

Another Planet X BCEC

Spring 2024 | Final Deliverable



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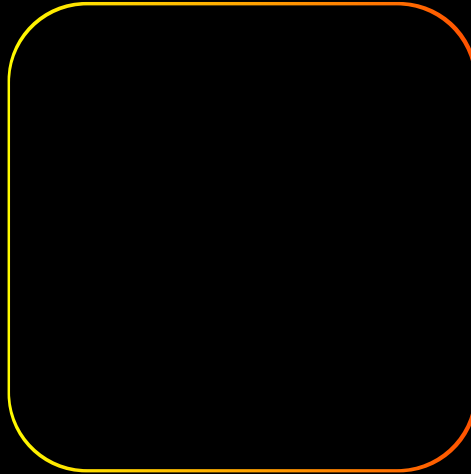
INTRODUCTIONS



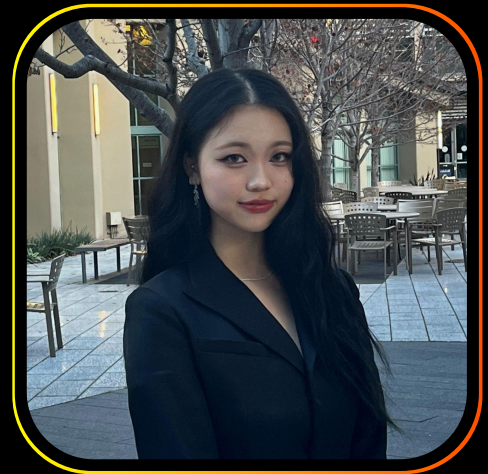
Introduction

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.



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B.A. Media Studies
B.A. Art Practice

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.

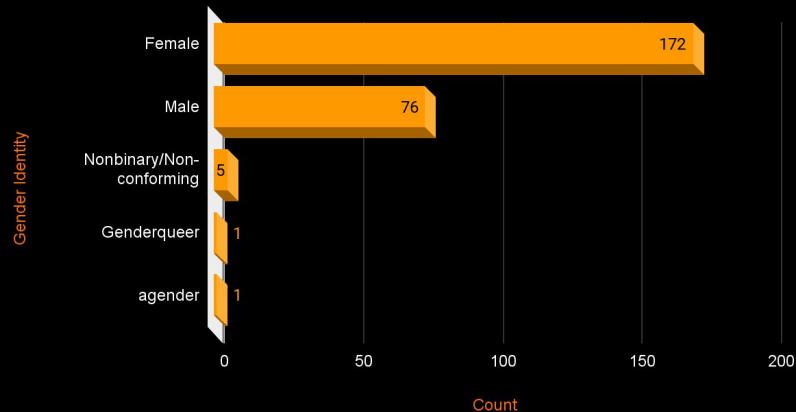
DATA ANALYSIS



Respondent Demographic

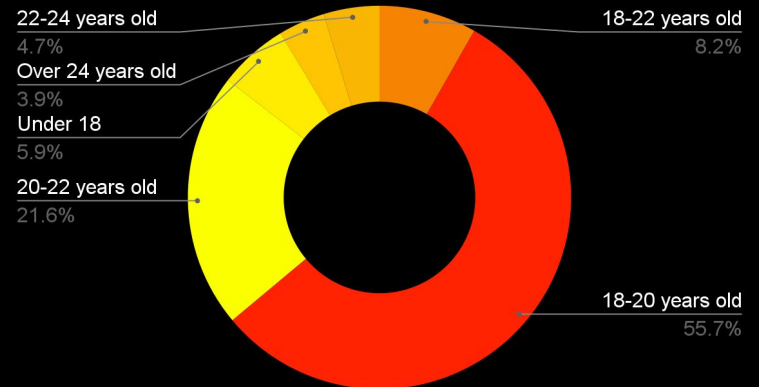
Gender

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).

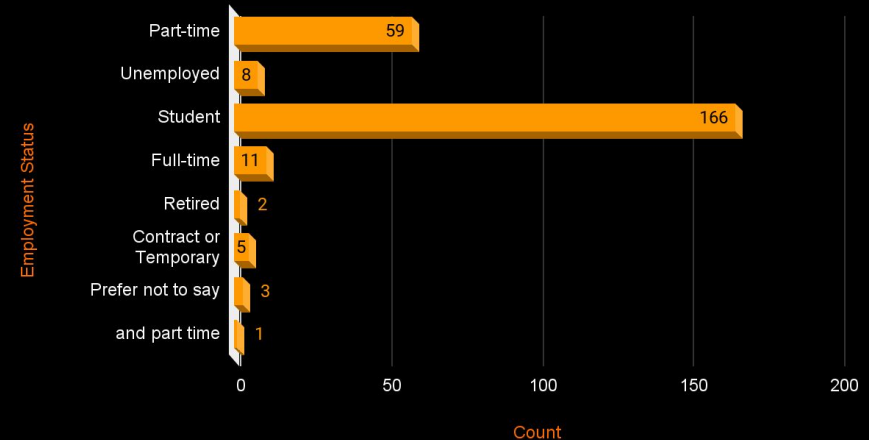
Respondent Demographic

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.

Marketing Reach

Another Planet's Reach



64.8% of respondents have never heard of APE



Preferred way to hear about APE is specifically through APE's and influencers' social media

Overall Reach

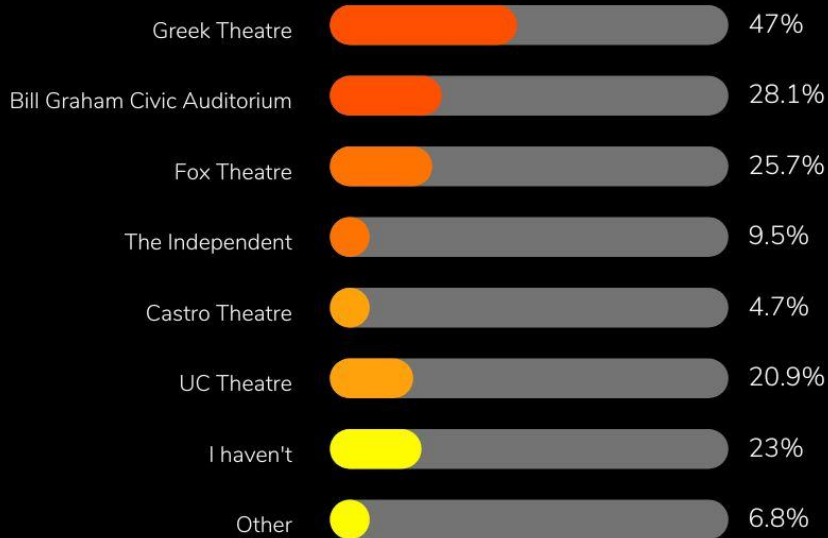


77.5% of respondents tend to gain information through Instagram

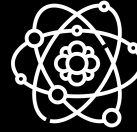


Significance in doing non-social media marketing (through email marketing, streaming platforms, etc)

Venue Preferences



Others Include: Cornerstone, Brick and Mortar Music Hall, Rickshaw Stop, The Warfield, The Regency Ballroom, The Fillmore, Masonic, Frost Amphitheater (Stanford), Bo's 365 Jazz Club, August Hall, Levi Stadium



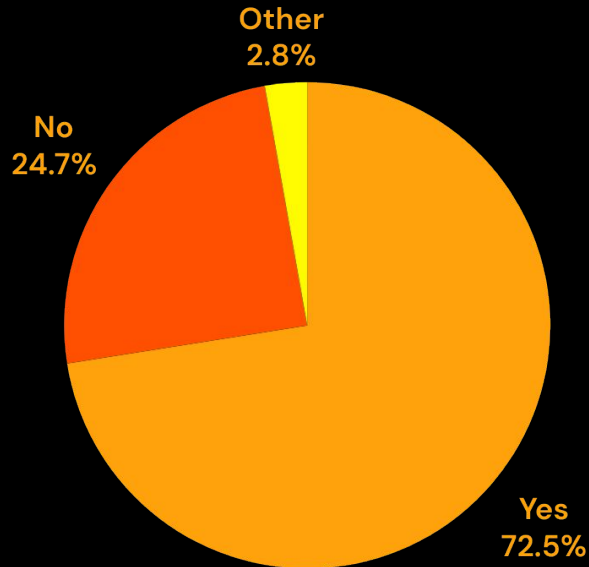
Key Insights

- Prefer **medium** (30.6%) or **small** venues (30.5%)
- Prefer **indoor** venues (62.4%) over **outdoor** venues (27.8%); no preference for the rest
- Most of APE's venues already cater to this interest; maintain this **diversity**
- Regularly **collect feedback** on venue preferences

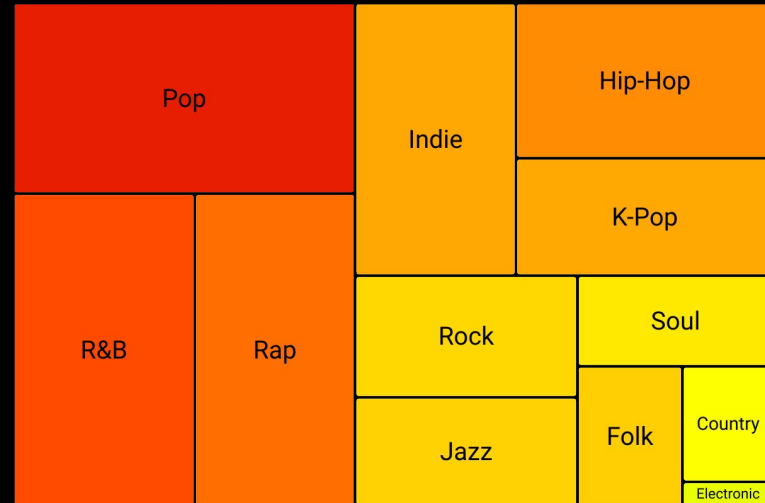


Concert Interest Factors

Interest in Lesser-Known Artists



Genres of Interest

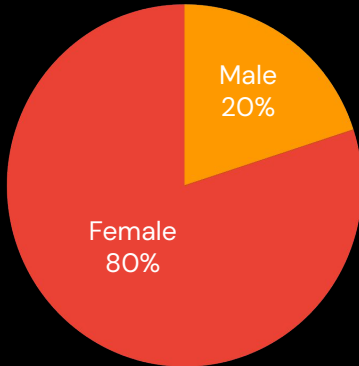


INTERVIEW INSIGHTS



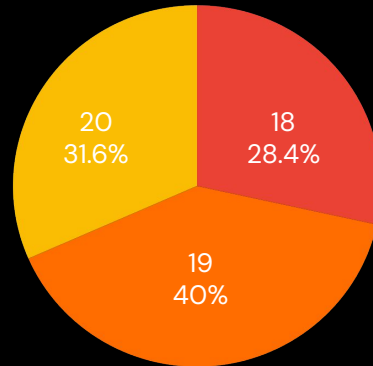
Demographics

Gender



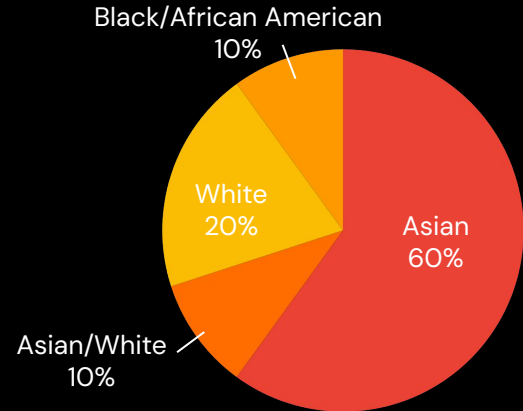
80% of our interviewees are **female identifying**

Age



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

Ethnicity



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

Ambassador Program

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

Ambassador Activities

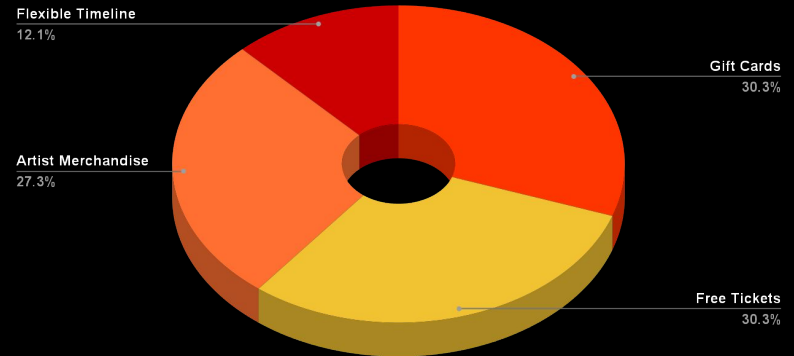
Content Creation

- APE Influencers
- Get Ready With Me to Go See...
- Concert Vlog

Artist Engagement

- Interview Artist
- Styling Artist w/ Their Merchandise
- Games with Artist

Ambassador Incentives



RECOMMENDATIONS



KEY INSIGHTS



Key Insights

Consumer Demographics

Music Preferences

Gen-Z concertgoers have diverse music tastes.

- Diverse range of genre preferences
- Strong interest in underground artists

Convenience

Gen Z concertgoers seek convenient experiences.

- Preference for indoor venues
- Familiarity with convenient locations

Ticket Purchasing Factors

Gen Z is price conscious and driven by interest in the artist over social factors.

- Prioritized ticket price and interest in the performer over other factors

Social Media and Concerts

Gen Z can be influenced by social media if content aligns with existing preferences.

- Engaging short form content & influencers encourage people to attend concerts

Key Insights

Reaching Consumers



Text and Email Updates

Use text or email updates to inform consumers of upcoming events and promote presale initiatives or discounts



Social Media Strategy

Focus on tailoring social media strategies to Gen-Z preferences, staying attuned to trends and favored platforms, and crafting engaging content with influencers



Fan Retention and Loyalty

Reward loyal Another Planet fans with social media influence through ambassador program featuring access to exclusive VIP Perks and behind the scenes access



QUESTIONS

