

Take 6

Henry Mancini Institute Orchestra

Terence Blanchard

Gordon Goodwin

April 1, 2012

What is the product?

Concept began a year ago....
January 2011



What are we marketing?

- Take 6: 10-time Grammy winning jazz/gospel a cappella vocal group
- Henry Mancini Institute Orchestra
- Terence Blanchard
- Gordon Goodwin
- Orchestral performance of Take 6 repertoire, new orchestral arrangements of jazz standards featuring Terence and Gordon.
- UM Gusman Hall concert

Who is your target market?

- Gospel music fans
- Jazz music fans
- A Cappella fans
- Musicians
- Singers
- Music teachers
- Talent Buyers
- Other artist
- UM students
- Christians
- Seventh Day Adventists
- Choir directors
- R&B music fans
- Um Supporters
- Music students

Who is your target market

- Male
- Female
- Diverse ethnicity
- Predominantly 25+
- Miami
- Ft. Lauderdale
- Coral Gables
- UM Campus

What are our goals?

What is our objective?

- Bring value of the event to the consumer
- Influence consumer behavior
- Highlight the features of the event
- Structure the message to appeal to each target
- Use every asset possible to reach object
- Sell out the venue
- Leave UM and consumer with exceptional music experience
- Build excitement to upcoming recording venture

Marketing ideas are discussed

- Brainstorming is great
- Be creative
- Think about different ways to appeal to target market
- Discover creative ways to reach your audience
- Use every tool you have
- Build a plan within your budget to meet your goals...

Use every tool you have

- Time of day
- Pricing of event
- Concessions
- Meet and greet
- Giveaways
- Special guest appearances
- Parking
- Special seating
- Group discounts
- After show social
- Merch giveaway
- Record label assets

Use every tool you have

- Take 6 relationships
- Gordon Goodwin friends
- Terence Blanchard relationships
- Um relationships
- Faculty
- UM contacts
- Frost students
- Industry relationships

Define the message

Create Language

Draft a Press Release

Get approvals on the message

UM Frost School

Henry Mancini Institute

Take 6 Management

Take 6

Terence Blanchard

Gordon Goodwin

Create the graphics

What do we need?

- Photos
- Copy
 - Time
 - Date
 - Ticket price
 - Contact info
 - Tag lines
- Take 6 logo
- Frost School logo
- Ideas of configuration



March 15, 2012



Frost School of Music Presents:

Take 6 with:
10 time Grammy Award winning artist *The Mancini Orchestra*

with speical guests:

Gordon Goodwin
and
Terence Blanchard

*Sunday, April 1 4PM
at Gusman Hall*



New version typos, call to action too small March 18,2012



FROST
SCHOOL OF MUSIC
UNIVERSITY OF MIAMI
PRESENTS:

TAKE 6

10 time Grammy
winning vocal sensations

WITH
Henry Mancini Institute
Orchestra

WITH SPECIAL GUESTS:

**GORDEN GOODWIN
AND
TERENCE BLANCHARD**

Sunday, April 1 • 4pm @ Gusman Hall

General admission \$30 adults / \$20 seniors & students
music.miami.edu/concerts
305-284-4940

Web site and phone number font
is too small



FROST
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UNIVERSITY OF MIAMI
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TAKE 6

10-time Grammy
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WITH
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Increased copy size at bottom



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Take 6 featured logos moved to bottom



FROST SCHOOL OF MUSIC *presents*
10-time Grammy winning vocal sensations

TAKE6

WITH
THE HENRY MANCINI
INSTITUTE ORCHESTRA

WITH SPECIAL GUESTS:
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FROST
SCHOOL OF MUSIC
UNIVERSITY OF MIAMI

TAKE 6

Logos shifted to the side
to make details easier to read



FROST SCHOOL OF MUSIC
presents
TAKE6
10-time Grammy winning vocal sensations

WITH
**THE HENRY MANCINI
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WITH SPECIAL GUESTS:
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FROST
SCHOOL OF MUSIC
UNIVERSITY OF MIAMI

TAKE 6

We should also have a postcard to hand out at various locations



We may need a print ad as well



Web banners

FROST SCHOOL
OF MUSIC
presents
TAKE6
10-time Grammy winning
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Web banner different size



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FROST SCHOOL OF MUSIC
UNIVERSITY OF MIAMI
TAKE 6

We need a poster

“It’s too dark and you can’t read
bottom info

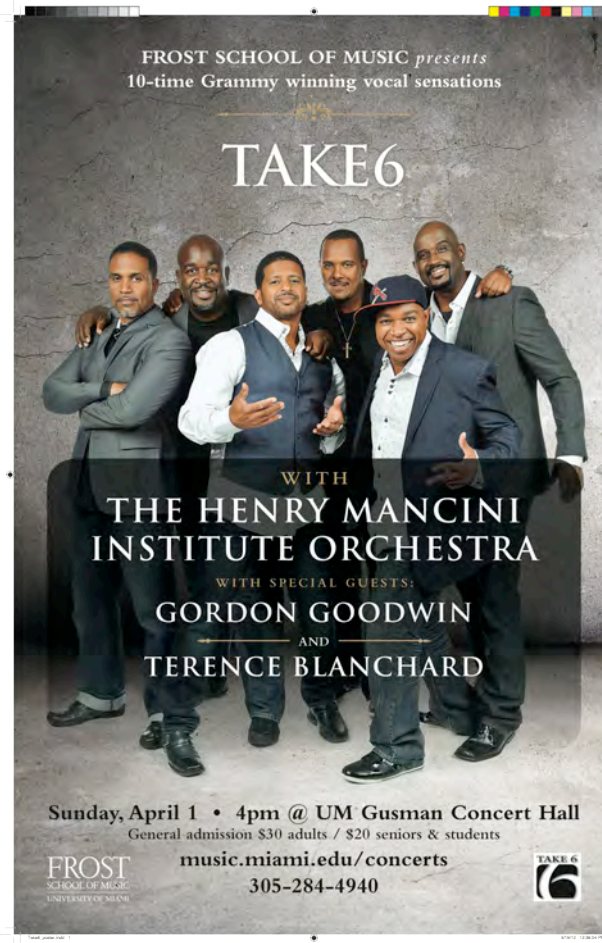


Poster looks better



Poster final

logos moved, type readable





Logos shifted to the side
to make details easier to read



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FROST
SCHOOL OF MUSIC
UNIVERSITY OF MIAMI

TAKE 6

Art

More to it than meets the eye....

- Jpg
- Pdf
- Different file sizes for different uses
- Print
- HTML email
- Banner ads
- Posters
- Post cards

Approval process for art?

- Frost School of Music
- Henry Mancini Institute
- Take 6 Management

Over and over and over and over.....

- Thanks to professionals at every level, this took just a few days to accomplish.

Work the plan

- The event is defined
- Our target market has been identified
- Our materials are approved and prepared
- Marketing ideas are conceived
- Budget is approved

Time to implement.....



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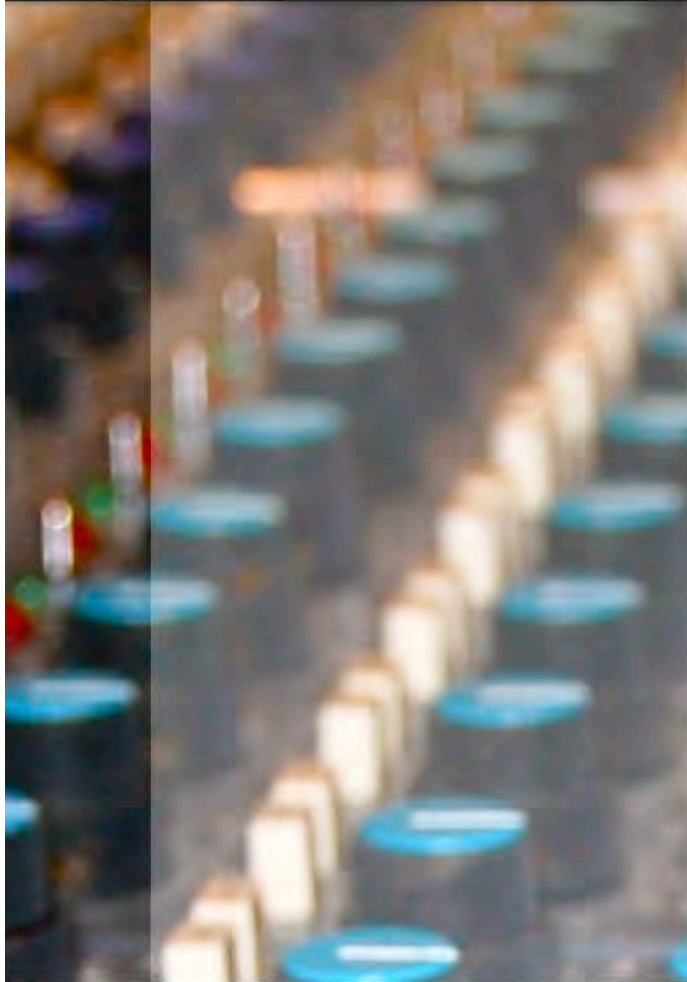
Take 6 (Take6official) on Twitter


Twitter, Inc. (US) https://twitter.com/Take6official

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Chris Palmer @UMArtsPresents

25 Mar

"One" by Take 6 heard on @99Jamz this morning? In advance of Mancini Orchestra appearance on April 1. #Take6UM

Retweeted by Take 6

Expand




Take 6 @Take6official

25 Mar

With Kirk Franklin at Oak Cliff Bible Fellowship [twitpic.com/917ebi](https://twitter.com/twitpic.com/917ebi)

[View photo](#) [Reply](#) [Retweet](#) [Favorite](#)




Take 6 @Take6official

25 Mar

With Kirk Franklin at Oak Cliff Bible Fellowship in Dallas TX:) fb.me/1IHShN48Y

[View photo](#)




Take 6 @Take6official

25 Mar

We are up EARLY!! Good grief lol. Heading to sing at a Church service in Dallas. Debuting the single "ONE":)

Expand




Take 6 @Take6official

25 Mar

MIAMI/ CORAL GABLES: Next SUNDAY, April 1 @ Maurice Gusman Concert Hall, University of Miami w/ special guests... fb.me/1HKA69dc5

Expand



Brian Atkinson @bopvox

24 Mar

Take 6. Night 2 in Dallas with @Take6official #mylifeisbetterwithsubs pic.twitter.com/Pho00Mnk

Retweeted by Take 6

[View photo](#)

Take 6 (Take6official) on Twitter

Twitter, Inc. (US)https://twitter.com/Take6official

Google

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TAKE 6

Take 6 @Take6official

2 Apr

Had a wonderful time in Miami, with Gordon Goodwin, Terence Blanchard and the Mancini institute big band and orch! Thx to all who came out!

Expand

TAKE 6

Take 6 @Take6official

1 Apr

The show was SO much fun. Everyone was incredible...from Gordon Goodwin, to Terence Blanchard, to the... fb.me/1xJqxYr7L

Expand

TAKE 6

Take 6 @Take6official

1 Apr

The set list...you may know some of these songs:) fb.me/1UR2lcNwD

[View photo](#) [Reply](#) [Retweet](#) [Favorite](#)

TAKE 6

Take 6 @Take6official

1 Apr

In the dressing room getting ready for the sold out gig today! Should be an incredible time with Gordon Goodwin,... fb.me/1Ked8FoNP

Expand

TAKE 6

Take 6 @Take6official

1 Apr

Busy day already in Miami! Radio interview earlier at 99Jamz... Church service now at Bethel Full Gospel...4pm... fb.me/1rk1bkWPC

Expand

TAKE 6

Take 6 @Take6official

31 Mar

From rehearsal today fb.me/1MJITKZAC

[View photo](#)

Adrienne Arsht Center email list

Take 6 with the Henry Mancini Institute Orchestra

**April 1
4PM**

UM Gusman Concert Hall

Ten-time Grammy award-winning super vocal group **TAKE 6** sets the standard for a cappella groups of this generation. The group's swinging, harmony-rich gospel sound is beloved the world over. They are working on a brand new project with arrangers from the Frost School's Henry Mancini Institute, and will perform a sneak peak for YOU! They will also perform many all-time a cappella favorites. Other concert highlights will feature legendary jazz trumpeter **Terence Blanchard** and arrangements by award-winning saxophonist, arranger, composer, and conductor **Gordon Goodwin**.

\$30 Adults / \$20 Seniors and Students

Tickets: 305.284.4940 or [Online](#)

UM Gusman Concert Hall

1314 Miller Drive | Coral Gables 33146



WEDR

Morning of Show

8:00 a.m. April 1, 2012



Noon church performance before 4:00 p.m. show April 1, 2012



Henry Mancini Institute Orchestra
featuring Take 6, Gordon Goodwin, and Terence Blanchard
April 1, 2012 4pm

Want a Cracker?
Rippin' and Runnin'
The Biggest Part of Me
Lullaby
TAKE 6 A CAPELLA
He Never Sleeps
It Was a Very Good Year

INTERMISSION (15 minutes MAX)

Bless This House
Over The Hill
TAKE 6 A CAPELLA SELECTIONS
Bach 2 Part Invention in Dminor
Smile
Sweet Jesus Boy
Just in Time
Seven Steps to Heaven

ENCORES (if needed)

A Few Good Men
TAKE 6 A CAPELLA SELECTIONS



*Tonight's
Performance*

SOLD OUT

A Team Effort
Well Done!