



Carnival Marketing

What is marketing?

A simple definition of marketing is the satisfaction of consumer needs and wants by exchanging goods, services or ideas for something of value. Carnival marketing will tend to focus more on the exchange of experiences or adopting new ideas.

Carnival marketing falls into a category of societal marketing. There is usually no monetary exchange; audiences are not purchasing products, goods or services. Therefore, marketing requires a different perspective when considering the carnival experience.

Carnival marketing will be concerned with keeping in touch with the needs and motivations of carnival participants and audiences and developing carnival arts content and creating communication programmes which expresses the carnival event or group's purpose and objectives.

Carnival arts marketing should be considered as a coherent and structured approach to thinking about managing a carnival event or group to achieve objectives that may include event attendance, participant satisfaction, stakeholder awareness, profitability or increased awareness.

Carnival Arts Marketing Process

The carnival arts marketing process comprises four elements:

1 Situational analysis

- a. Internal and external view by assessing the internal Strengths and Weaknesses of the organisation and the external Opportunities and Threats to the organisation, known as a SWOT analysis test
- b. C-PEST analysis uses the following headings to consider environmental and contextual factors: competitor activities and political, environmental, socio-cultural and technological environments
- c. Analysis of target markets, e.g. trends, competition, audience segments



2 Planning

- Objectives
- Strategy
- Marketing mix – product, price, place, promotion
- Budgets and resources

3 Communication mix – implementation

- Advertising
- Sales promotion
- Public relations
- Personal selling
- Direct marketing

4 Evaluation

Initial position, final situation, changes in perspective

Customer Relationship Marketing

Customer relationship marketing is where organisations focus on building long-term profitable relationships with customers. This process is based on what an organisation knows about its customers and adopting a one-to-one approach to marketing. It requires an organisation to differentiate customers and identify their needs. Goods, services and messages are customised. A carnival organiser must collect information and store it on a database and use it to develop mutual trust through effective communication.

Segmentation and Targeting

Segmentation is the process of dividing up the market into groups with shared attributes which then enable you to develop and target carnival experiences more effectively. Segmentation may be based on size, location, social grouping or age, for example, and will need to be large enough in order to provide the carnival organisation with the desired return for its effort.

Once the market has been divided up, the carnival organisation will have to decide which segments are worth targeting. Decisions may be based purely on financial need, for example sales potential but also in terms of meeting organisational goals in relation to audience profile, socio-economic group, or, age.



Positioning

Positioning represents the way a carnival is defined by its consumers. Marketing concentrates on the need to promote the whole carnival experience rather than individual events. Carnival could be positioned in a number of ways, such as:

- Centred on a charismatic leader
- Focused on the main target market
- Concentrated on value for money
- Focused on its purpose
- Focusing on performers and acts
- Concentrating on reputation or image as an established brand