



PR Plan and Event Promotion

RAINN x Pitchfork Music Festival

Situation

RAINN is **the nation's largest anti-sexual violence organization**. They help survivors of **sexual assault, rape, and incest** by educating the public, improving public policy, providing a consulting service, and hosting promotional events.

RAINN is working with Pitchfork Music Festival to:

- Construct a promotional plan to reach target audiences
- Develop and continue consistent posts on social media
- Secure placements in national publications
- Source media, tech, and industry panel partnerships

Additional context:

- Indie as a genre is one of the most consistent in terms of viewership in the music industry.
- RAINN is targeting the correct audience: IMS reported that millennials are 40% more likely to attend festival and club events than any other age group.

SWOT Analysis

STRENGTHS

- Distinct brand identity
- Passionate team of “full-time” staff
- Visually appealing website
- Active social media accounts
- Easily identifiable target audience
- Effective student promotional teams at previous winning schools

WEAKNESSES

- Engagement on Facebook posts, Youtube videos, and tweets are low
- Vague contest rules on website could discourage potential participants

OPPORTUNITIES

- Increase brand and event awareness
- Differentiate social media content
- Unify “voice” on social media
- Develop a hashtag that associates RAINN with a positivity

THREATS

- Cancellation of the festival due to lack of demand
- Lack of community support
- Lack of funding
- Weather implications

Media Audit

- RAINN has been featured in Teen Vogue, Music Connection, and Celebrity Access for their recent events.
- Overall strong social media presence. Channel breakdowns:
 - Active Twitter, therefore the most followers. (56.1k followers)
High quality photos and informative posts; however, it does not consistently utilize hashtags on posts.
 - Active Facebook; it is the basis of communication between the community and client. (103,000 page likes)
- Current communication vehicle relies on shared media, with the exception of YouTube videos and the website.
- This will be the organization's first collaboration with the music industry.

Objectives

- Sell out festival weekend
- Increase traditional press coverage:
 - Pitch to a minimum of 5 national publications
 - Pitch to 20 major Chicago-based outlets
- Increase following on:
 - Instagram by *30%*
 - Facebook by *15%*
 - Twitter by *20%*

Audience

The main audience for RAINN x Pitchfork is undergraduate students, leaders within student communities, and social influencers across the nation:

- Students within the age bracket of 18 - 24
- Interested in EDM and hip hop culture
- Leaders of social student communities (such as Greek life, event boards)

Media consumption habits of target audiences according to [Resonate](#):

- Women between ages of 18-26:
 - Heaviest users of social media (Instagram, Twitter, Snapchat)
 - Use Apple Music the most
 - Read magazines like Vogue and Cosmopolitan
- Men between ages of 18-26:
 - Heaviest users of music platforms
 - Read New York Times
 - Spend the most time online
- Important to accommodate these media consumption habits in order to best communicate with target audiences.

Research

Information needed from client:

- Information from both the festival and client's social media analytics to measure engagement, design preferences, reach, and reaction.

Additional research:

- Analyze past publications that have featured the festival to understand how it has been marketed previously.
- Investigate RAINN's potential in future partnerships.
- Conduct research on other successful nonprofits working with concerts.
- Conduct, or source, a student survey to determine which media and tech brands the target audience most identifies with.

Key Messages

The fight against sexual violence matters:

- Why does this matter:
- Call-to-action:

RAINN x Pitchfork spreads positivity.

- Why does this matter:
- Call-to-action:

Strategy

- Increase event awareness across the country
 - Pitching to college publications will allow for an immediate boost in brand awareness among target audiences across the country.
- Increase traditional press coverage
 - Familiarizing important industry analysts and journalists with the brand will likely lead to additional press coverage opportunities in the future.
- Increase following on Instagram, Facebook, and Spotify
 - Building strong online team “HQ” for your audience will help mobilize members of the community and establish a strong association with the festival’s positive attention.

Tactics: Event Awareness

To increase event awareness across the country:

- When: January 1 – July 22
- Pitch the event to 20 Chicago-based news and music-related outlets
- Reach out to social chairs and other collaborative nonprofits who show the most interest in the cause
- Reach out to social media influencers, photographers, videographers with opportunities to cover festival

Tactics: Press Coverage

To increase traditional press coverage:

- Draft two press releases to use in pitching client partnership and event.
- Some earned media pitch angles:
 - Pitch a profile about RAINN founder Tori Ramos
 - Pitch the lineup announcement as an exclusive
 - Pitch the festival as a revolution for change in the world
 - Pitch the political angle of the event
- Create an online media kit

Tactics: Social Media

To increase following on social media:

- Create or curate four engaging, strategic, visually-appealing social media posts each week
- Create an Apple Music playlist featuring all featured artists, spotlighting new songs and releasing early exclusive demos.
- Host giveaways exclusively on Twitter and Facebook.
- Boost posts on Instagram and Facebook.

Timeline



January

7th - Complete festival announcement press release

8th - Begin pitching exclusive announcements to national publications

1-31st – Content, update weekly

13th - Begin pitching around the nation with a heavy emphasis on Chicago publications

20th - Send out press kit

21st - Streamline festival's promotions to focus heavily on lineup

February - May

1st – Social media promotions and giveaways, live events on Instagram

9th – Announce partnership with RAINN

10th-16th – Send out press releases and exclusives

17th-22nd – Begin searching for event vendors/sponsors

June/July

June 14 – Follow up and schedule vendors/sponsors

June 1-30- Heavy social media push in content calendar

July 10 – 100 ticket giveaway through social media sites

July 19- 22 – Festival Date

Budget

Agency Fee: \$250

Estimated out-of-pocket expenses for social push:

- Social media giveaways (\$100-\$300)
 - Promotional t-shirts, signed posters, phone wallets, etc.
 - Providing incentives to the audience can increase the amount of followers and provide a gateway to a more interactive relationship.
- Media kit production (\$100)
 - Will cover the production cost of b-roll footage for the upcoming concert to be used in the online media kit.
- Post boosts on social media (\$5 - \$10 per post)
 - Boosting posts can help reach very specific target audiences, thus increasing exposure of important information at a nominal fee.

The background of the slide is an abstract geometric pattern composed of numerous triangles of varying sizes and shades of blue, ranging from light sky blue to a deeper cerulean. These triangles are arranged in a way that creates a sense of depth and movement, with some triangles pointing towards the center and others pointing outwards. The overall effect is a modern, clean, and professional aesthetic.

Questions?