



They Came to Rock

Audience Profiles



They Came To Rock

They Came To Rock is a new sight and sound experience - by the greatest band in the universe* - The Moonrock Orchestra. It's alien rock opera that musically tells the story of the evolution of alien sightings since Roswell in 1947 up to the present day. The show will be participatory, encouraging cosplay, and featuring projectives, holograms and surround sound.

**except Earth*





Media Plan

Media Plan

Goal:

Drive ticket sales for Nashville debut show.

Tactics:

Facebook & Instagram ads
Guerrilla Marketing



ALIEN CULTURE IS POP CULTURE AND EVERY
MOMENT CONTINUES TO EVOLVE AND FEEL
CURRENT. THE BRAND ARCHITECTURE IS
DESIGNED TO LIVE WITHIN THIS ELUSIVE
VIBRATION.

Facebook.Instagram Paid Ads

Objectives:

Awareness

Conversion

Strategy:

1 month lead-in, utilize Awareness videos sparking interest in concept.

Also 1 month lead-in, serve Conversion ads to drive traffic to site with CTA to purchase.

Employ same targeting in both campaigns to drive frequency and reach.

Placements:

Facebook Feed / Instagram Feed / Instagram Stories



Awareness



Conversion

Facebook.Instagram Targeting

THE EMBASSY OF MOOSYLVANIA

ROCK ENTHUSIAST

230K

Interests:

C.F. Martin & Company, David Bowie, Johnny Cash, Dolly Parton, PRS Guitars, Classic Rock (magazine), Gibson Guitar Corporation, The Rolling Stones, Reba McEntire, HEDWIG on Broadway, Country rock, Blue Man Group

Age: 30-54

THEATER JUNKIE

510K

Interests:

Theatre, Playbill, Performing Arts, RuPaul's Drag Race, Project Runway, Broadway theatre, Darren Criss, Musical theatre, Chris Colfer, Lin-Manuel Miranda, TheaterMania or the Book of Mormon (musical), Cosplay, Anime & Cosplay, World Cosplay Summit, Grand Ole Opry

Age: 30-59

POP PHENOM

100K

Interests:

Lady Gaga, Darren Criss, Hot Topic, The Rock Horror Picture Show, HEDWIG on Broadway, The Other 98%, Laverne Cox or Jinkx Monsoon

Age: 21-34

CULTURE CREATOR

120K

Interests:

Social equality, empowerment, Margaret Cho, HEDWIG on Broadway, Dan Savage, Veep (TV Series), Blue Man Group, Social change, LGBT social movements, Rolling Stone or Warby Parker

Age: 30-49

SCI-FI SAVANT

350K

Interests:

Elon Musk, Unidentified flying object, Area 51, Ancient Aliens, Science fiction movies, The X-Files, Extraterrestrial life, Joe Rogan or NASA, Space Exploration, Aliens & UFOs

Age: 25-49



Facebook.Instagram Targeting

THE EMBASSY OF MOOSYLVANIA

CORE TARGET

AGE: 25-59

320K

THEATER JUNKIE

Interests:

Theatre, Playbill, Performing Arts, RuPaul's Drag Race, Project Runway, Broadway theatre, Darren Criss, Musical theatre, Chris Colfer, Lin-Manuel Miranda, TheaterMania or the Book of Mormon (musical), Cosplay, Anime & Cosplay, World Cosplay Summit, Grand Ole Opry

AND

SCI-FI SAVANT

Interests:

Elon Musk, Unidentified flying object, Area 51, Ancient Aliens, Science fiction movies, The X-Files, Extraterrestrial life, Joe Rogan or NASA, Space Exploration, Aliens & UFOs



Total Spend	Total Reach	Conversion Rates				
		0.01%	0.025%	0.10%	0.25%	0.5%
\$5,000	100,000	10	25	100	250	500
\$7,500	133,333	13	33	133	333	667
\$10,000	200,000	20	50	200	500	1000

CTA to sign up for initial ticket sales Mid-July
 Initial Ticket sales launch: August
 September lull: Guerilla Marketing
 October: 2nd week of October

Take first 2 weeks to understand conversion rate percentages and adjust the last two weeks' budgets in order to achieve goal of selling 500-700 tickets.

FLIGHTING	Week 1	Week 2	Week 3	Week 4
Facebook.Instagram	\$2,000		\$1,500 OR \$2,000 OR \$3,000	\$1,500 OR \$2,000 OR \$3,000 OR \$4,000

Guerilla Marketing

Objective:

Awareness

Conversion

Strategy:

2/3 weeks prior to show, share Wild Postings and Guerilla Marketing in select areas of Nashville.

Carryover messaging from social awareness ads in Guerilla Marketing placements, and conversion-centric messaging in Wild Postings (perhaps even QR codes driving to site)



Wild Postings



Guerilla Marketing