

# Strategic Communication Plan



## **III Points**

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# Background

III Points is an annual alternative music and art festival hosted at Mana Wynwood in Miami, Florida. Founded in 2013 by David Sinopoli and a group of like-minded friends, III Points started as a passion project with the idea of shining light on the local scene and bringing acts that do not typically perform in Miami. Throughout the years, III Points became one of the leaders among Florida music festivals due to its reputation for representing and uniting a unique and diverse community of Miami.

III Points is traditionally held in late October, which happens to be the most active time for hurricane development in Florida. The weather conditions of the Atlantic hurricane season historically pose a threat to III Points. Matthew (2016) and Irma (2017) hurricanes jeopardized the festival's sales and production operations, resulting in economic loss for III Points. Like the rest of the entertainment and music industry, the COVID-19 pandemic forced III Points to cancel its 2020 festival and twice reschedule the dates of the next event. The pandemic was not the first III Points challenge, as it had previously dealt with the Zika outbreak in 2016, which mainly affected the Wynwood area in Miami (III Points home base).

Following a two-year break from live shows due to the COVID-19 pandemic, the concert industry is experiencing a rise in demand. More tickets are sold to more shows than before, and fans are shelling out top dollar to see their favorite acts. The Music Events segment worldwide is projected to grow by 8.72% (2022-2027), resulting in a market volume of US \$31.78 billion in 2027. The scale of III points expands with each year. During the first launch of III Points in 2013, the festival was attended by 600 people. The following year the number grew to 2500. In 2021, III Points welcomed 50,000 people, 24,000 per day, twice the number of festival attendees in 2019. A total of 206 475 people went to III Points throughout the years.

III Points is making a significant economic impact in Miami by hiring over 1000 staffers, spending \$1.4M on local production companies, and having 60% of their lineup being Miami artists. Despite the approval and admiration of the Miami community, III Points never made a profit. Live Nation, who became III Points partner in 2018, wanted to shut the festival down during the pandemic. Fortunately, due to high post-pandemic demand, the III Points team pushed the sales and doubled ticket sales in 2019. III Points struggle with sales due to competition and inflation yet expands in scope each following year. The reason for this phenomenon is III Point's reputation as a conscious and responsible event producer. The festival is safety and community-focused, emphasizing its attendees' comfort over making a profit.

III Points pushes the boundaries in terms of the ways the audience experience art and music. The intersection of music, art, and technology (all connecting through 3 points) is the concept around which III Points evolves its brand. The two-day festival takes place with over 90 performances across six stages, immersive art installations, various food vendors, and cutting-edge stage designs spread throughout the site. III Points aims to redefine the common perception of Miami as a finance and tech hub and showcase the city's essence - the creative entertainment industry. III Points' clientele is from around the world, creating a mix of Miami residents and foreigners. Before, the festival customer base was 85% South Florida, and in 2021 festival attendees represented over 30 countries.

# SWOT Analysis

## STRENGTHS

- **Support of local leaders and community**
- **Unique platform for up and coming Miami talent and creatives**

## WEAKNESSES

- **Corporate issues with Live Nation**
- **Disorganization**
- **Lack of brand awareness**

## OPPORTUNITIES

- **Capitalizing on the electronic/EDM scene**
- **Investors**

## THREATS

- **Weather conditions**
- **Competition**

# Situation Analysis

III Points is one of Miami's most popular music festivals, but it needs to improve brand awareness. Since its founding in 2013, III Points has established a niche as an alternative music festival that emphasizes local artists and highlights the Miami music scene compared to other festivals in South Florida. III Points has to transition from being an elusive bubble to experiencing growth. Increasing the brand awareness of III Points will help connect it with a larger audience, who would be interested, but need to be aware of what it can offer. III Points tapping into a larger audience will not only help highlight its unique festival experience and become the most popular festival in Miami.

The primary challenging factor for III Points is competition with major festivals, like Rolling Loud and Ultra Music Festival. Those festivals have more mainstream attention compared to III Points.

## Core Opportunity

**Raise public awareness of III Points by reaching the audience beyond the creative community to boost the festival's exposure and attendance.**

# Goal and Objectives

**Goal:** To raise the festival's brand awareness.

**SMART Objective #1:** Increase engagement on Instagram by 15% by the third quarter of 2024.

**SMART Objective #2:** Increase followers on Instagram by 30% by the third quarter of 2024.

# Big Idea

## **Peek Into The Future**

To appeal to our target audience (18-34 age demographic) by letting them experience the festival through VR

### **Big Idea Message:**

Get a sneak peek of the immersive experience only available for a limited time in 3...2...1...III Points VR Experience. Can you see the future?

### **Big Idea Strategy:**

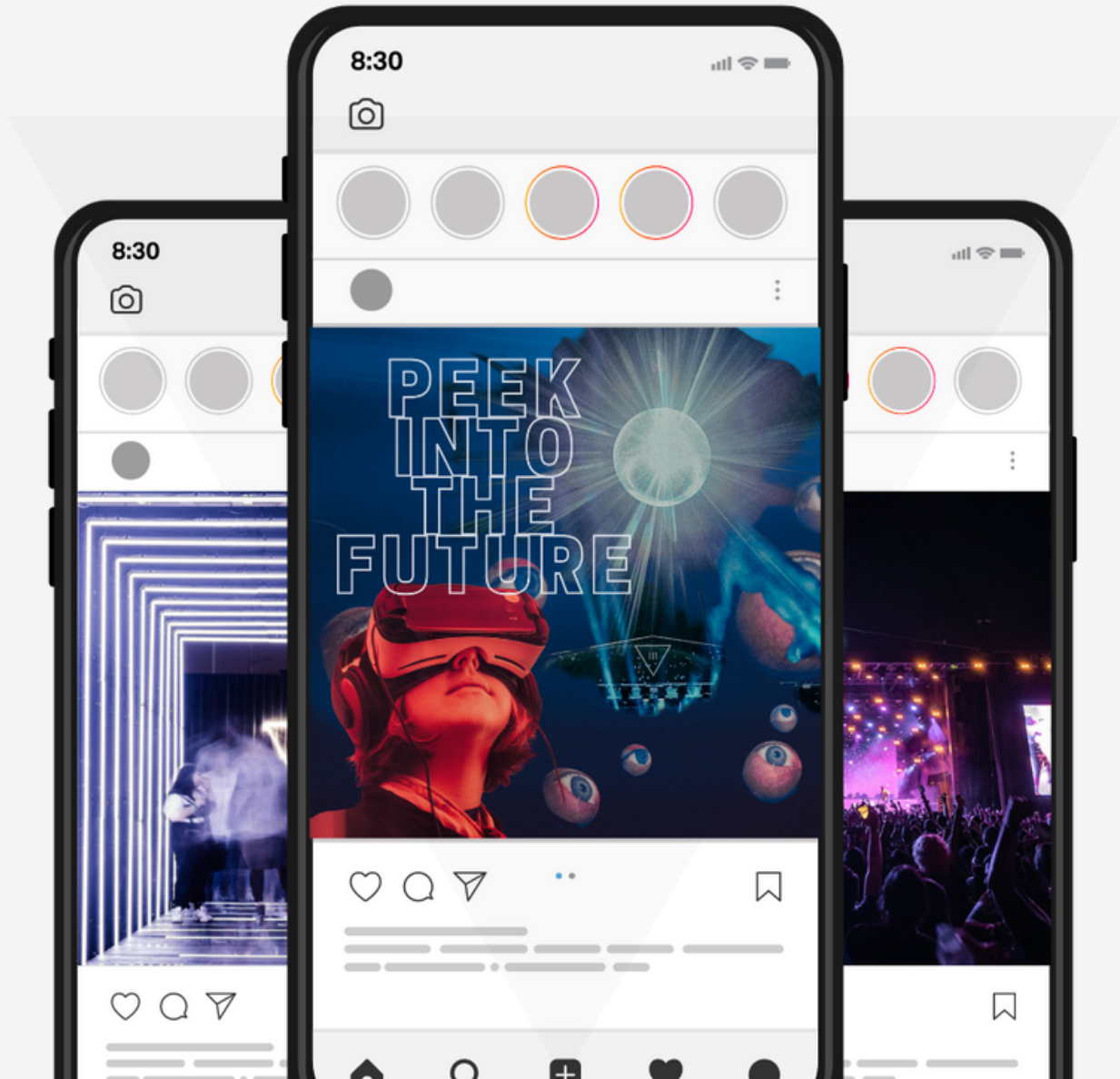
The strategy for the big idea involves virtual reality, which has become very popular since the COVID-19 pandemic shutdown as an alternative to in-person experiences. Especially with the recently established virtual world, Metaverse, consumers are investing more in virtual reality as an escape from reality like video games. The VR experience can be available at points of interest, like malls and large conventions, as a booth. Consumers enter the booth and get a glimpse of III Points as a virtual world, which provides them with a taste of the actual festival experience.

# Big Idea:

## Visual Representation







# Key Publics

## **Artists**

- This public includes local/signed recording artists, producers, and DJs.

**Self-interests:** recording music, performing music, connecting with fans

**Opinion Leaders:** record labels, blogs, peers

**Relationship:** Attract fans to attend the festival and gain exposure from a new audience

## **Tourists**

- This public includes over 26 million tourists visiting Miami each year for various points of interest, such as clubs and beaches

**Self-interests:** visiting new areas, enjoying local cuisine, taking pictures

**Opinion Leaders:** influencers, travel agencies

**Relationship:** Experiencing special events and attractions only available at Miami

## **Festival Goers**

- This public includes the 18-34 age demographic that frequently attends festivals

**Self-Interests:** seeing their favorite artists perform, listening to live music, connecting with other concert-goers

**Opinion Leaders:** influencers, artists, blogs

**Relationship:** Contributing to the growth and success of the festival.

# Messages, Strategies, and Tactics

## **Artists**

Reach out to artists through Facebook, Instagram, TikTok, and Twitter to have them registered to perform at the festival, which provides them more exposure and connects them to their fans

## **Festival Goers**

Persuade festival-goers through Facebook, Instagram, TikTok, and Twitter to attend the festival, which will have their favorite artists live performing.

## **Tourists**

Attract tourists through Facebook, Instagram, and TikTok to attend the festival, located in one of Miami's most popular tourist destinations.

# Calendar & Budget

		Month:	November	December	January	February	March	April	May	June	July	August	September	October
		Week:	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Key public: Festival-goers														
Strategy:	Persuade the audience to attend the festival by promoting on social media													
Tactics:	Countdown to the event or to on-sale dates							X X		X X		X X	X X	X X X X
	Reveal of lineups or special guests								X X		X X	X X	X X X X	X X X X
	Teaser videos and images to increase excitement (livestream, past years footage, favorite moments)							X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	X X X X
	Use urgency to drive purchases when early bird ticket and registration sales end (discount codes)												X X X X	X
	Paid ads (Instagram, Facebook, TikTok)								X X X X	X X X X	X X X X	X X X X	X X X X	X X
	Reposting user-generated content (UGC)								X X		X X		X X X X	X X X X
	Hosting small giveaways (Free VIP tickets)								X X		X X		X X	X X X X
	Interactive content (questions, polls, engaging content)								X X X X	X X X X	X X X X	X X X X	X X X	X X X X
	Emailing newsletters							X X	X X	X X	X X	X X	X X	X X
Key Public: Artists														
Strategy:	Promote artists on the festival lineup through traditional media													
	Contact various media outlets to share articles & generate PR					X	X X X X	X X X X	X X X X					
	Running a radio ad						X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	X X
	Running a TV ad							X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	X X
	Having billboards in South Florida						X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	X X X X	
	Sending out a press release					X X	X X							
Key Public: Tourists														
Strategy:	Promoting through travel agencies													
Tactics:	Advertising a discount hotel package with purchased festival ticket											X X	X X X X	

		Detail	Quantity	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected							
Key public: Festival-goers														
Strategy:	Persuade the audience to attend the festival by promoting on social media													
Tactics:	Countdown to the event or to on-sale dates	Create visual and post	12	0	0	0	0							
	Reveal of lineups or special guests	Create visual and post	14	0	0	0	0							
	Teaser videos and images to increase excitement (livestream, past years footage, favorite moments)	Create visual and post	32	0	0	0	0							
	Use urgency to drive purchases when early bird ticket and registration sales end (discount codes)	Create visual and post	5	0	0	0	0							
	Paid ads (Instagram, Facebook, TikTok)	Pay for service	32	N/A	42,000	0	42,000							
	Reposting user-generated content (UGC)	Create visual and post	16	0	0	0	0							
	Hosting small giveaways (free VIP tickets)	Create visual and post	5	300	1,500	1,500	0							
	Interactive content (questions, polls, engaging content)	Create visual and post	23	0	0	0	0							
	Emailing newsletters	Create visual and post	14	N/A	350	0	350							
Key Public: Artists														
Strategy:	Promote artists on the festival lineup through traditional media													
	Contact various media outlets to share articles & generate PR	Emailing multiple media outlets	17	0	0	0	0							
	Running a radio ad	Paying for a radio ad	5	N/A	5,600	0	5,600							
	Running a TV ad	Paying for a TV ad	5	N/A	10,500	0	10,500							
	Having billboards in South Florida	Paying for billboards	5	N/A	14,000	0	14,000							
	Sending out a press release	Sending a press release	10	0	0	0	0							
Key Public: Tourists														
Strategy:	Promoting through travel agencies													
Tactics:	Advertising a discount hotel package with purchased festival ticket (limited offer)	Partnership	7	0	15,000	0	15,000							

# Evaluation Criteria and Tools

**Objective #1:** Increase engagement on Instagram by 15% by the third quarter of 2024

**Criteria:** By September 2024, Instagram's engagement should increase by 15%.

**Tool:** We will use Sprout Social to measure engagement on Instagram, which will provide insight into where we experienced the most and least engagement.

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**Objective #2:** Increase followers on Instagram by 30% by the third quarter of 2024

**Criteria:** By September 2024, the number of followers should increase by 30% on Instagram

**Tool:** We will use Sprout Social to measure follower activity, which will show at what particular time the account gained the most followers.

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