

Another Planet X BCEC

Spring 2024 | Final Deliverable



INTRODUCTION

OVERVIEW

DATA ANALYSIS

INTERVIEW INSIGHTS

RECOMMENDATIONS

INTRODUCTIONS



Introduction

Project Managers

UC Berkeley's Business Careers in Entertainment Club (BCEC) is a student consulting organization sponsored by the UC Berkeley Haas School of Business. Our organization allows students to cultivate analytical and creative skills in entertainment through industry-specific sector projects.



Lilah Navale
B.A. Economics



Elaine Hong
B.A. Media Studies
B.A. Art Practice

Introduction

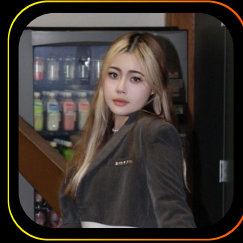
Project Members



Lili Le

Team Lead

B.A. Economics
B.A. Media Studies



Christina Wang

B.A. Economics
B.A. Data Science



Dahlia Escobar

B.A. Media Studies



Islamyat (Izzy) Bakre

B.A. Media Studies



Julia Ginsburg

B.A. Media Studies
B.A. Political Science



Riya Shah

Team Lead

B.A. Data Science
B.A. Cognitive Science



Nicolette Obuljen

B.A. Political Science
B.A. Music



Shining Lu

B.A. Economics



Sydney Seifer

B.A. Public Health



Reena Bantican

B.A. Media Studies

OVERVIEW



Project Focus & Context

Project Focus

Understand the primary influential factors behind ticket purchases to improve Another Planet Entertainment's marketing strategies

Key Goals

Data Collection: Gathered responses from 250+ survey participants and 10 in-depth interviews.

Survey Insights: Analyze responses to determine trends and key insights.

Application: Use our insights to provide marketing recommendations.

DATA ANALYSIS



Outreach Methods

Aspect ratio adapted for Instagram Story, Instagram Post, and physical flyer

Incentive

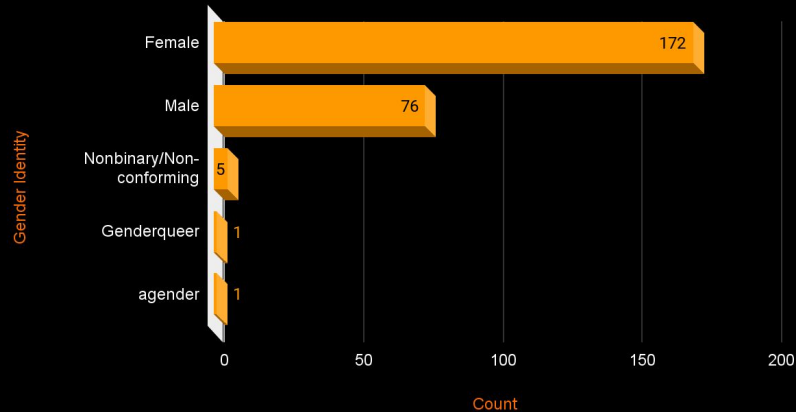


Survey url link & QR code

Respondent Demographic

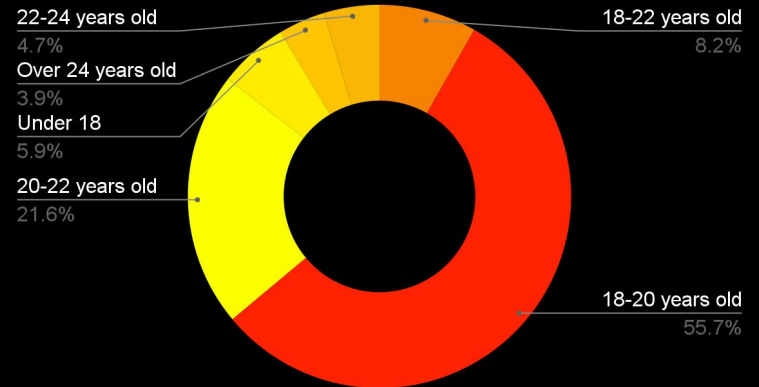
Gender

What is your Gender Identity?



Age

How old are you?



Our analysis will mainly focus on the input of those considered "Gen Z" (ages 11-26).

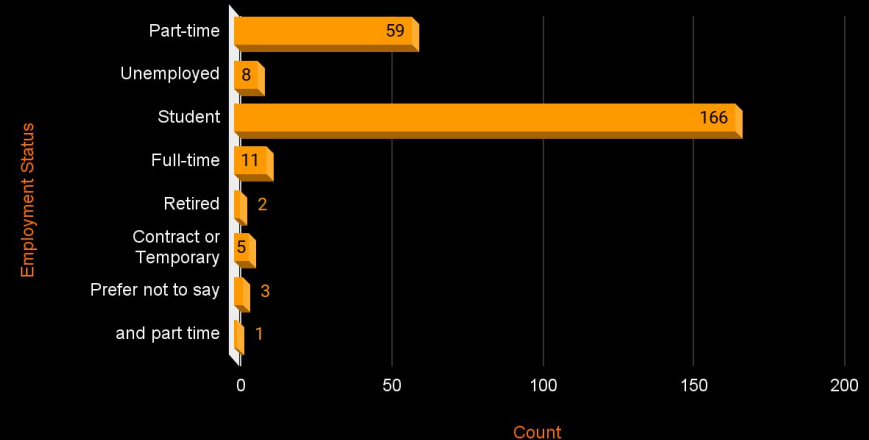
Respondent Demographic

Ethnicity

| | |
|--------|--------------------|
| 6.25% | African-American |
| 57.81% | Asian |
| 8.2% | Hispanic or Latinx |
| 0.4% | Middle Eastern |
| 12.11% | White/Caucasian |
| 14.06% | Multiple |
| 0.8% | Prefer Not to Say |

Employment

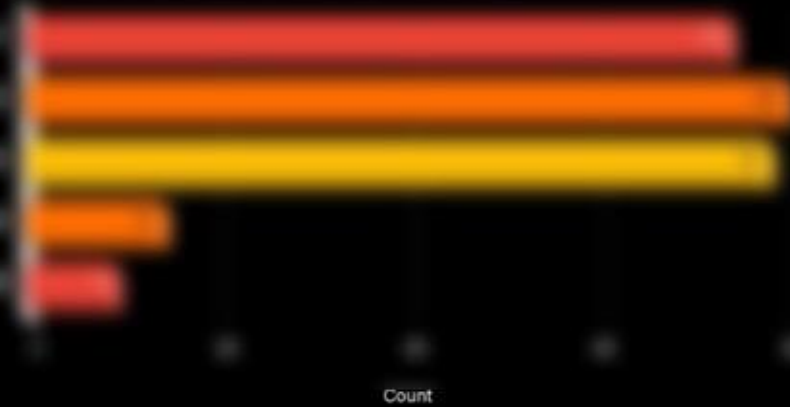
What is your current employment status?



Responses represent a wide variety of backgrounds in the UC Berkeley area.

Concert Attendance

How frequently do you attend concerts in the Bay Area?



Key Insights

- Most of our respondents do not attend concerts.
- Those who do tend to target the audience to support their frequent attendance.



Marketing Reach

Another Planet's Reach



100% of respondents have
100% of respondents



Preferred way to find about AP
is specifically through social media
platforms **100%**

Overall Reach

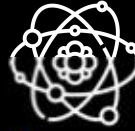


100% of respondents want to
get information through
100%



Significance is being **100%**
100% through
social marketing, advertising
platforms, etc.

Venue Preferences



Key Insights

- Profile **audience (20,000)** in **local venues (20,000)**
- Profile **online venues (20,000)** over **online venues (20,000)**, no preference for the rest
- Most of 80%+ venues already cater to the interest, however the **audience**
- Regularly **collect feedback** on venue preferences



Discovering Concerts

58%

of concertgoers use social media to discover new acts.

42%

of concertgoers use social media to discover new acts.

Social Media Platforms



Social Media Influence



Where Tickets are Purchased

Ticket Purchasing Data



| | |
|------------|--------------|
| Category 1 | Percentage 1 |
| Category 2 | Percentage 2 |
| Category 3 | Percentage 3 |
| Category 4 | Percentage 4 |

Ticket Purchasing Behavior

Ticket Spending



Influences on Ticket Spending

What factors influence your decision to buy concert tickets?



- ...
- ...
- ...

Concert Interest Factors

Interest in Lesser-Known Artists



Genres of Interest

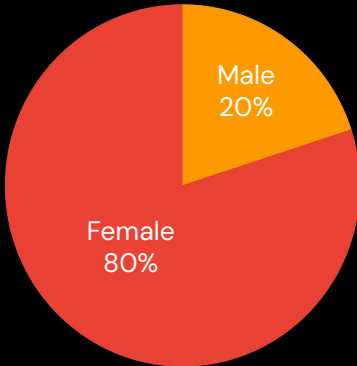


INTERVIEW INSIGHTS



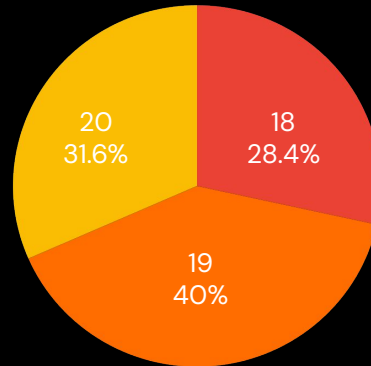
Demographics

Gender



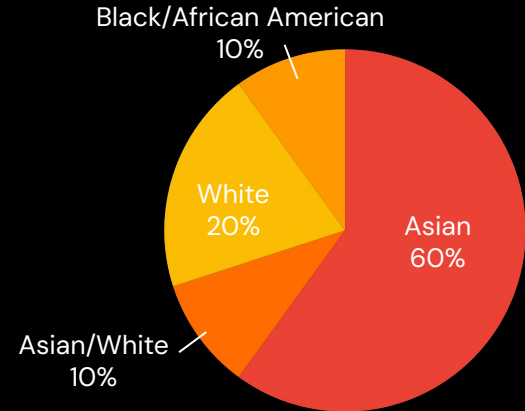
80% of our interviewees are **female identifying**

Age



Interviewees fall into the age category of **Gen-Z**

Ethnicity



Interviewees are from a **diverse** array of backgrounds

Social Media Influence

How often do you use social media, and which platforms do you use?

- I use social media every day, consistently throughout the day
- I use social media occasionally, but not every day

How do you primarily discover concerts/events you are interested in?

- Through social media influencers
- Through social media posts from my friends/followers/following
- Through social media posts from my friends/followers/following



Social Media Influence

How likely are you to share content related to concerts with your friends or followers?

- **Very likely**
 - 1. I would definitely share concert content on social media.
 - 2. I would definitely share concert content with my friends.
- **Likely**
 - 1. I would probably share concert content on social media.
 - 2. I would probably share concert content with my friends.
- **Neutral**
 - 1. I would neither share concert content on social media, nor I would not share concert content with my friends.
 - 2. I would neither share concert content on social media, nor I would not share concert content with my friends.
- **Unlikely**
 - 1. I would probably not share concert content on social media.
 - 2. I would probably not share concert content with my friends.
- **Very unlikely**
 - 1. I would definitely not share concert content on social media.
 - 2. I would definitely not share concert content with my friends.

What type of content?

- Music videos
- Live performance
- Behind-the-scenes

What would make you more likely to share concert content?

- Exclusive content
- Behind-the-scenes
- Live performance
- Music videos
- Exclusive content
- Behind-the-scenes
- Live performance
- Music videos

Content Preferences & Ticket Purchasing

- **How do people buy tickets?**
 - 1. **Through the venue's website**
 - 2. **Through the venue's app**
 - 3. **Through the venue's social media**

- **How do people buy tickets?**
 - 1. **Through the venue's website**
 - 2. **Through the venue's app**
 - 3. **Through the venue's social media**

- **How do people buy tickets?**
 - **Through the venue's website**
 - **Through the venue's app**
 - **Through the venue's social media**



Ambassador Program

“Working with the artist behind the scenes of concerts for hands-on learning”

Ambassador Activities



Ambassador Incentives



RECOMMENDATIONS



Social Media

INSTAGRAM RECOMMENDATIONS

- Research Content
 - 1. Research the business content.
 - 2. Post more content with artists who is working with.
 - 3. Post to make posts **more** **engaging** for consumers.
- Engaging more content
 - 1. Work to introduce **more** **new** **content** on posts.
 - 2. Use new technology on posts.
 - 3. Work content for on posts.

SPOTIFY RECOMMENDATIONS

- Research on **more** **engaging** **content** on posts that highlights artists who are popular and work with company.
- Research the content.



KEY TAKEAWAY

- Overall, Another Planet Entertainment should focus on **making** **more** **engaging** **content** including Instagram and Spotify for consumers to enjoy.

Adhere to Gen-Z Audience

GEN-Z PREFERENCES

- **Short-Form Content:** Gen-Z prefers bite-sized, easily digestible content that fits into their fast-paced lifestyle.
- **Authenticity & Relatability:** They value genuine, unscripted content that resonates with their experiences and emotions.
- **Visual Appeal:** High-quality, visually engaging content is crucial for capturing their attention.
- **Interactive & Engaging:** They enjoy content that encourages participation, such as polls, challenges, and Q&A sessions.
- **Collaborations & Influencers:** Partnerships with relatable influencers can significantly boost reach and engagement.

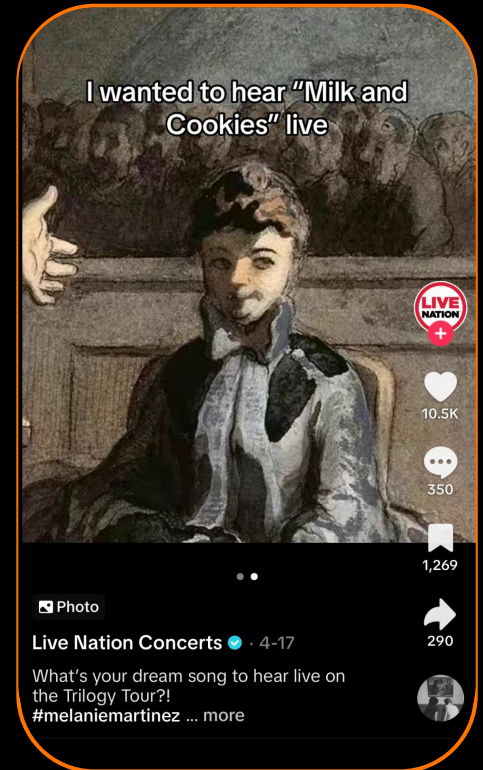
RECOMMENDATIONS

- **Optimize for Mobile:** Ensure content is mobile-friendly and loads quickly on smartphones.
- **Use Trending Hashtags:** Leverage popular hashtags to increase visibility and reach.
- **Engage with Comments:** Respond to audience feedback to build a loyal community.
- **Collaborate with Influencers:** Partner with influencers who align with your brand and target audience.
- **Experiment with New Formats:** Stay ahead of the curve by trying emerging content formats like short-form video and interactive stories.

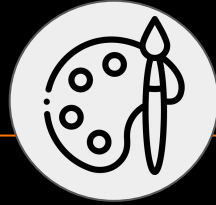
Short Form Video Content

TIKTOK RECOMMENDATIONS

- Research and use **relevant hashtags** to increase visibility in their content
- Post **short** content clips from events that grab your friends
- Make content according to **the 3 C's**
 - 1. **Content** (high quality, original content)
 - 2. **Community** (interact, respond, etc.)
 - 3. **Consistency** (regular uploads, etc.)
- Encourage **likes** to boost engagement
- Effectively **use trending sounds** (e.g., #Pop, #Dance, #Music)



Increase Artist Promotion



- ### 1. COMMUNICATION
- Engage with fans on social media
 - Collaborate with other artists
 - Create content for fans

- ### 2. COLLABORATION
- Collaborate with other artists
 - Create content for fans
 - Engage with fans on social media

- ### 3. PROMOTION
- Engage with fans on social media
 - Collaborate with other artists
 - Create content for fans

These are some of the ways to increase artist promotion. You can also use social media to promote your work.

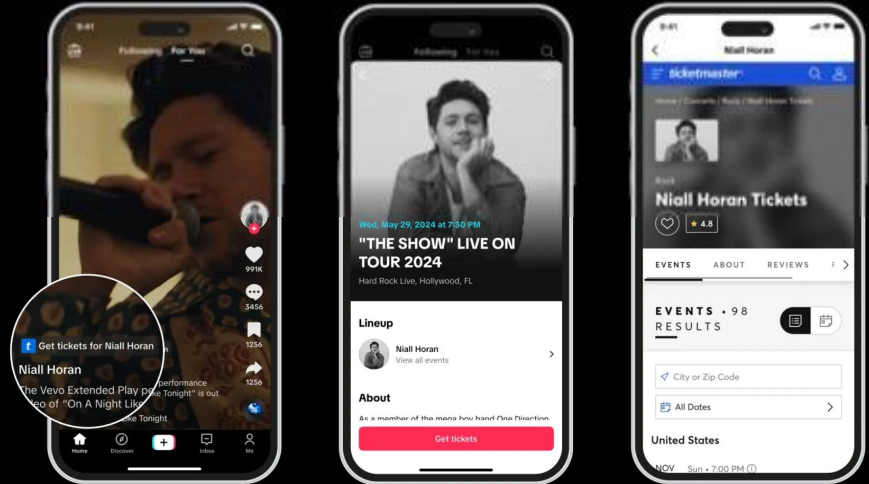
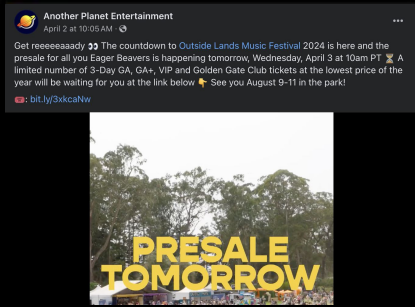
Pre-sale Strategy



Pre-sales shape the sales cycle, helping APE better gauge event demand.

1.

2.



KEY INSIGHTS



Key Insights

Consumer Demographics

| | | | | |
|--|-------------------------------------|--|---|--|
| | Music Preferences >> | Gen Z consumers have diverse music tastes. | <ul style="list-style-type: none">• Gen Z consumers have diverse music tastes.• Gen Z consumers have diverse music tastes. | |
| | Convenience >> | Gen Z consumers seek convenient experiences. | <ul style="list-style-type: none">• Gen Z consumers seek convenient experiences.• Gen Z consumers seek convenient experiences. | |
| | Ticket Purchasing Factors >> | Gen Z is price-conscious and driven by reviews & the artist's social media. | <ul style="list-style-type: none">• Gen Z is price-conscious and driven by reviews & the artist's social media. | |
| | Social Media and Concerts >> | Gen Z can be influenced by social media if content aligns with existing preferences. | <ul style="list-style-type: none">• Gen Z can be influenced by social media if content aligns with existing preferences. | |

Key Insights

Reaching Consumers



Text and Email Updates

Use text and email updates to reach consumers at the right time and place. Personalize messages and include clear calls to action.



Social Media Strategy

Develop a social media strategy that aligns with your brand and target audience. Use a mix of content types and engage with your followers.



Fan Retention and Loyalty

Implement a fan retention program that offers exclusive content and experiences. Use data to identify and reward your most loyal fans.



QUESTIONS

