

**A**

DATE/TIME

NOISE REDUCTION ☐ ON ☐ OFF

April 3-12, 2020 Highmark Theatre

**B**

DATE/TIME

NOISE REDUCTION ☐ ON ☐ OFF

# PUMP UP THE VOLUME

World Premiere Musical

Book & Lyrics by Jeremy Desmon  
Music by Jeff Thomson  
Based on the screenplay by Allan Moyle  
Directed by Dave Solomon

## Pump Up The Volume

PRODUCED IN  
COLLABORATION  
WITH



Entertainment  
Group

CONSERVATORY THEATRE COMPANY  
**PITTSBURGH  
PLAYHOUSE**  
POINT PARK UNIVERSITY

412.392.8000  
PITTSBURGHPLAYHOUSE.COM

Group #1

STEVEN BREESE Artistic Director • DREW [illegible]  
KIM MARTIN Producing Director

Lily Scott, Hannah Confer, Makenna Davies,  
Laurence Dallas, Noah Smith

# Company Overview: The Pittsburgh Playhouse

- Pittsburgh Playhouse has been open for over 80 years
  - Original location in Oakland
  - New Playhouse built in 2018 in Downtown
- The new playhouse features three academic and theatre spaces
  - scene, prop, and costume shops
  - sound stage and many more amenities
- RWS Entertainment is sponsoring the production
  - Located in NYC
  - Does a lot of branding and entertainment work in Pittsburgh
- The show runs from April 3rd – 12th, 2020

# Industry Conditions and Trends

- **Broadway in the past year...**

- Attendance was up 9.5 percent
- The overall grosses rose even faster, to 10.3 percent which made it be the 6th time to record a recorded break year.
- More than 14 million patrons saw shows bringing in a total of 1.8 billion in the box office
- Last year 65.1 million people travelled to NY to see a show on Broadway.
- 63% of people make up of those who attend Broadway shows

- **Hamilton**

- Premiered on August 2015
- Won many awards...
  - 11 Tony Awards
  - 7 Olivier Awards
- It had record break of having 16 Tony nominations
- The music became popular
- Over social medias it was talked about, and other blogs, websites, etc.



# Customer Perceptions and Behaviors

- Money & Brains (12.6%)
- The Cosmopolitans (5.4%)

American Dreams (5.3%)

- Pools & Patios (4.3%)
- Bohemian Mix (4.3%)

## Behavior

Age 45-64

- Urban, wealthy, educated, ethnically diverse, sophisticated
- Live in fashionable homes
- Shop at upscale retailers, drive luxury cars
- Travel for business

Age: 55+

- Educated, upper-midscale, ethnically diverse
- Enjoy vibrant social scene, love nightlife & leisure activities
- Shop at Macy's, exclusive retailers
- Frequent the arts, enjoy gardening, reading, & entertaining
- Vacation abroad & local travelers

Age: < 55

- Urban, upper middle class, white collar, multilingual, highly diverse
- Lifestyle Traits
- Enjoy family entertainment
- Visit the zoo & other local outings

Age: 45-64

- Empty-nesters, white collar managers & professionals
- Shop at big-box retailers for health food, computer equipment, & electronics
- Domestic & local travel
- Often visit local museums, the theater, or casual-dining restaurants

Age: < 55

- Urban, upper middle class, college educated, ethnically diverse
- Lifestyle Traits
- Progressive, liberal lifestyles
- Early adopters, enjoy latest movies & electronics
- Visit trendy nightclubs, microbrews

# Competitor Analysis

- **Point Park Dance Department Show**

- "Student Choreography Project"
- April 3rd-5th, 2020
- Always a sold-out show

- **Pittsburgh Symphony Orchestra**

- Heinz Hall
- "Gil Shaham Returns"
- American-Israeli violinist
- April 5th, 2020

- **Pittsburgh Cultural Trust**

- Around since 1984
- Also produces local arts and entertainment like Point Park

# Marketing Challenges

- **Name Recognition**

- Not a heavily recognizable show
- Movie
  - Cult Classic?
- Broadway

- **Timing**

- "Pippin"
- Dance show
- Change in Playhouse production schedule

- **Noticeability**

- Theatre productions marketing campaigns are not as widespread
- Needs to reach a larger target audience

# Annotated Bibliography

- Amenities: Point Park University. (n.d.). Retrieved from <https://www.pointpark.edu/pghplayhouse/Amenities/index>
- About the Pittsburgh Cultural Trust. (n.d.). Retrieved January 22, 2020, from [https://trustarts.org/calendar?order\\_by=month&genre=&organization\\_id=&start\\_date=&end\\_date=](https://trustarts.org/calendar?order_by=month&genre=&organization_id=&start_date=&end_date=)
- About the Pittsburgh Playhouse's *Student Choreography Project* (n.d.). Retrieved January 22, 2020, from <http://www.pittsburghplayhouse.com/current-season/conservatory-dance-company/spring-student-choreography>.
  - I used this to show that the playhouse already sells events out if they are well known and show talent. It shows that it is possible to sell out the events if they are good enough!
- Hamilton. (n.d.). Retrieved January 27, 2020, from <https://www.thepressroomnyc.com/hamilton>
- Janiak, L. (2019, February 13). 'Hamilton' by the numbers. Retrieved January 27, 2020, from <https://datebook.sfchronicle.com/theater/hamilton-by-the-numbers>
- Paulson, M. (2019, May 29). Broadway's Box Office Keeps Booming. Now Attendance is Surging, Too. Retrieved January 27, 2020, from <https://www.nytimes.com/2019/05/29/theater/broadway-box-office.html>
- Pittsburgh Symphony Orchestra at Heinz Hall (05 Apr 2020). (n.d.). Retrieved January 27, 2020, from <https://www.songkick.com/concerts/39092421-pittsburgh-symphony-orchestra-at-heinz-hall>
  - I used this because it told me that around the time of Pump Up The Volume and it shows that this is more known and people like the comfort of what they expect.
- (n.d.). Retrieved from <http://www.pittsburghplayhouse.com/about/future-plans>
- (n.d.). Retrieved from [https://pointpark.schoology.com/system/files/attachments/files/m/201912/course/2260403300/PumpUpVolumeGraphics\\_5e0a2bfff26c9.jpg](https://pointpark.schoology.com/system/files/attachments/files/m/201912/course/2260403300/PumpUpVolumeGraphics_5e0a2bfff26c9.jpg)
  - I used this image for the title slide.
- Retrieved on January 26, 2020 ( Point Park University's Pittsburgh Playhouse Target Market Segmentation Analysis )PDF. (2015, July 22). Pittsburgh.
  - I used this source to gather information about the types of customers that are most attracted to our product. I also used it to outline the lifestyle trends of the customers.