

# Another Planet X BCEC

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Spring 2024 | Midterm Deliverable



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**NEXT STEPS + CONCLUSION**

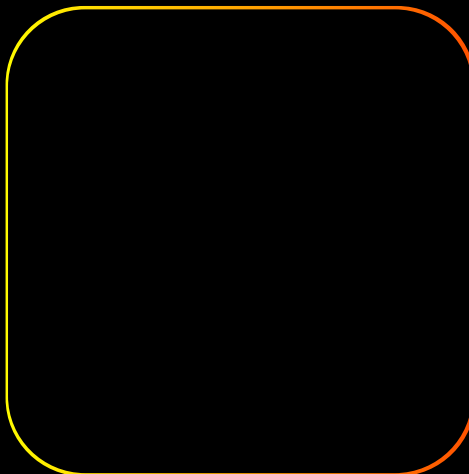
# INTRODUCTIONS



# 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

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# OVERVIEW



# Project Focus & Context

## Project Focus

Understand the primary influential factors behind ticket purchases to improve Another Planet Entertainment marketing strategy

## Key Goals

**Data Collection:** Gather responses from 500 survey participants and 20 in-depth interviews.

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

**Application:** Use our insights to provide marketing recommendations.

# DATA COLLECTION PROGRESS



# Outreach Methods

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**In-person  
intercepts**



**Flyering**



**Post  
(Story + Feed)**



**Referral  
(internal promotion)**



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# Outreach Methods

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

Incentive

The flyer is a vertical rectangle with a dark background and orange and yellow accents. At the top, the words 'FREE CONCERT TICKETS' are written in a stylized, spaced-out font. Below the text is a graphic of a yellow and orange planet with a white ring. To the right of the planet is a QR code and a small rounded rectangle containing the URL 'tinyurl.com/bcec-ape'. Below the QR code, the text reads: 'Take our survey to win 2 free concert tickets to any Another Planet event of your choice!'. At the bottom left is the 'ANOTHER PLANET ENTERTAINMENT' logo, and at the bottom right is the 'BCEC ENTERTAINMENT CLUB' logo. The entire flyer is framed by a thin orange border.

Survey url link & QR code

# Outreach Progress

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Sample Size Goal:

# 500

## Respondents



**250+**  
Received  
Responses



**250**  
more to go  
until goal

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# NEXT STEPS



# Next Steps

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1

**Data collection**



Continue collecting responses until sample goal is achieved

2

**User Interviews**



Conduct in-depth interviews with select respondents

3

**Review**



Consolidate survey & interview feedback to determine trends

4

**Analyze**



Draw conclusions & potential recommendations

# QUESTIONS

