

PROJECT BRIEF:

DESIGN A PR-CAMPAIGN

Category: Marketing

2-3 people

Nederlands/English

~ 20h / 10 weeks

WITH WHOM?

Theater Netwerk is by and for theater makers, performers, producers, programmers and venues. Together with Rietveld theater, they have a location in the Schiehallen where they organize cultural events.



WHY?

Rietveld theater had to move to their current location in the schiehallen last year. Their regular following and people who just dropped in at the center visit less because of this.

YOUR CONTRIBUTION

By setting up a PR campaign with win promotions, you're going to help the theater get more reach. You're going to help break the notion in people's minds that the schiehallen is far away. With the campaign we are going to connect people to the new location.

WHAT WILL YOU DO?

The project is about designing a **PR campaign**. This may involve setting up fun initiatives such as **win promotions, special events, etc.** The goal is to attract more people to the new location. You get to decide how to design the campaign to have as much reach as possible. You are not going to support this long term, but will set up a strategy that the theater can implement in a short period of time.

INTERESTED?



Message Stijn on
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