with an artist or group this is another opportunity to gain valuable feedback for improvement purposes.

Feedback should focus on the process of engagement and involvement in the performance. This does not need to be formal and could be done as a conversation if appropriate to the performer(s).

This is the responsibility of the Marketing Committee to coordinate in cooperation with the concert organising committee.

## Choristers Surveys

In many ways this is the most valuable feedback. Choristers are the heart of the Choir and retaining and growing them is important for the success, development and sustainability of the Choir.

Formal choristers’ surveys should be undertaken on a least a bi-annual cycle focusing on what is going well and what areas need improvement. These surveys should also invite suggestion for the growth and development of the Choir in all areas of Choir operations. Opportunities to talk to the choristers throughout the year and gain feedback on various topical issues should also be undertaken.

The Management Committee, supported by the Marketing Committee, shall be responsible for managing the survey process.

## Chorister Partner Surveys

Valuable feedback can also be gained from choristers’ partners. This group are an essential element to the success of the Choir and the support given to choristers.

Formal choristers’ partners surveys should be undertaken on a least a bi-annual cycle focusing on the value and enjoyment they receive from being part of the Choir family .These surveys should also invite suggestion for their inclusion and involvement in Choir activities and how they can support the growth and development of the Choir in all areas of Choir operations. Informal opportunities to talk to the chorister’s partners throughout the year and gain feedback on various topical issues should also be undertaken.

The Management Committee, supported by the Marketing Committee, shall be responsible for managing the survey process.

# Marketing Channels

Below include the recommended marketing channels broken into the following channels

* Digital/Online/Social media
* Email
* Signage
* Newsletters
* Venues
* Uniforms
* Printed materials

## Digital Online

###  Website

1. Public Site

The public website is the key point of all information for the public. It promotes who the choir is, what it does, key events and provides prospective membership information, contact details and an enquiry process.

The website has been designed to portray a professionally presented choir in line with branding guidelines and this document. The pages and headings below are the basic structure of the public area.

The website is built on a Word Press structure and managed by a person appointed by the Marketing Committee. Technical support is provided by an external marketing company ([www.aboutimage.co.nz](http://www.aboutimage.co.nz)) who also manage the Choir domain name.

The Website manager is the only person approved to make changes and will maintain the website according to the current structure and information, and to be consistent with branding guidelines and this document. All changes to the structure to the website must be approved by the Marketing Committee.

1. Members Area

The members area on the website is restricted to current Choir members and management. This area is a key online communication and learning resource for the benefit of choristers. It provides information on choir management, programme and repertoire, learning tools, Choir news and contact details, and a photo library of tours.

The site has been designed to be user friendly with a key focus on vocal and music learning tools to promote and support chorister’s performance improvement. The pages and headings below are the basic structure of the public area.

The Music Director is responsible for the vocal and music learning tools and will work with the website manager to manage this area. For the rest of the member area the website manager is the only person approved to make changes and will maintain the members area according to the current structure and information, and to be consistent with branding guidelines and this document. All changes to the structure to the members area must be approved by the Management Committee.

### Social media- Facebook

1. Public Facebook site

The Public Facebook is an important social media medium for the Choir. The public Facebook site presents the Choir in a manner that is going to leave visitors with a perception of the Choir, its culture and appeal.

The use of the visual imagery and messaging is guided by the brand guidelines and other content in this document.

The site is an opportunity to promote who the choir is, what it does, key events and provides prospective membership information, calls to action and contact information.

The Public Facebook site is managed by a person appointed by the Marketing Committee. Technical support is provided by an external marketing company ([www.aboutimage.co.nz](http://www.aboutimage.co.nz)) who also manage the Choir website

The Public Facebook manager is the only person approved to make changes and will maintain the site according to the current structure and information, and to be consistent with branding guidelines and this document. All changes to the structure to the site must be approved by the Marketing Committee.

1. Members Facebook site

The Members Facebook is a very important social medium for the members and partners of the Choir. The Members Facebook site provides a medium of social interaction amongst its members that is an important part of the fellowship and friendly culture of the Choir.

The site is an opportunity to share members news, have some appropriate in-house fun, promote member events, share choir gatherings and maintain interactions between members.

The members site is managed by a person appointed by the Marketing Committee. Technical support is provided by an external marketing company ([www.aboutimage.co.nz](http://www.aboutimage.co.nz)) who also manage the Choir website

The Members Facebook manager is the only person approved to make changes and will maintain the site to be consistent with Choir values, branding guidelines and this document.

## EMAILS – Electronic Direct Mail (EDM)

Emails is a convenient form of marketing for both internal and external purposes.

Internally they are an essential form of Choir management and chorister’s communication. They are used as an exchange of information, reminder and focus on actions, and

Internals Choir emails are managed by the Choir Management and Choir secretary. Ideally no Choir wide emails should be sent by any other parties without prior agreement of the Choirs Management (through the secretary). This avoids incorrect messaging, nuisance emails and diluting of the value of emails due to overuse and unwanted communications.

External emails from the Choir are solely from the Choir Management including the secretary or with Choir Management delegated approval.

All language and messaging should be consistent with the Choirs brand and this document.

Emails can be used as a form of marketing. This should be managed by the Marketing committee for the promotion of events, membership, and Choir profile and awareness.

For both internal and external emails from the Choir the format of the sender signature and font should be consistent with the branding guidelines and this document.

## Signage

Signage is used for Choir performances, practices and membership or awareness promotional activity.

Mobile banner and flags are preferred due to their flexibility and ease of transportation.

The mobile signage design should be simple and generic so useable for various situations and should be consistent with the branding guidelines and this document.

One off signage is possible for one-off events and activities. These signs and how they will be displayed will be approved by the Marketing Committee and be consistent with the branding guidelines and this document.

## Choir newsletters

Newsletters are an effective way to provide choristers, chorister partners and friends of the Choir, information on current news and events and to maintain connections with the Choir.

The responsibility for newsletters sits with the Management team and the Marketing team can support this process as required.

In general Choristers/partners newsletters are Monthly and the friends of Choir newsletters are quarterly.

The newsletters are produced for online distribution and presented in a pdf document or online email with click through formats.

The format, use of the visual imagery and messaging is guided by the brand guidelines and other content in this document.

## Performance venues

Where the Choir performs sends a message to potential audiences and the Choir needs to ensure it’s the right message.

When choosing a venue it needs to be in a prominent location, have a suitable reputation within the town known to host top performing artists and be marketable as an appealing venue.

These factors influence audiences and add to their experience of the Choir. This also needs to be considered alongside the more practical elements such as cost, size, acoustics, accessibility, staging and general functionality.

Each city / town will require a different approach, and this should be managed by the local committee and supported by the marketing committee.

## Uniforms

Uniforms are a walking promotional tool for the Choir that attract attention and communicate much about the Choir.

Uniforms are part of the brand of the Choir and need to be reflective of how the Choir wants to be seen by its potential audiences, sponsors, supporters and potential members.

Uniforms also need to be of the quality that matches the professional aspirations of the Choir and worn accordingly.

Only uniforms with current branding should be worn by the Choir. All uniforms need to be consistent with the brand guidelines of the colours of the choir. They also need to use logos according to the guidelines.

For use of sponsors logos or naming rights this needs to be consistent with the sponsorship policy.

Any changes or addition to the uniform should be a recommendation from the Marketing Committee for Management Committee approval.

## Printed material

Printed material is an important promotional tool for the Choir particularly for concerts and events.

The guide here is to ensure any material is the most effective ways to communicate key messages. Rather than heavy text information the objective long term is to provide essential information and direct people online to the Choir website and External Facebook page to find out more and source or download applicable information.

Printed material still has a place, but the costs and the purpose need to be reviewed alongside more online marketing mediums.

The following table is an outline of printed material used by the Choir and their purpose.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Use**  | **Target**  | **Medium**  |
| Brochure | Promoting Choir membership | Prospective members | Printed and online pdf download on website |
| Posters | Promoting events and concerts | New audiences | Printed and online pdf on External Facebook and Choir and events websites |
| Concert programmes | Concert information | Concert audiences | Printed. In future consider how to provide online. |
| Sponsors packages | Promoting sponsorship support | New Sponsors and supporters | Printed and emailable pdf. |
| One -offs | Historical and memorabilia | Choir and supporters | Various.  |

All printed materials must be approved from the Marketing Committee.

# Budget

The budget for Marketing materials and strategies needs to be reviewed by the Management Committee with recommendations from the Marketing Committee on an annual basis and targeted at the marketing programs and requirements planned for each year.

# Measurement & Evaluation

Each channel needs a measurable goal which will get become more specific in terms of numbers later down the track when we have a benchmark to position ourselves against.

|  |  |
| --- | --- |
| **Marketing Channel** | **How will we know it’s working?**  |
| **Website** | Web Traffic, downloads of documents, contacts, web pop up surveys (further down the track)Increase in numbers to website |
| **Facebook** | People interacting with page shown through page likes and engagements numbersNumber of comments on posts  |
| **Emails**  | Open rates and click throughsResponse levels to actions. |
| **Signage**  | Ask audiences and prospective members - awareness  |
| **Print** | Ask audiences and prospective members - awareness and calls to action responses. Website and /or Facebook hits. |
| **Roadshows/Events** | AttendanceSigns up at stands (if we were to include a competition)People taking part in something on site like a quiz or competition.  |

# Branding Standards

The following standards should be followed for production of all marketing and communication material from the Choir. Deviation from these standards is only permitted with consultation and approval of the Choir Marketing committee.

## Colour Pallet

Background: Black and White

**Black C72 M67 Y65 K76**

**Pantone Black**

**RGB: R0 G0 B0**

Accents

**Blue C100 M40 Y0 K0**

 **Pantone 2727**

**RGB: R56 G120 B219**

**Green C30 M0 Y100 K0**

 **Pantone 390**

 **RGB: R201 G210 B0**

# 11.2 Text

These fonts should be used for all internal and external marketing and communication material produced by the Choir:

Myriad Pro or Arial Normal

# 11.3 Logos

The range of accepted uses of the logo are below. The main logo with the Choir name is the main identifier on promotion medium and material. The single fern is to be used as a secondary graphic and can also be used as a grey or green faded background image .

 

   

  

# Plan Details and Action Points (2020)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
| **Marketing - Branding, Promotion & Communications** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **GOAL: Develop & manage a public marketing plan reflecting the professional image of the Choir** |  |  |  |
|  |  |  |  |
| **Objectives** | **Actions** | **Lead** | **Comments** | **Financial** | **Measure** | **Target** | **Date** |
| Create a plan for internal marketing guidance and management  | Develop a Marketing plan that clarify aims, standards, responsibilities and guidelines for all external marketing.  | Anthony Joines, Royce Dewe | Need to clarify standards/guidelines for all external marketing. Quality control of current marketing an issue - Facebook, public information, concerts. Marketing and management committee approval. | NA | Plan developed  | Plan developed and agreed  | 30-Sep-20 |
| Improve quality control of marketing mediums - Facebook, public information, concerts. | Split choir Facebook into two sites – public & members to grow online social media for membership and profile | Anthony Joines, Tim Leahy | Need to grow online social media for membership and profile. Strategy to be approved by marketing committee  | $500 | Posts and hits per week  | 2x posts p.w. 100 hits p.w. | 31-Jan-21 |
| Provide press releases to appropriate print outlets and online event sites – *Kia Ora, Next &* newsprint as required. | Oliver Lane | Press releases and event information to be approved by Marketing committee | NA | Number of press releases, publications  | 2x Kia Ora 2x Next 4x newsprint | 31-Mar-21 |
| Create a package for Sponsors and profile. | Anthony Joines, Royce Dewe | Require Marketing team approval.  | $1,500 | Package developed  | Send out to 5 per year  | 30-Jun-21 |
| Review current website both public & members ensuring content portrays professional image and is attracts perspective members | Royce Dewe, Tim Leahy Oliver Lane | Photos should be no more than 3 years old. Photos need to be approved by Marketing committee before use.  | $500 | Website photos current and portray professional and attractive images of the choir | 5 X formal pics 10x current pics  | 30-Sep-20 |
| Develop and foster key alliances in the NZ music scene | Target key people in the music/choral community to help with the profile, funding and professionalism of the choir | Joe Christensen, Maurie Smith | Take care of alliances as they take time, resources and management. | Travel/choir guests? $1500+ | No of contacts | 1 new partnership per year | 31-Oct-20 |
| Produce Quality sound bites needed for external promotion | Record quality performances for You tube  | Tony Ross, Joe Christensen | Track to be approved by Musical Director and Marketing committee | $500 | YouTube performances | 3x songs per year | 31-Dec-20 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Membership – Recruit, Retain & Retire**  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **GOAL: Plan & implement a membership drive focusing on new members from 50 to 65 years of age.** |  |  |  |
|  |  |  |  |
| **Objectives** | **Actions** | **Lead** | **Comment** | **Financial**  | **Measure** | **Target** | **Date** |
| Develop a process that respectfully manages chorister’s retirement. | Ensure choir consultation  | John Botting, Royce Dewe Joe Christensen  | Supported and approved by Management committee | NA | Successful use of the retirement process | <2 per year | 31-Dec-20 |
| Develop campaign focusing on membership drive to targeting 50 to 65 years of age. | Look at regional promotional activities, publications and online media campaign. | Oliver Lane, Tony Ross | Concern over age of choristers and lack of ability to attract younger members. We aren’t attracting best male singers. Requires Marketing committee approval. | $2000+ | New members | 10 new members per year | 30-Sep-20 |
| Approach partners/mixed choirs to create opportunities to promote new membership. | John Botting Maurie Smith | We should be looking beyond male choir for male members | NA | Raise active choristers to 72 performers.  | 72 choristers 18 per voice part. | 31-Mar-21 |
| Consider membership support coordinator | John Botting, Royce Dewe  | Aim to manage admin and provide coordination of new and prospective members process. | NA | Position clarified and role appointed  | Retain prospective members | 30-Sep-20 |
| Create process for support structure and network of new members and their partners  | Royce Dewe Anthony Joines | Has been successful process in the past. Needs Management Committee support | NA | Members leaving within the first 6 months | None. | 31-Oct-20 |
| Develop campaign focusing on membership drive for the South Island. | Focus on key urban areas and use choir networks.  | Oliver Lane, John Botting, Tony Ross | Key issue of travel and cost | $2000+ | Raise active South Island choristers to 28 performers. Work with S Island Chair/committee and Musical Director | 28 choristers 7 per voice part | 28-Feb-21 |
| Looks at ways to retain interest and challenge for current members | Consider and extend opportunities such as personal development, performances variation, voice coaching, tours,  | Joe Christensen, John Botting | Ask members what they enjoy and would like to see as new initiatives | NA | Members leaving the choir for reason other than retirement | < 2 per year | 30-Mar-21 |
| In the event of European Tour not proceeding, put into place South Island Tour to promote new membership. | Plan tour of the South Island to promote the choir and attract new members | Ian Gabites, Taffy Davies | Pleased with Tour attracting new members and conscious of quality control | $1000 - reconnaissance | 10-14 Day Tour South Island. Dunedin, Invercargill, Wanaka, Greymouth, Rangiora, Christchurch. | Tour - Sept 2021 | 30-Nov-20 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |   |  |  |
|  |  |  |  |  |   |  |  |