SALL SAN FRANCISCO BALLET

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Jay Chiat 2023 Awards Submission





EXECUTIVE SUMARY



SF Ballet / Nutcracher / Jay Chiat 2023 Awards Submission

The San Francisco Ballet suffered staggering loss during the pandemic, remaining closed with ZERO revenue until December 2022.

When they could finally reopen, they needed to fill a 1,500-seat opera space, usher in a new era of leadership, and re-energize San Francisco's hard-hit downtown that showed no signs of recovery.

Furthermore, indoor events were still seen as risky, ESPECIALLY among the ballet's core audience (with a significant percentage aged 50+). An IPSOS study found that 62% considered it a large/moderate risk to attend a concert indoors.

Not to mention the economy was hurting, and ballet tickets were 2x more expensive than alternative (outdoor) events and the show was located in an empty, dirty and dangerous part of the city.

Success demanded attracting a new audience AND transcending this environment. With only 5% of those aged 25-44 feeling the ballet was for them, this was a tough sell.

Even tougher? THE NUTCRACKER was the season opener! A traditional program that reinforced those unappealing perceptions.

We saw a strategic opportunity to show that BALLET IS BIGGER. It's a dream world that we could compel new audiences to escape to, using the familiar model of a summer movie blockbuster as our guide.



CUTURAL TRUTH

Post-pandemic freedom wasn't what we hoped.

A bittersweet hangover that lost beloved moments like going to the movies. Reentry to life is now dampened by inflation and headlines of suffering. This has people feeling financially constrained, drained, and reflective on what's truly meaningful and worth spending their money on, especially during the holidays.



Remember going to the movies? 15 things we miss most about theaters.

Carly Mallenbaum, Andrea Mandell, Kim Willis, Brian Truitt, Patrick Ryan and Bryan Alexander USA TODAY

yahoo!finance

Inflation: 'No quick relief in rent increases' economist explains

Inflation Will Lead Inexorably To Recession

San Francisco, Cleveland and Portland's downturns most deserted in US: Study

By Snejana Farberov | August 19, 2022

ECONOMY

Inflation rose 9.1% in June, even more than expected, as consumer pressures intensify



CONSUMER TRUH

Consumers aged 25-44 want experiences that transcend these everyday challenges, help them escape them, and give them lifelong memories.

But, the ballet wasn't the answer – with only 5% of them feeling that the ballet was for them.



Renewed Hedonism

People want adventure that works in the new normal.

Revenge travel in full flow for July 4th celebrators

Inflation pushes Americans towards experience dining

Experience Hunters

People want to live to the max.

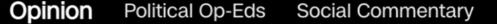


CATEGORY IRUH

For those not steeped in the tradition of ballet, it feels like an old-world form of entertainment, only for ballet enthusiasts, not for the everyday experience seekers. With a closer look at the data we found only 5% of consumers felt a night at the ballet was for someone like them.

It was seen as stodgy and exclusionary.





Why fall in love with ballet?

"It's an interesting time for ballet companies, getting people to spend their precious dollars on ballet can be challenging." – Diablo Ballet Co-founder



THE COMPANY PERFORMANCES OUR SCHOOL OUTREACH SUPPORT SPECIAL EVENTS

Is Ballet a Dying Art Form?

by webadmin I May 23, 2017 I Dance

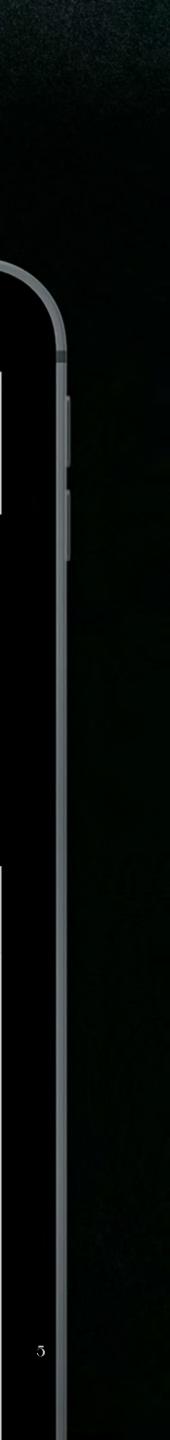


RECENT POSTS

Coppélia Playbill 28th Anniversary Performance Playbill Cinderella's Wedding Program Support Diablo Ballet The Nutcracker Suite Playbill

CATEGORIES

Company (9) Dance (63) Dance Notes (10) Dance School (8)



BRAND IRUH

The Nutcracker is not just a ballet; it is a dramatic story filled with tension and emotions. And, SF Ballet's Nutcracker is one of the preeminent ballets in the nation. One that can transform a ballet experience into an unmissable cultural moment.







PROBEM

At a time when every dollar counts, Social Fun Seekers don't see ballet as "for them" or worthy of their hard-earned dollars.

INSIGHT

The greatest art forms transcend their medium.

SOLUTION

It's Bigger Than Ballet. It's a Blockbuster.





THE STORY

Social Fun Seekers looking for memorable experiences

WHO

GET

Don't think ballet is for them, and question whether it's worth the money

Believe SF Ballet's Nutcracker is a cultural must-see, with much more to offer them than just ballet

BY

Demonstrating the SFB Nutcracker is **ballet that is blockbuster in nature;** it's an iconic experience filled with drama, music, dance and more





HOW HEIDEA COMES TOLIFE

Story is everything. It's the magic in the movie. The purpose in the play. The arc takes us places. The climax keeps us there.

Because in the story of The Nutcracker, Every moment excites. Every turn entices.

The fall of a mouse king. The rise of a heroine. A sugar plum celebration.

It's a tale that stands the test of time. A bigger-than-life storyline worth jaw-dropping, blockbuster treatment.

This isn't your everyday ballet. This is ...















Using Midjourney A.I., we spun an entire visual world that transcended the challenges and the traditional perception of The Nutcracker.





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A DECISION OF THE OWNER

ALC: NO

RESERVE THE EDGE OF YOUR SEAT NOW

DECEMBER 8-27 SAN FRANCISCO BALLET











Sponscred

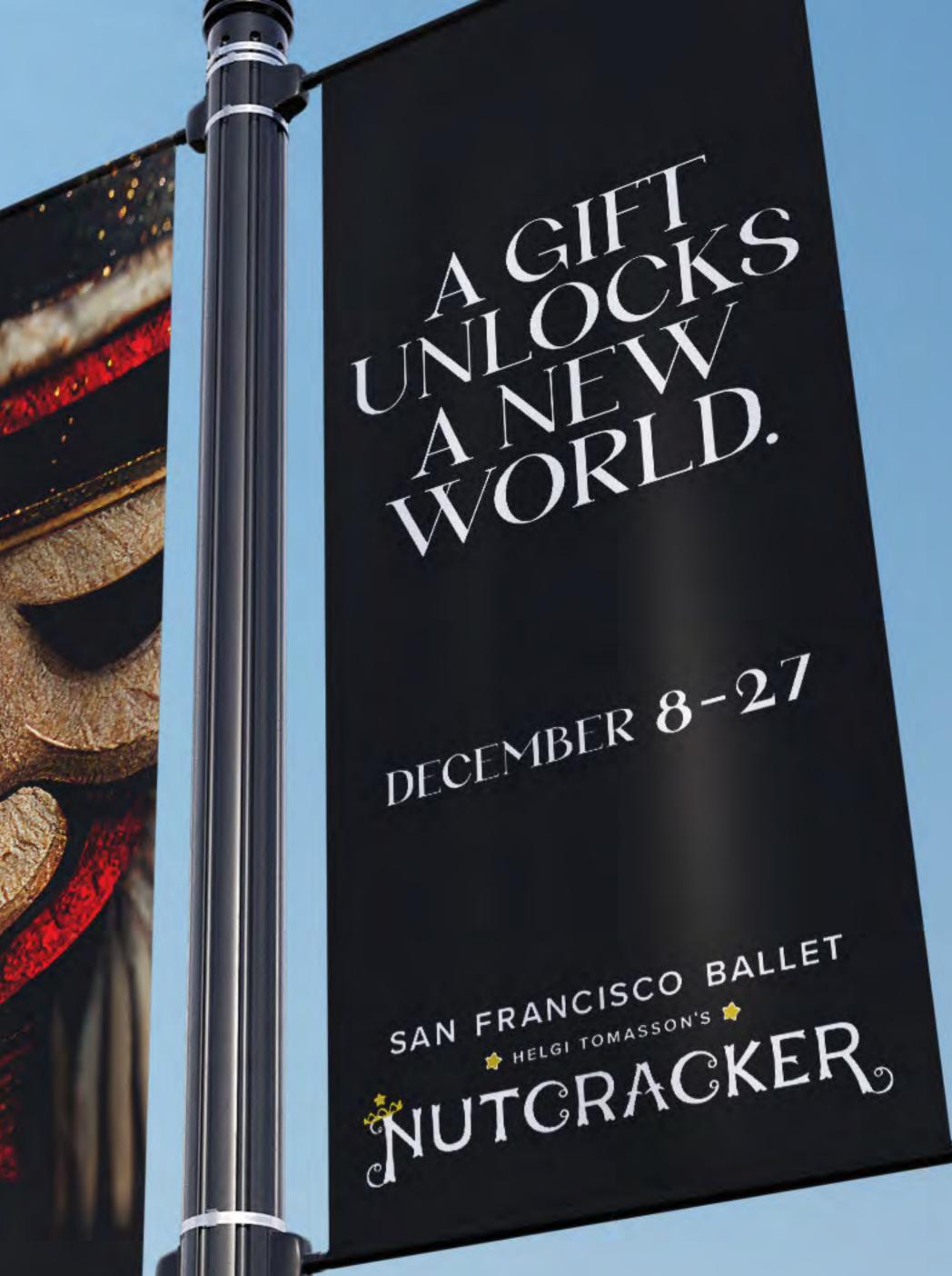
A HEROINE RISES.

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SAN FRANCISCO BALLET











RESULTS



- Highest ticket sales revenue IN THE HISTORY of SF Ballet
- ATTRACTING 58% NEW-to-SFB attendees
- SURPASSING last year's ticket sales by 5% and REVERSING two years of pre-pandemic declines
- Improved average ticket PRICE by 18% over previous year
- INSPIRED \$75K in media-attributable donations
- Generated a RETURN on ad spend of 635%
- Digital media spend was highly CORRELATED with ticket sales (86%) and revenue (88%)



