

Tuck Student Consulting Services

City Center

Ballet

City Center Ballet was founded in 1999 to teach local children ballet and to give them the opportunity to perform. Each year the organization puts on two full-length ballets.

The City Center Ballet is concerned that the organization will have financial difficulty if it does not increase ballet attendance and raise ticket sales to increase overall revenues. Additionally, CCB needs to make-up for a short-fall this year in grants and other funding sources. To cut costs, this will be the first year that the Ballet does not travel to surrounding communities. The implication of this change is that the organization needs to ensure that they can draw sizable attendance to Lebanon.

To accomplish this, we assisted them with developing a marketing plan for the upcoming April season and an overall assessment of how to achieve community outreach to ensure attendance in future seasons. We discussed the current target market as well as potential markets, both demographically and geographically. Our conversations about pricing, marketing and positioning led us to design a short-term marketing plan which included targeted e-mail, print advertising, newspaper articles, a website, and radio advertisements. Our long-term strategy recommendations aimed to create a long-term high-quality brand.

"This was a great way to work with a team of peers to set strategy for a local company. Great foreshadowing of this summer! "

"This project was a great way to give back to the community while gaining strong consulting and marketing experience."

Christopher Ebe, T'07
Tuknekah Noble, T'07
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Ravi Raj Prabakaran, T'07
M. Cristina Tejeda, T'06



Allwin
Initiative
at Tuck