

2024

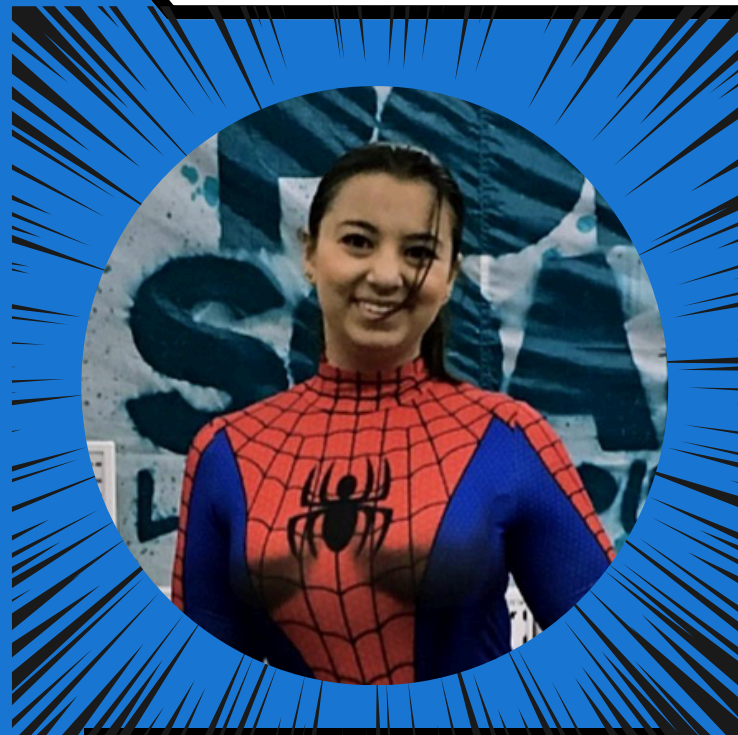
PR PLAN FOR
CP COMiCPALOOZA **MAY 24-26**
HOUSTON

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COMM
3377



GROUP *A*SSEMBLED



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EXECUTIVE SUMMARY

- Purpose is to provide a safe space for people of different ages, genders, and ethnicities that caters to a wide variety of shared interests
- 6% of Asians and 21% of Gen Z on average attend Comicpalooza
 - Need to focus on both the Asian and Gen Z population to increase overall attendance
 - Plan comes back to the many activities and unforgettable experiences Comicpalooza offers
- Concern about the lack of emphasis on these 'feel-good' stories
 - Plan returns to the sense of community and belonging that Comicpalooza encourages
- Overall, strategies and tactics aim towards increasing awareness and engagement from these target audiences allowing for more diversity among the attendees
- Time Frame: April - May 2024
- Budget
 - Tactics including pop-up events under multiple strategies contribute the most expenses and costs
 - Adjustable depending on the different merchandise the organization chooses to offer



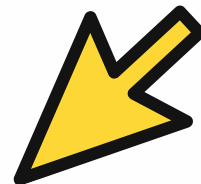
SWOT

Strengths

- Encourages diversity and inclusion
- Partners with local businesses
- Kid friendly
- Convention venue is centrally located in downtown Houston

Opportunities

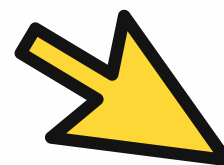
- Partner with influencers
- Partner with small comic book stores to advertise the convention
- Use social media as cost efficient channel to target a market that has incorporated social media into their daily lives
- Expand upon underdeveloped activities to attract other fan bases within the community



ANALYSIS

Weaknesses

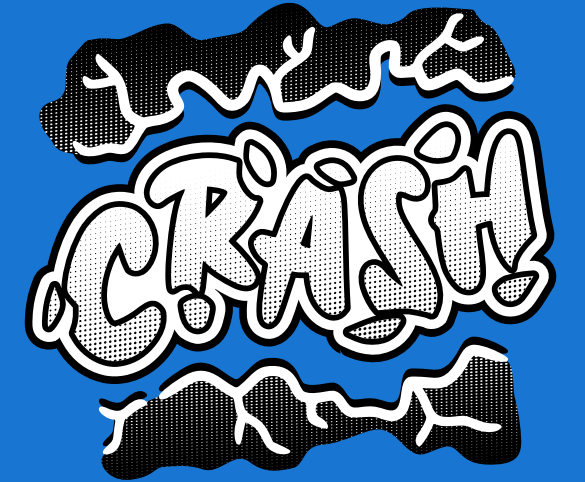
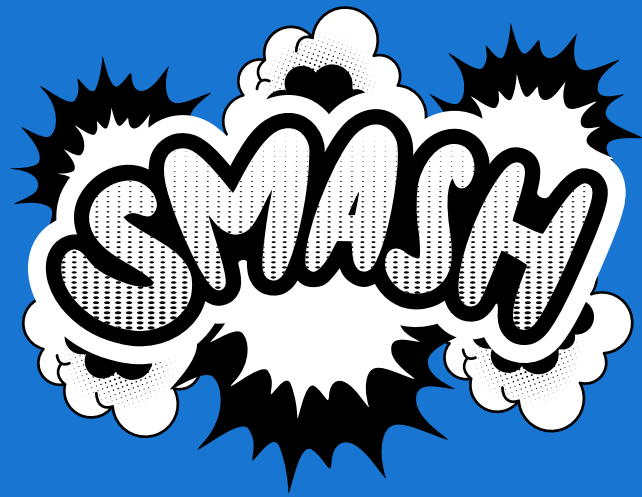
- Missing participation from certain minority groups
- Little to no variety of content posted on social media platforms
- Expensive ticketing
- Lack of exposure to certain age groups/generations



Threats

- Longer established competitors harbor more brand loyalty
- Difference in industry sectors (profit vs. nonprofit)
- Sharing the same space as Anime Matsuri does not give Comicpalooza a complete advantage
- Potential buyers' concerns for the high prices of their products and services



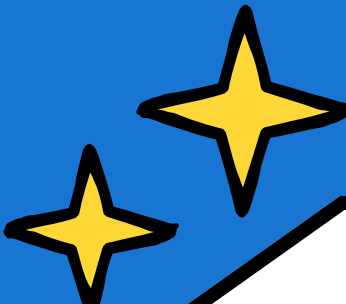


CORE STATEMENT

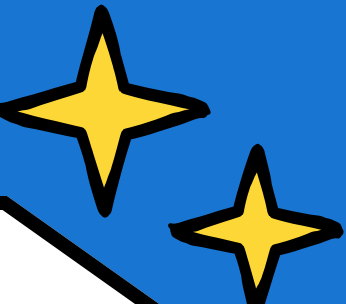


Comicpalooza lacks to promote certain activities they offer by different channels of media content that gain the attention of different fan bases and demographics. If not addressed they will struggle to increase their rate of attendance and will not establish meaningful partnerships.





GOALS AND OBJECTIVES



GOAL 1

Increase brand awareness through earned media and influencer partnerships

GOAL 2

Focus on building personal relationships between the brand, volunteers, and consumers by highlighting stories and experiences at Comicpalooza

OBJECTIVE 1

To increase the Asian demographic from 6% to 10% by May 2024.

OBJECTIVE 1

To increase brand awareness by 10% by May 2024.

OBJECTIVE 2

To increase the Gen Z demographic by 10% by May 2024.

OBJECTIVE 2

To increase the number of volunteers by 15% in one month.



THE BIG IDEA

Our big idea is to use local comic book and k-pop stores, influencers, pop-up events, volunteers, limited edition custom comics, and media relations to garner the attention of not only potential customers in the Asian and Gen Z demographics but also the already established customers.

Slogan:

An event by geeks for geeks!


Strategy:

- Tailor Comicpalooza's content to advertise the different, smaller activities that appeal to these specific demographics
- Highlight stories of loyal customers by motivating engagement with this group on social media

Message:

Comicpalooza supports diversity and inclusion of different ages, genders, and ethnicities in which they aim to provide an open, welcoming space for everyone to gather with common interests in comics, anime, gaming, and others.

Visual Representation:

- Partner with local k-pop shops and groups to promote the convention on their social media pages
 - Post videos such as recaps, tips and tricks, trends, and mini interviews with the celebrities attending
 - Consumers can send pictures of their experiences at Comicpalooza with a given hashtag
- 

KEY PUBLICS



ASIAN DEMOGRAPHIC

Relationship to Issue:

With the many activities Comicpalooza offers, many people in the Asian population may not be aware of the anime, manga, cosplay, and k-pop attractions.

Preferred Communication Channels:

Social media, advertisements in local manga and k-pop stores (ex: Bedrock City Comic Co. and Evepink), pop-up events, word of mouth

GEN Z (AGES 18-24)

Relationship to Issue:

Many people in this generation rely on social media for information and entertainment from different content creators, influencers, and celebrities. However, they may not realize the panels, shows, and workshops presented by Comicpalooza correspond with their interests.

Preferred Communication Channels: Social media, pop-up events, word of mouth

FANS OF COMICPALOOZA

Relationship to Issue:

Involving an already established fan base into the brand

Preferred Communication Channels:

Email, newsletter, social media, word of mouth



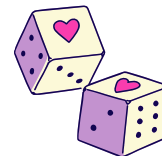
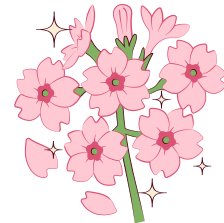


KEY MESSAGES



Secondary Messages:

- A rising pop culture attraction Comicpalooza offers is anime. Some of these activities include voice actor panels, anime art, autographs, and car shows.
- Comicpalooza encourages cosplay, recreating characters from favorite movies, tv series, animations, and novels. Individuals can participate in contests and photographs.
- Although there are less attractions compared to other cultures, k-pop is represented at Comicpalooza.



MESSAGE 1

Targeted Public:
Asian population

Primary Message:
Comicpalooza is Texas' largest pop-culture festival and is continuously expanding activities influenced by cultures from all across East Asia.



MESSAGE 2



Targeted Public:
Gen Z (ages 18-24)

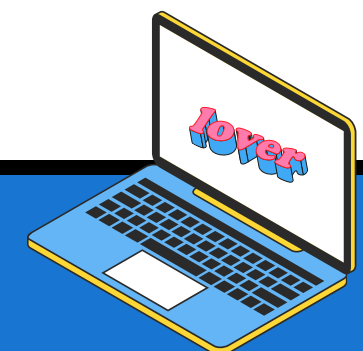


Primary Message:

Comicpalooza is devoted to attracting the attention and encouraging engagement from the digital generation by increasing social media/online presence on widely used platforms.

Secondary Messages:

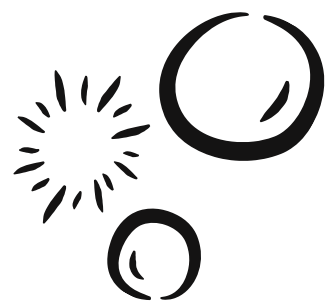
- One main attraction Comicpalooza is known for is their celebrity panels. For this reason, social media is used to promote the appearance of these celebrities to get the younger generation excited and constantly looking for updates.
- This generation is more inclined to follow, leave a like, and recreate trends. For example, the organization can post 'Come start your influencer Palooza era at Comicpalooza,' which is in reference to Taylor Swift's eras theme.





Secondary Messages:

- Comicpalooza offers volunteering opportunities to the public and an exciting perk is having free admission to the event. Hundreds of volunteers have participated in Comicpalooza 2023.
- Comicpalooza posts highlights and recaps of an event on all social media platforms. In particular, the YouTube channel is dedicated to recaps of past events.



MESSAGE 3

Targeted Public:

Fans of Comicpalooza

Primary Message:

Comicpalooza wants you to feel involved with the community by creating and sharing memorable, life changing moments.



STRATEGIES & TACTICS



STRATEGY 1 AND TACTICS



OBJECTIVE

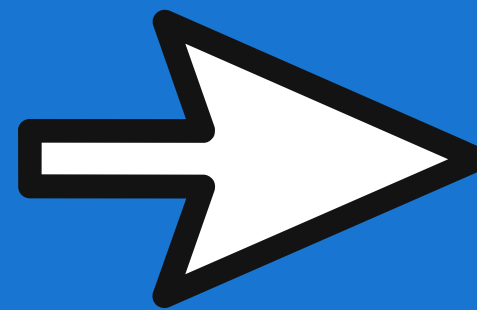
To increase the Asian demographic from 6% to 10% by May 2024

STRATEGY

Using local businesses and influencers to raise awareness about the variety of pop culture activities recognized by different countries in Asia that Comicpalooza offers


TACTIC #1


Partner with Evepink (@official_evepink), a local k-pop shop



TACTIC #2

Collaborate with @pocketsize_cosplay, twin sisters who are cosplayers





STRATEGY 2 AND TACTICS

OBJECTIVE: To increase the Gen Z demographic by 10% by May 2024.

STRATEGY: Using social media and other events to increase engagement between Comicpalooza and the younger generations by aligning their interests

TACTICS



Pop-up Events

Local colleges
and free
merchandise



Hashtags

Photos and videos
shown on
jumbotrons
(ex: #CP2024)



Partnerships

Microinfluencers:
@TiredGoomba
@Chaseliefeld



STRATEGY #3

Objective: Increase brand awareness by 10%

Capture
special
moments

Fans send in
personal stories
about special
moments at
Comicpalooza

Texas
Children's
Hospital
Super Hero Day

STRATEGY 4 AND TACTICS

Increase the number of volunteers by 15% in one month

**PUBLIC
LIBRARIES**

**COMMUNITY
CENTERS**

COFFEE SHOPS

QR CODES

**Free Entry
Merchandise
Food Vouchers**



CALENDAR

APRIL 2024

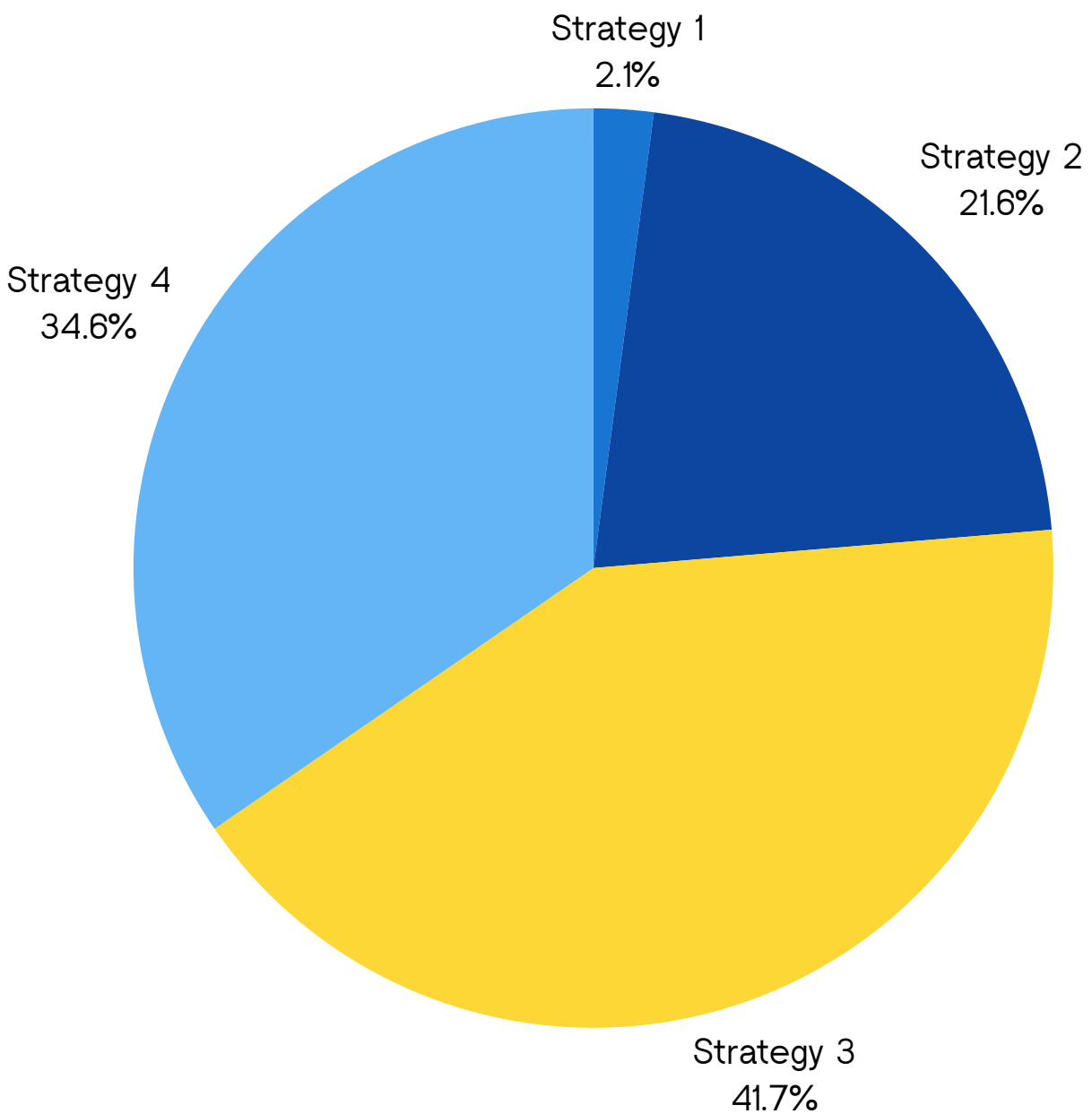
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12 -Start collecting Stories	13 -Start reaching out to comic artists
14	15 -Reach out to influencers -Print Flyers	16 -Order merch	17 -Place flyers at targeted locations	18 -Have artists secured	19	20
21	22 -College Pop Up	23	24 -College Pop Up	25	26	27
28	29 -Choose 3 stories to make comics	30 -Start creating comics				

MAY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 -Start cosplay raffle	2	3	4
5	6	7	8	9	10 -Volunteer Form Due -Finalize & Order Comics	11
12	13	14	15	16	17	18
19	20	21	22 -Pick cosplay raffle winners	23	24 <u>CP Day 1</u> -Evepink Pop Up	25 <u>CP Day 2</u> -Evepink Pop Up
26 <u>CP Day 3</u> -Texas Children's Pop Up	27 -Send Surveys	28	29	30	31	

BUDGET

TOTAL: \$15,695



	Tactic Breakdown	Total Cost
Strategy 1	<ul style="list-style-type: none">Tactic 1: \$0Tactic 2: \$330	\$330
Strategy 2	<ul style="list-style-type: none">Tactic 1: \$3,205Tactic 2: \$0Tactic 3: \$180	\$3,385
Strategy 3	<ul style="list-style-type: none">Tactic 1: \$3,750Tactic 2: \$2,800	\$6,550
Strategy 4	<ul style="list-style-type: none">Tactic 1: \$5,430	\$5,430

Main Indicator: Number of attendees at an event

- Look at the number of tickets sold and how many of these tickets are actually used/scanned

- Volunteers will be sent a survey to via email, text message, or scan through a QR code
- Record how many people filled out the volunteer forms and compare it to how many were approved



EVALUATION



- Attendees can access a survey by scanning a QR code found throughout the venue on posters, big screens, and distributed flyers
- Survey questions relate to age and race to observe if attendance from the targeted demographics increased

- Increase in followers, likes, Comicpalooza mentions, and audiences' use of hashtags across social media platforms



**Thank
You!**

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