

Integrated Marketing Campaign Event

Dover Deca



Dover High School

1 Dover High Dr, Dover, DE 19904

Dover, DE 1990

Jayla Williams, Quincey Gibson, Jordan Demby

January 11th, 2021

TABLE OF CONTENTS

I.	Executive summary.....	1
II.	Description of the Event	2
	A) The Event.....	2
	B) This Year.....	2
III.	Campaign Objectives	3
	A) Primary.....	3
	B) Secondary.....	3
IV.	Campaign Target Market.....	3
	A) Primary.....	3
	B) Secondary.....	3
	C) Fans of hip hop, pop, and electronic dance music.....	3-4
	D) Fans of alternative rock, punk rock, and punk rock.....	4
	E) Korean pop fans.....	4 -5
V.	Campaign Activities and Schedule.....	5-7
VI.	Budget.....	7-8
VII.	Key Metrics.....	8-9
VIII.	Bibliography.....	9-10
IX.	Appendix.....	10

I. EXECUTIVE SUMMARY

Description of the event: *Firefly* is an annual music festival located in Dover, Delaware, held during the summer. The festival hosts a variety of popular musicians and vendors located across the US. The 2021 concert streams will be hosted: June 20th- June 26th with a week-long build-up of previous festivals dating back to 2016.

Campaign Objectives: With COVID-19 tearing through our community, we sought to boost morale and bring us together as a community... WITH MUSIC!!! The 2021 *Firefly* music festival is focused on creating a new era of community involvement through technology.

Target Market of Campaign:

Primary Demographic	Secondary Demographic
<ul style="list-style-type: none"> ● Ages 17-27 ● Hip Hop, Pop, EDM, K-pop ● National audience 	<ul style="list-style-type: none"> ● Ages 28-38 ● Alternative Rock, Punk Rock, Pop Rock ● International Audience

Activities and Schedule:

Starting May 24th, we will partner with popular radio stations located in the most music-centric states. These radio stations will air ads about the festival as well as host a music trivia game every Monday, Wednesday, and Friday leading up to the main festival. During the festival, we plan to collaborate with some of the artists and host a competitive video game live stream.

Key Metrics: We plan to measure the base success of our festival through online foot traffic, streaming views, and merchandise sold.

Benefits of *Firefly*: Boosts the local economy, fosters community pride in a time of isolation.

Overall budget: \$35,000

II. Description of the Event:

The Event: Started in 2012, the *Firefly* Music Festival is an annual concert festival held at the beginning of summer. Located in the Dover, Delaware woodlands, the festival lasts three days and contains the biggest headliners from all genres of music creating a euphoric experience for all.

This year: Due to the safety threats posed by COVID-19, the 2021 *Firefly* festival will see a change of habitat. For the best interest of our patrons, we have moved the entire festival online. With such a drastic change comes new ideas. This year, we will be streaming all past festival lineups leading up to the live streams of the 2021 *Firefly* performances via *YouTube Music* on June 20th. The new lineup incorporates even more genres than previous festivals, allowing us to branch out to a larger fanbase.

<p>Strength</p> <ul style="list-style-type: none"> ● Popular (well known among east coast) ● Lasting partner relationships 	<p>Weakness</p> <ul style="list-style-type: none"> ● Lose revenue from vendors who would be featured in person.
--	--

<p>Opportunities</p> <ul style="list-style-type: none"> ● Unite music lovers in a time of separation ● Reach a larger national audience ● More genres allow for a larger reach 	<p>Threats</p> <ul style="list-style-type: none"> ● COVID-19 impacting financial opportunity ● Other Online music festivals posing competition
---	--

of potential markets	
----------------------	--

III. Campaign Objectives

A) Primary Objectives:

- Increase the attendees of *Firefly* Music Festival
- Increase awareness on Mental Health
- Raise enough money to donate to Mental Health America

B) Secondary Objectives:

- Increase value of the *Firefly* Music Festival by appealing to the international market
- Increase the value of Delaware
- Make profit on merchandise

IV. Campaign Target Market

A) Primary:

- Young adults from ages 17-27 years old that listen to hip hop, pop, electronic dance music (EDM), and Korean pop (K-pop)
- National listeners of music

B) Secondary

- Adults from ages 28-38 years old that listen alternative rock, punk rock, and pop rock
- International listeners of music

C) Fans of hip hop, pop, and electronic dance music

- ❑ Made up the majority of the 40,000 attendees of the 2019 *Firefly* Music Festival

Goal:

- ❑ Securing acts from people like *Billie Eilish*, *Halsey*, *Denzel Curry*, and the *Weeknd* will ensure the repeat attendance of this fan base

D) Fans of alternative rock, punk rock, and pop rock

- ❑ Made up the majority of the attendees from 2014-2016. However, they were not targeted from 2017-2019, therefore sales went down 40%

Goal:

- ❑ Bring back this fanbase by making the music festival an online pay per view
- ❑ Bring in fans from Europe

E) Korean pop (K-pop) fans

- ❑ K-pop group *BTS*' fanbase spends about \$1,422 USD per person on concerts and merchandise
- ❑ K-pop group *TWICE*'s fanbase spends about \$824 USD per person on concerts and merchandise
- ❑ K-pop group *BLACKPINK*'s fanbase spends about \$665 USD per person on concerts and merchandise

These three groups are the most popular K-pop groups in the countries that spend the most money on K-pop: United Arab Emirates, Brazil, and the United States of America

Benefits of the securing the K-pop market

- ❑ K-pop fans are known to promote and stream the artist they like, which will be free advertisement
- ❑ K-pop fans spend a lot of money to support their artist
- ❑ K-pop fans are all over the world

V. Campaign Activities and Schedule

Five Artist Stream Bundles (May 24)

On the 24th of May, we will announce the Five Artist Stream Bundles. The attendees will have the opportunity to select a bundle of five carefully selected artists to save 10% off (\$157.50) of the full price (\$175) of paying for five artists. If the customer pays for the full price bundle (\$175 plus shipping), the package will come with merchandise. If the customer purchases a package for \$190, they will have access to behind the scenes. Lastly, if the customers purchase a bundle for \$210, they will receive a redeemable per day coupon from our sponsors. The artist will be grouped by an association of genre, fanbase, and collaborations.

Benefits:

- ❑ Strengthens the appeal to the target audience
- ❑ Increases pathways of income
- ❑ Strengthens our relationship with our sponsors

Begin Radio Advertisements (May 24): Beginning May 24th, *Firefly* will partner with multiple radio stations across the country in highly populated states, which tend to be extremely music-centric and have a popular reputation with the festival. The states included in these ads are Texas, California, Delaware, New Jersey, New York, Florida, and Virginia. These advertisements will air every Monday, Wednesday, and Friday leading up to the festival.

Begin Radio Trivia (May 31): Select radio stations will incorporate listener call-in trivia into their advertisements. The winners of these contests will receive merchandise from *Firefly* and the station they participate with, as well as a one musician stream ticket.

Benefits:

- Attracts more attention to the festival
- Brings in more money
- Creates a better relationship with the potential attendees

Raffle Announcement (June 1): Each customer will be offered a chance to enter the *Firefly* Raffle drawing. The customer could enter three different raffle tiers. General Admission, V.I.P, and Super V.I.P. If the customers win the raffle drawing for General Admission, they win a General Admission Ticket and a free merch bag. If the customer wins the raffle for the V.I.P tier they will win a Five Artist Stream Bundle and a merch bag. Lastly, if the customer receives the Super V.I.P tier drawing, they will win a Five Artist Stream Bundle, a merch bag, all access to the artist gaming streams, and a personal video call with the artist of their choice.

Release *Firefly* Playlists (June 9): The week before airing the previous *Firefly* festivals, we will release playlists across multiple music streaming platforms tailored around the artists included in *Firefly's* lineups. Said playlists will be released on *Spotify*, *Soundcloud*, *YouTube*, and *Apple Music*.

Benefits:

- Creates and strengthens the sense of community
- Excites attendees for the upcoming festival
- Increases the amount of potential attendees

Previous *Firefly* Festival Streams (June 16)

On June 16th, we will build-up on the excitement of the released playlist by streaming the past concerts of *Firefly*. The *Firefly* Festival Streams will kick off with year 2016 and end with year 2019.

Benefits

- Creates nostalgia for past attendees, which improves brand loyalty
- Builds community
- Promotes attendance for the upcoming festival
- Increases the amount of potential attendees

Raffle Drawing (June 18): Two days prior to the main festival the winners of the drawing will be announced and contacted.

Musician Video Game Stream (June 20): Throughout the main concert, there will be opportunities for consumers to watch some of their favorite artists collaborate and go head-to-head in a variety of popular games such as *Among Us*, *Call of Duty*, *Fortnite*, *Super Smash Bros.*, and *NBA2K 21*.

Benefits:

- Builds sense of community
- Draws in more potential attendees

VI. Budget

Online media production	Creating Ads	\$1,700
-------------------------	--------------	---------

	Distributing	\$1,700
	<u>Total</u>	<u>\$3,400</u>
Merchandise Production	Developing Merch	\$7,000
	Research and Distribution	\$1,000
	<u>Total</u>	<u>\$8,000</u>
Radio Advertisements	Individual Ads	\$5,625
	Music based Trivia	\$6,825
	<u>Total</u>	<u>\$12,450</u>
Online maintenance	Lag and uptime management	\$660
	Website management	\$1,620
	<u>Total</u>	<u>\$2,280</u>
Collaborative gaming efforts	Streaming equipment	\$1,340
	Console and gaming devices	\$2,500
	<u>Total</u>	<u>\$3,840</u>
Print media	Billboards	\$3,125
	Flyers	\$1,125
	Art supplies	\$780
	<u>Total</u>	<u>\$5,030</u>

Total: \$35,000

VII. Key Metrics

Exceed 90,000 attendees (the highest attendance record for *Firefly* Music Festival)

This means:

- We managed to keep the hip hop, pop, and EDM fans
- We managed to regain the alternative rock, punk rock, and pop rock fans
- We gained the attention of the K-pop community
- We gained the attention of the overseas market

Exceed \$8,000 to make a profit on merchandise

This means:

- We have a new way to obtain income

The Future:

- The success of an online concert could mean a combination of an in-person concert as well as an online concert.
- In the future people may have a more personalized choice of how they want to view the concert

VIII. Bibliography (All retrieved January 4th, 2021)

<https://news.delaware.gov/2014/12/03/firefly-music-festival-economic-impact-more-than-68-million/>

<https://www.delawareonline.com/story/entertainment/firefly/2019/10/21/firefly-music-festival-brake-its-silence-and-reveals-2020-plans/4051428002/>

<https://www.google.com/amp/s/amp.delawareonline.com/amp/405968001>

<https://www.google.com/amp/s/www.dazeddigital.com/music/article/51237/1/a-new-study-uncover-how-much-k-pop-fans-are-spending-on-their-faves%3famp=1>

<https://fireflyfestival.com/>

<https://www.statista.com/statistics/1107598/south-korea-monthly-spending-on-kpop-by-country/#:~:text=According%20to%20a%20survey%20conducted,U.S.%20with%2010.9%20U.S.%20dol>
lars.

IX. Appendix

FIREFLY MUSIC FESTIVAL

EMINEM KENDRICK LAMAR
ARCTIC MONKEYS THE KILLERS

ODESZA • LIL WAYNE • LOGIC • MARTIN GARRIX • SZA • ALT-J
PORTUGAL. THE MAN • FOSTER THE PEOPLE • MGMT • MIKE D (DJ SET)
VANCE JOY • BIG GIGANTIC • JIMMY EAT WORLD • CHROMEO
COLD WAR KIDS • LORD HURON • ROYAL BLOOD • CHEAT CODES
RUDIMENTAL • MARIAN HILL • LIZZO • WARREN G • PNB ROCK
BLACKBEAR • SAN HOLO • RAG 'N' BONE MAN • THEY. • BETTY WHO
LAUV • SMALLPOOLS • CHICANO BATMAN • TERROR JR • OOKAY LIVE
LIL XAN • WHETHAN • TRIPPIE REDD • PARTY FAVOR • EVERYTHING EVERYTHING
ALICE MERTON • MIDDLE KIDS • LIGHTS • JAX JONES
LOYLE CARNER • SPAFFORD • LUKAS NELSON & PROMISE OF THE REAL
TWO FRIENDS • YUNG GRAVY • BANNERS • WESTSIDE GUNN & CONWAY
WELSHLY ARMS • HOTEL GARUDA • KNOX FORTUNE • BERHANA
RON GALLO • PHANTOMS • KASBO • LEWIS CAPALDI • CHET PORTER • MELVV
LUCY DACUS • CHARLOTTE CARDIN • ALEX LAHEY • JADE BIRD • COURTSHIP.
SHALLOU • MIKKY EKKO • FLOR • THE SPENCER LEE BAND • NOAH KAHAN
JEREMY ZUCKER • THE NIGHT GAME • FLINT EASTWOOD • AMEN DUNES
LOPHIILE • REO CRAGUN • THE REGRETTES • THE ACES • MORGXN • KAP SLAP
THE GLORIOUS SONS • JUSTIN CARUSO • PARKER • PLUTO • CHASE ATLANTIC
SOUTHERN AVENUE • SAVANNAH CONLEY • THOMAS WYNN & THE BELIEVERS • EZRI
NORTHERN FACES • AMILLION THE POET • FLY BY MIDNIGHT

JUNE 14-17, 2018 THE WOODLANDS
DOVER, DE FIREFLYFESTIVAL.COM





WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program must submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place between the 2020 Chartered Association Career Development Conference and the 2021 Chartered Association Career Development Conference.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to April 1.

This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.

Hole punch and place in front of the written entry. Do not count as a page.

 Participant's Signature Quinncey Gibson Participant's Name IMCE Competitive Event	 Participant's Signature Jordan Demby Participant's Name Dover Highschool School	 Participant's Signature Jayla Williams Participant's Name Chartered Association (State/Province)
--	---	---

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

 Chapter Advisor's Name Tracy.Jones @ capital.k12d.us Chapter Advisor's Email	 Chapter Advisor's Signature
--	---