



JACKSON HOLE WILD FESTIVAL



MARKETING PLAN

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Our Mission: The Jackson Hole Wildlife Film Festival is dedicated to promoting public awareness and stewardship of wildlife and wildlife habitat through the innovative use of media. The JHWFF encourages the production of natural history programming around the world by providing non-fiction media industry stakeholders with an international film forum to conduct business, test new equipment, refine production techniques and celebrate the world's finest nature and science programming.

Executive Summary

The Jackson Hole Wildlife Film Festival launches the WILD Festival, an unprecedented community festival for the Jackson community. This week-long exploration of the wonders and challenges engaging our natural world begins Saturday, September 26th and concludes October 3rd with a Party for the Parks. Throughout the week, we'll present premiere screenings, tribute events, and an exciting series of 3D, Virtual Reality and Fulldome programs, as well as the JHWFF film finalists. The goal of this Festival is to engage the greater Jackson community with Jackson Hole Wild and create a group of inspired, wildlife-minded thought leaders in Jackson Hole.

OUR GOALS

1. To build awareness for the WILD Festival via consistent, clear and targeted marketing techniques

2. To attract attendance, participation and sponsorship in the near and long term by the increased attention on the events. Connect with Mavens (i.e. those who will return, create content and promote the event via. word of mouth). Many of these individuals lie within the non-profit community

3. To excite the Jackson community about a new festival

4. Attract out-of-towners in drive-to regions like Bozeman, Idaho Falls and Salt Lake City



INFORMATION NEEDS

Primary and secondary research is the stepping stone to understand the motivations of our target audience and is useful to guide JHWFF's marketing techniques.

BASIC:

- How likely are they to attend an event at the Center for the Arts?
- How much will they pay to see certain speakers/filmmakers?
- What is their familiarity with the wildlife film & conservation industries?
- Are they interested in attending Party for the Parks?

SPECIFIC:

- Do they bring children to events?
- What organizations are they a part of in the community?
- What causes are important to them?
- Do they volunteer?
- What day-to-day actions do they take to protect their environment?

'VISION' QUESTIONS:

- Do they feel they can make a difference on issues like wildlife extinction and climate change?
- How connected are they with nature?
- What benefit do they seek from attending community events?

METHODS

- 'Focus' interviews: 20 minute interviews with individuals working in the Center for the Arts or the nonprofit community
- Secondary research

FINDINGS & INSIGHTS

Summary of Findings

Who they are:

The thirteen people that we interviewed for our marketing demographic research were all employees of non-profit businesses and alliances in the Jackson Hole area. They all fall between the ages of 28 and 66, with the majority falling in the late 40's and early 50's. They have travelled internationally on average 3 times in the past 5 years and most of them do not have children under the age of 18. We interviewed an even mix of male and female participants.

Center for the Arts Engagement:

Our target audience attends an average of 11 events at the Center for the Arts each year, with the majority of the events being centered around non-profits. The most frequently mentioned last attended event was Dan Pallotta's talk on non-profit engagement. Other mentioned events were Thin-Air Shakespeare, musical events and films. When they attend these events they often do not bring children under the age of 12 with them.

Name recognition:

The most recognized name for our audience was E.O. Wilson and on average they would be willing to pay between 25 and 40 dollars to see him speak. Only one person knew the name Bryan Christy. Cynthia Moss was the second most recognized name, however people were willing to pay less to see her speak-around 20 dollars.

Party for the Parks:

Every person agreed that they would enjoy attending Party for the Parks. One interviewee suggested that a full day time commitment would be too much for her and she would like to have a schedule of events so that she may pick and choose what she would like to go to. Many people showed strong enthusiasm for the PFTP and would like to help sponsor, be a VIP or set up booths in some way.

Where they get their info:

The most mentioned information sources are as follows in order of number of mentions:

Jackson News & Guide

JH Daily

Non-profit Listserv

Facebook

KHOL

Word of mouth

Signs around town

Banners at Albertson's

Driggs News & Guide

Planet JH

When asked to choose two favorites of our six mockup ads the most effective advertising according to our audience number 5 was mentioned the most, although one interviewee mentioned that they felt the tiger picture was overused. The second most mentioned advertisement was number 3.

Willingness to pay:

When given the option of a 6-punch pass for \$25 or a 10-punch pass for \$50 the resounding response was that our audience would not be as willing to purchase the ten film pass. Their reasoning was that ten films was too long to ask people to sit indoors, and that they don't necessarily have the time to commit to 10 full-length films. On the other hand our audience was very excited about the 6-punch pass and considered that to be "cheap" "very reasonable" and a "good deal".

Organizations that they are a part of:

Our subjects were members of a variety of different organizations in and around Jackson Hole. The list of organizations that they are a part of are as follows in no particular order:

- Art Association of Jackson Hole*
- Friends of Teton River*
- Entrepreneur Program*
- Our Lady of Mountains Church*
- Teton Raptor Center*
- Animal Adoption Center/PAWS*
- Greater Yellowstone Coalition*
- Backcountry Hunters*
- Land Trust of JH*

•Conservation Alliance

- Chamber of Commerce
- JH Pony Club
- Old Bill's Fun Run
- Jackson Hole Live

Important Causes:

Almost every person that was interviewed stated that conservation was one of the most important causes to them both locally and globally. Other highly mentioned causes were animal rescue, wildlife conservation (making Jackson Hole more animal conscious: wildlife corridors, education etc.), wildlife safety, civic engagement and community planning. Despite these causes that they participate in and support most of our audience did not feel as though they personally could make a difference to the environment in their daily lives. Many of these subjects are employed by companies that have an environmental or conservationist focus, so they feel as though they make a difference through their professional life, but not necessarily their personal life.

Lifestyle:

We are lucky to have a very active client base in Jackson Hole with almost every person we talked to claiming to spend at least 30 minutes each day outside seven days a week. They spend this time outside doing activities such as hiking, biking, riding horses, dog walking, skiing, boating and more. Their lifestyles also lend themselves to outdoor enthusiasm. They take measures to protect the environment, the most common of which are recycling and riding bikes/carpooling to work. These actions are easy to take and make our audience feel as though they are making a large impact.

What they are looking for:

In an event held in Jackson Hole our audience is looking for several crucial things: education, networking and entertainment. These three components were mentioned by almost every person that we spoke to. They would like community events where they can interact with like-minded people, learn about things that they do not have much information about, and have stimulating conversation and interaction. They would also like to be entertained, which is one of the most important things that they mentioned. This being said, we asked our interviewees if they would rather sit and listen to a speaker, or whether their learning style worked best with an interactive model. Most of our audience agreed that with the film and the lecture-style nature of our festival they would much rather sit back and listen but they placed a strong emphasis on the ability to interact at some point. One of the most frequently mentioned ways that they would like to do this would be through a Q&A style session at the end of the talk or film, where they can interact with speakers and filmmakers. The audience mentioned they would even be willing to pay more to be able to have this type of interaction. When asked what a "perfect event" to add to Jackson Hole would be our audience didn't have many answers. One person suggested a block party, but specified that this block party should not have any sort of "agenda" or underlying cause- it would just be an event for fun. The only other reasonable suggestion (one person suggested we bring Paul McCartney to Jackson Hole) was a beer-fest of sorts, but with an educational element.

TARGET AUDIENCE

Who are they?

Environmentally minded residents of Jackson Hole, WY and surrounding areas. We are trying to target "gen y", residents in their 20s - 40s. We also are interested in exploring the population outside of Jackson that would be willing to travel to attend WILD and the Film Festival. Most likely these are older residents of larger cities within driving distance such as Bozeman, Salt Lake City, Boise and Idaho Falls. The demographic of Gen Y in Jackson differs from the rest of the country because they place less emphasis on technology. Much of our audience chooses to not engage with social media or smart phones. The culture of Jackson Hole and Wyoming encourages our audience to step away from their technology which makes this a unique demographic.



Why do they care?

They care because they have chosen to live an "unconventional" life out here in Wyoming and are most likely passionate about the outdoors, nature, and wilderness conservation- all things that our festival focuses on. WILD will give them the opportunity to learn, engage and contribute to causes that they are interested in.

What is their interest level?

They are likely interested in conservation on a base level but have a low engagement with activities that cost money. They enjoy films but also have the means to access many films for free online. They are avid hikers, bikers, skiers, kayakers etc. and enjoy all things outdoors, which makes them a wonderful target audience for outdoor films. We can connect with them through events that they see as beneficial for them and that require a low commitment level. The most important thing for our target audience is getting value for their money if they do choose to pay. They want to feel as though their experience has been a positive one, where they have gained something useful.

What do they need to know?

We need them to feel an emotional connection to our films. They feel best connected to things when there is a story associated with it. We can perhaps touch on this by showing trailers and trying to get them hooked through those. We need them to learn about conservation, specifically Elephants and Oceans, and make it applicable to their lives specifically. This could be done through talking about things that they are planning to do: for example, traveling to Asia and visiting elephant sanctuaries can be dangerous, this is what to avoid. We want our name to be recognized in the Jackson Hole community and so we need them to know what we are doing as a company.

TARGET AUDIENCE

How do they receive information?

They best receive information not through social media sites. We have a low engagement currently with our target audience on our Facebook site. They are best reached through events where they can be provided with materials that are tangible.

What do we want them to do?

We want them to leave WILD festival feeling informed, inspired and ready to take action in their daily lives. Through these feelings we would like to encourage our audience to be involved in our activity year round and be excited to attend events that we put on.

MOST IMPORTANT IDEA

BRAND POSITIONING STATEMENT

WILD is a week for all community members to be entertained and inspired by media and discuss with their peers how they can make a difference on issues like wildlife extinction and environmental conservation.

MESSAGE HIERARCHY

WILD Festival is local.
WILD Festival is entertainment.
WILD Festival is a unique opportunity to view the best wildlife films that have not been released publicly and possibly meet filmmakers & speakers.

SINGLE MOST IMPORTANT IDEA

Guests will leave with a deep appreciate and sense of wonder for the natural world. They will leave feeling inspired towards finding solutions and restoring a positive future for the natural world.

CREATIVE BRIEF

TARGET AUDIENCE

Environmentally-minded residents of Jackson Hole
Ages 20-40
Engaged in the community, thirsty for knowledge
Lovers of nature and wildlife

OBJECTIVE



To build awareness of WILD Festival, to attract attention and participation and to inspire the Jackson community with knowledge of how they can make a difference. Create an emotional connection with our audience.

WHAT WE KNOW



- The Jackson community cares about conservation, animal rescue, wildlife conservation, and wildlife safety.
- Most do not feel like they can personally make a difference on issues like climate change and extinction
- Jackson community members are looking for events that educate them, allow them to network and be entertained all at the same time

OUR STRATEGY



Focus on the benefits of attending our event:

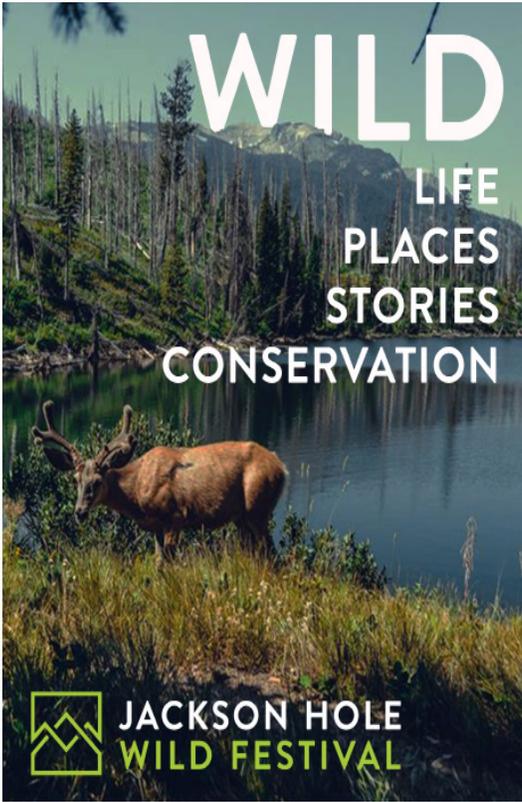
1. Leaving informed & inspired
2. Engaging with peers on global issues
3. Find an emotional connection to an issue

WE MUST CONSIDER...

1. There are many events in Jackson, and residents are often overwhelmed with choices
2. Our audience is relatively unfamiliar with the JHWFF and its mission
3. Audience would rather be inspired than scared

TONE

Hopeful, inspiring, committed



WILD
LIFE
PLACES
STORIES
CONSERVATION

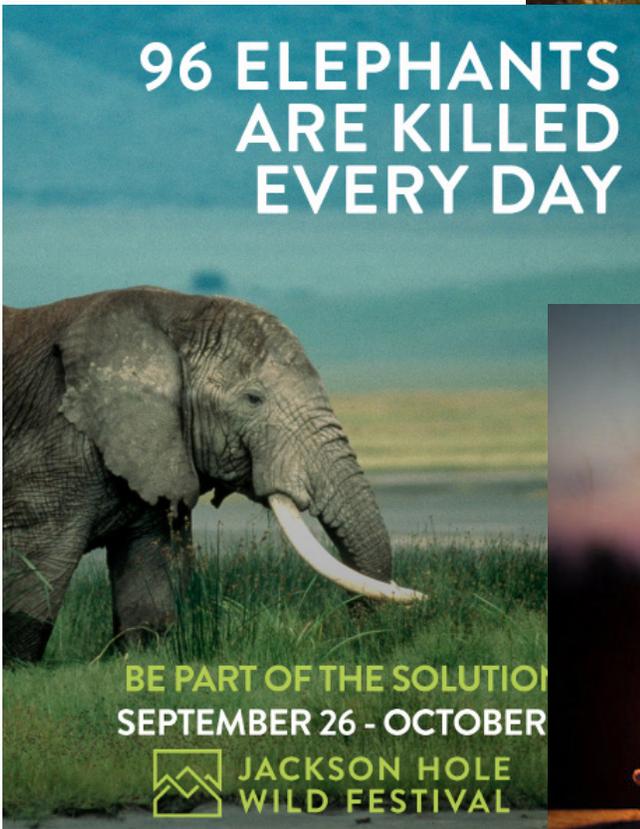
 **JACKSON HOLE
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BE INSPIRED
SEPTEMBER 26 - OCTOBER 3

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**96 ELEPHANTS
ARE KILLED
EVERY DAY**

BE PART OF THE SOLUTION
SEPTEMBER 26 - OCTOBER 3

 **JACKSON HOLE
WILD FESTIVAL**



Better to light a candle
than to curse the darkness.
~Chinese Proverb

CREATIVES

TACTICS

Goal #1: To build awareness for the WILD Festival via. consistent, clear and targeted marketing techniques

Strategy: Reach our audience in places they already are.
Elevate the awareness of WILD Festival in the media through appropriate press releases, editorial content and advertising

Tactics:

*Press Release #1: Introducing WILD Festival

*Create press lists: Contact press in Jackson area:

- JH News & Guide

- Planet JH

- KHOL: make announcement, send over PSA

- JH Media (idea: post a Classified “Wanted: People who care about protecting wildlife.... direct them to website)

- Non Profit List Serve

- Business List Serve

- BigLife Magazine

*Advertisements: JH News & Guide Online/Print

*Banners in Teton Village, SK Ball Park, Broadway, and Albertsons

**Exploit visual assets: photos, videos and striking content*

TACTICS

Goal #2: To attract **attendance**, participation and sponsorship in the near and long term by the increased attention on the events. **Connect with Mavens** (i.e. those who will return, create content and promote the event via. word of mouth). Many of these individuals lie within the **non-profit community**

Strategy: Convince audience that this event is worth while. Capitalize on connections we already have.

Tactics:

- * “Friend”-raiser: staff members invite friends and family to a casual gathering, which will have some sort of promotional/surprising component

- *Old Bills: headbands for kids, post cards

- *Personal reach-outs to non-profits & businesses in the Jackson community

- *Speak to the Rotary Club lunches/breakfast

- *Use friends & coworkers to spread word of mouth:
\$5 for 5 program

TACTICS

Goal #3: To excite the Jackson community about a new Festival

Strategy: Interact with audience in fun ways before the Festival takes place

Tactics:

* JH Live Elephants in Wyoming: World Elephant Day

--Run around in costumes

--Photobooth/ create sharable content with #wildfestival and #jhlive

--Exchange Facebook "like" for JHWFF sticker

--Need props? Need back-drop

*Photo Contest (late August): either post your best WILD photo or post a photo of how you protect the environment. Push on social media. Winner gets free pass.

*WILD trailer (two-weeks from today). Create fun & exciting trailer for the event. Push out heavily on social. Use partners to help cross-promote the event

TACTICS

Goal #4: Attract **out-of-towners** in drive-to regions like Bozeman, Idaho Falls and Salt Lake City

Strategy: Initiate new press relationships & cross-promote with our partners in these areas. Target hotels & airlines.

Tactics:

*Adventurers & Scientists: Greg Treinish will be participating in Party for the Parks & TEDx. His org. will help push out in Bozeman

*Checkbook/hotel card inserts

*Concierge rounds--send staff to talk with concierge

*BigLife magazine

*Airline Magazines (Julie)

*Regional Press Lists: send press release and also post to online and print calendars in these publications

*Reach out to our 'friends' of Festival in these regions to help us cross-promote.

*Reach out to NPR

Extras:

--Should we emphasize Party for the Parks more? Are we changing the name?

--Get press materials to hotels in Jackson for guests who are in town

--Universities: Fellows program??