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# Taste of Chinese Songs: Planning & Promotion

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Haiying Sun of AE 615 Marketing, Planning, and Promotion

Mentor: Professor Kari-Anne Innes

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## **TASTE OF CHINESE SONGS: PLANNING & PROMOTION**

### **1. Organization Profile & Audit**

The Taste of Chinese Songs Concert took place in Minneapolis from April 4-5, 2015. Two performances were sponsored by the Kenwood Retirement Community, the Spring House Ministry Center, University of Minnesota: School of Music, and Valparaiso University, in collaboration with the Art and Entertainment Administration Program.

The Taste of Chinese Songs included twelve Chinese songs showcasing vocal literature from diverse regions, eras, and styles of China. The artists were Soprano Haiying Sun, Baritone Lu Zang, and Pianist Yunyue Liu. They are all professional Chinese artists who all have experience studying abroad the United States.

The Kenwood Retirement Community is a new high-rise luxury senior community. It has a 35 years of history of participating in an “active retirement living” business partnership. According to its website, “The Kenwood opened in 1986 as the premier retirement community in the area. Since that time, The Kenwood has been an industry leader, providing a wide variety of high-quality services, amenities and programs at reasonable rates . . . The original vision continues to this day as The Kenwood is still owned and operated by the same group that initially developed the property. While they remain involved in the day-to-day operations and provide support to the management staff to ensure that

The Kenwood remains one of the area's top-rated retirement communities, they also give The Kenwood staff the autonomy and independence to serve the community's seniors in the best manner possible" (The Kenwood Community).

SpringHouse Ministry Center is a majestic place; there are three church partners. According to its website, "In 2011, First Christian entered into a partnership with Salem English Lutheran Church and Lyndale United Church of Christ. The congregations came together in a unique partnership; common ownership of a building sharing space and renovation expenses while maintaining their separate congregations" (SpringHouse Ministry Center). The center is an amazing place where the three partners worship God and meet with the community.

For this event, I developed and implemented a marketing plan for the Taste of Chinese Songs and networked with professionals in the implementation of marketing and event planning using what I learned in my arts and entertainment courses. Some marketing ideas that my peers suggested included marketing to consider traditional arts, Chinese culture, Chinese music, and religious culture. We made an invitation to all members from The Kenwood Community and SpringHouse Ministry Center as well as audiences from different places and Chinese students who are studying in Minneapolis. We printed posters and posted them at The Kenwood Community, the SpringHouse Ministry Center, and the University of Minnesota: School of Music. We also posted the "Taste of Chinese Songs" poster at Valparaiso University to let students from Minneapolis know that this concert will be held and that they should recommend their friends who lived in Minneapolis to go. We also advertised on the website Ticketriver to promote our event and chose social media like Facebook to advertise that

donations are accepted in the SpringHouse Ministry box office.

There was no budget established for promotion, which is noted as a very common problem in academia in the United States and China. The artists, The Kenwood Community, and the SpringHouse Ministry Center will absorb all of the expenses associated with the rehearsals and shows. For the Taste of Chinese Songs marketing, I contributed a strategy with attention to raising audience attendance and attract an audience who is interested in traditional arts, Chinese Culture, and Chinese music.

## **2. Environmental Analysis**

### **Demographics**

According to the 2010 Census, the population of Minneapolis was 283,578. 54.34 percent of people in Minneapolis identify as religious. Among these, 18.96% are Catholic, and 12.85% are Lutheran. The SpringHouse Ministry Center is a combination First Christian Salem English Lutheran Church and Lyndale United Church of Christ.

### **Culture**

Minneapolis is a northern city in America. There are many glacially shaped lakes linked by creeks and feeding in to the region's extensive river system, which is why people call it the "City of Lakes." As time passes, more and more citizens like to spend time enjoying arts and culture in this "City of Water." According to the city's tourism website "Minneapolis will continually grow into a more diverse and vibrant city, ensuring that residents have access to rich and meaningful arts and cultural activities that are vital to the city's quality of life and economic success" (minneapolismn.gov). The whole city has a unique character: that its citizens love the arts. Arts and Entertainment events are

showing everywhere in this city.

### 3. **SWOT Analysis**

#### **Strengths:**

- 1) Professional Artists from China: this is a unique opportunity to hear real professional Chinese music in Minneapolis. The artists are from China, and have rich performance experiences with more than 10 years performing on the stage.
- 2) They all have experience studying in the United States: The artists have more than two years experiences living and studying in United States. They understand about American Culture and know how to appeal to an American audience.
- 3) Relationship between The Kenwood Retirement Community, SpringHouse Ministry Center, University of Minnesota: School of Music and Valparaiso University: Two of the artists, Lu Zang and Yunyue Liu, both study at University of Minnesota. Baritone Mr. Zang is a member of the choir of First Christian Church, which is part of the SpringHouse Ministry Center; and Pianist Yunyue Lu has a good relationship with The Kenwood Retirement Community. They also have close, friendly relationships with Haiying Sun, who is from Valparaiso University. These organizations support the concert.
- 4) Free tickets: Totally free admission is given for the audience. This is a good for benefit to people who would love to enjoy the music, and taste a new type of Chinese songs in America. The concert was open to the public.
- 5) Organization audiences: There are three audiences from the organizations, which are the Kenwood Retirement Community, SpringHouse Ministry

Center and the University of Minnesota.

**Weaknesses:**

- 1) Chinese folk song as a Univocal of Chinese culture: Local people have less knowledge about Chinese Songs. It is only one of the types of Chinese music.
- 2) Religion: Minneapolis is a religious city, but the Chinese music does not belong to any religion. The Chinese Songs are not as popular as music which may be religious.
- 3) International students: The artists are all international students studying in United States. However, they can still be perceived as culturally different and as outsiders by potential audience members because of their status as visiting professionals from China.

**Opportunities:**

- 1) Music lovers: This city has many music lovers.
- 2) Chinese culture: This is a good opportunity for people to get a taste for very traditional Chinese Music. They will also learn about Chinese Songs, and about different voice techniques for singing.
- 3) Chinese students' participation: Chinese students study in Minneapolis; they have a good opportunity to hear the music from their home country.
- 4) Cooperation: Two of the artists, Lu Zang and Yunyue Liu, both study at the University of Minnesota. Baritone Mr. Zang is a member choir of Frist Christian Church Building Coordinator SpringHouse Ministry Center, and Pianist Yunyue Lu has a good relationship with The Kenwood Retirement Community. They also have close, friendly relationship with Haiying Sun from Valparaiso University.

- 5) Valparaiso University: People who live in Minneapolis get more information about Valparaiso University.

**Threats:**

- 1) International Students and Chinese folk songs: The whole event is held by international students, including the artists. People do not know who they are. Even though the performers are professionals and they are from China, most of the audience will be coming from Minneapolis and are not familiar with the performers.
- 2) Religious culture and weekend: We worried having the concert on the weekend. People use the weekend to spend time with family and to attend church. Minneapolis is a religious city, so many people are more interested in church music.
- 3) Bad weather: Minneapolis is northern city in United States. The weather between April 4<sup>th</sup> and 5<sup>th</sup> will likely be strong snow, rain, and wind. It will be a barrier that will hold the crowd back.

**4. Objectives**

The purpose of “Taste of Chinese Songs” is to spread appreciation of the Chinese Art Song and Chinese Traditional Folk Song, and to foster increased cultural exchange between China and the United States. The artists bring beautiful Chinese Songs with pure voices. One of the performances held at SpringHouse Ministry Center is a fundraising event. The main purpose of the event is for making some donations for the First Christ Church. Another performance was to enrich life of the people who live in The Kenwood Community.

**5. Market Strategy**

**Target Markets:**

- 1) Primary Target Audience: Audiences from The Kenwood Retirement Community and SpringHouse Ministry Center.
- 2) Secondary Target Audience: Students from Minneapolis and other people who know this event from the website or their friends.

**Positioning:**

The performance is fresh style, and it will not be repeated again. The Taste of Chinese Songs is rare performance. It is unique because of its cultural offerings; it isn't very often that such culturally-broadening events are held. Being a one-time cultural event separates us from other concerts. It will be held in The Kenwood Retirement Community, the second floor Entertainment Room, SpringHouse Ministry Center. The community members who live in TKRC and have a good relationship with SHMC, and they would like to attend the events.

**Price:**

We chose to make admission free for one of the performances at The Kenwood R Community. At the other performance we accepted donations. The donations would be given to the SpringHouse Ministry Center.

**Distribution:**

For this free event, the tickets will be distributed three ways. The audiences can get ticket from the Ticket River website; or contact with manager from The Kenwood Retirement Community and SpringHouse Ministry Center. Tickets will be mailed and held at will call.

**Sales forces:**

Student volunteers from University of Minnesota, and staffs from TKRC and SHMC will staff the concert *Taste of Chinese Songs*.



**Service:**

Before the concerts of *Taste of Chinese Songs* e-mailed invitations, created a donation box collection, Chinese lyrics translation, Survey Report, Upcoming Event announcements, and thank you cards. We prepared multiple promotions to the concert *Taste of Chinese Songs*. The time was 7:00p.m. April 4, 2015 at The Kenwood Retirement Community, and 3:30 p.m. April 5, 2015 at SpringHouse Ministry Center. The staff and student volunteers will helped audiences get program and Chinese lyric translations.

**Promotion:**

From the course materials in AE 615 Planning & Promotion, we made a plan for promotion.

- 1) Poster and program design. Haiying Sun invited her friend to design the poster and program to introduce the event to the public. There will be artists bringing more information about *Taste of Chinese Songs*. AE students will translate all of the Chinese songs to English.
- 2) Make a unique Facebook Event page to promote this event. Renew and update the information.
- 3) Build an event at Ticket River to sell tickets on website. The audiences will search any event from this website and Ticket River will show the whole detailed and local place map.
- 4) Sent this event information on Wechat, Weblog. The wechat and weblog is popular that Chinese people used. Chinese people will see the event from wechat moment, and resend this event let other friends to know.
- 5) Put all the posters in and off The Kenwood Retirement Community, SpringHouse Ministry Center, University of Minnesota, and Valparaiso

University campuses.

## 6. Marketing Process

During the class AE 680 and AE 615, we learned how to build a Critical Path and timetable for events. We practice what we learned for *Taste of Chinese Songs*. Kevin Steele is a teacher who teaches Technology Training at Valparaiso University. He recommended a tool Ticket River to help us with running business work on website. It is the first time that this event will be held in Minneapolis. For our goal, we hope to develop events like this in the future. The Critical Path, Timetable and Ticket River can be used for other events.

### **Taste of Chinese Songs 2015 Critical Path Chart**

<b>Mar 10</b>	Prepare the concert Taste of Chinese Songs E-mail to Deb make sure the date	All
<b>Mar 11</b>	Feedback the email from Deb Write Event Vision	Haiying Deb
<b>Mar 13</b>	Write Event Design Draft Chinese lyrics translation	Haiying
<b>Mar 17</b>	Email to Deb and Yunyue Liu, give them the artists' information and Event Vision and Design.	Haiying
<b>Mar 18</b>	Draft Critical Path Draft Poster	Haiying
<b>Mar 19</b>	Draft critical path Poster and program design Booking airline ticket to Minneapolis	Haiying
<b>Mar 20</b>	Draft costing sheet E-mail Lu Zang and Yunyue Liu make sure the time of schedule	Haiying
<b>Mar 22</b>	Draft guest list Draft contact sheet Make sure the poster and program	Haiying Deb
<b>Mar 24</b>	Compose email for e-invite for The Kenwood Retirement Community, SpringHouse Ministry Center and students form UM Draft function sheet Program printer at Adwork VU	Haiying Deb Lu Yunyue Haiying

<b>Mar 25</b>	Draft emergency procedures Email the poster to TKRC and SHMC, UM	Haiying
<b>Mar 26</b>	Draft program Chinese Lyrics translation	Haiying
<b>Mar 31</b>	Start compiling welcome pack Upcoming Events	Haiying Yunyue
<b>Apr 2</b>	Updated function sheet Updated emergency procedures Updated critical path Updated cost sheet Updated guest list Updated contact list Compose email for e-invite for the guests on guest list, approved	Haiying
<b>Apr 3</b>	Arrive Minneapolis Lunch time Rehearsal at music school UM	All
<b>Apr 4</b>	Rehearsal at music school UM Lunch time PERFORMANCE Show time	All
<b>Apr 5</b>	Lunch time Rehearsal at SpringHouse Show time	All

## 7. Survey Report & Recommendations

### Survey Report

In *Arts Marketing Insights*, Bernstein writes, “Focusing on the customer experience requires marketers to think holistically about every single customer touch point and every stage in the customer life cycle” (249). We made a survey after the concert. Based on the audiences’ age, schedule, feeling about this event, and so on.

According to the survey, there are 30 percent of the audiences’ age is around 25 years old, 30 percent is 30 years old, around 50 years old is 10 percent, and the age over 70 years old is 30 percent. About the survey question, “ Do you like this event?” the audiences all like this event, and would like to invite their friends join it. Among 89 percent of audiences feel this event can help them learn more about

Chinese Traditional Songs. From the Survey Report, even though the concert *Taste of Chinese Songs* is all Chinese song, there still were 10 percent of Chinese audiences that never heard some pieces before. However, not all of the survey report is showing good news. Some recommendations they gave us include: A few of the audiences felt the event was not scheduled well. Finally, we get 10 dollars contribution in the box, and we donate it to SpringHouse Ministry Center.

### **Recommendation**

According to our market research and survey report, we have several recommendations for the future.

We would recommend Chinese Student and Scholars Association of University of Minnesota join us. For this event, we have sponsors that are The Kenwood Retirement Community and SpringHouse Ministry Center. However, this event is like a Chinese Culture and music. There are more than 1500 Chinese Students that study at UM. We think about CSSAUM can give us more help.

The last recommendation would be to pay more attention to the culture and the schedule. Before preparing an event, managers have to think more about the culture. The performances at The Kenwood Retirement Community and SpringHouse Ministry Center had some loyal consumers from those communities. However, for the performance we chose April 4<sup>th</sup> and 5<sup>th</sup>, not considering that this weekend was Easter. There was a decrease in the number of audiences attending event.

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