

Frank Criss

Project Rebrand: Wantmore Entertainment Social Media P.R. Campaign

Jacinda Proctor

Innovative Public Relations Tools and Resources

Full Sail University

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Abstract

Wantmore Entertainment is a one-man operating entertainment business that strives to unite the community through promotion, production, and operation of venues for live entertainment events, including but not limited to music and theatrical performances. Currently located at 2425 18th Place SE Washington, D.C., Wantmore Entertainment aims to minimize the social disparities between local community artists in the District of Columbia (Washington, DC), Maryland, and Virginia areas, better known as the DMV, through the art of entertainment. As the P.R. practitioner of Promouvoir Musique Press n' Promo, the goal is to launch a brand awareness campaign, "Project Rebrand," focused on the use of all major social media platforms as well as traditional posters and flyers. The purpose of this campaign is to increase brand awareness by at least 20% over the course of 6 months. To achieve this goal, a variety of marketing materials will be created and distributed on social media platforms and within local businesses. Furthermore, business cards, flyers, and posters will be created and distributed around the Washington, D.C, Maryland, and Virginia areas.

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Background

Wantmore Entertainment is an entertainment business who caters to the likes of adults and children. Wantmore Entertainment is into promotion, production, and operation of venues for live entertainment events, including but not limited to music and theatrical performances. It is owned and operated by Frank Criss. This is a local organization with a wide variety of products and services to offer: Consulting, booking, access to venues, promoting, and production.

The organization is still set within its beginning stages as far as how big or small the organization has gotten since it was founded, however. There is ample room for growth as to why the need for rebuilding and rebranding. As of right now, when there is a business opportunity, it comes through the owner, and everything is conducted through him according to the needs and wants of the clients. There is no managerial structural system in place as to how business is run at this current moment. There is only the owner, and he books the clients, venues, and/or performers.

The type of clients that Wantmore Entertainment caters to would be men, women, and non-binary people between the age ranges of 21-35 and 36-48 with an income would range from 0-\$50,000 to \$51,000-\$100,000 annually. They would reside within North America primarily on the East Coast within the states of Maryland, Virginia, Washington, D.C., Florida, New York, and within the states of Texas, Nevada, and Arizona. This demographic of people would be in to live music, sports, gaming, cannabis, and alcohol. Shop at stores such as Nike, Adidas, and Footlocker. The organization may connect with some non-profit to participate in some charity

work for the community and may have to involve short-term investors depending on client needs and wants.

PR Insight

The background of Wantmore Entertainment only leaves room for growth within the entertainment industry. The lack of client engagement only proves for the need of a PR campaign. Being that there is not a social media or online presence the PR efforts will have to be consistent and maximized for Wantmore Entertainment to be able to compete in the current entertainment market within the Washington, D.C., Maryland, and Virginia regions.

Sources of Funding

Wantmore Entertainment's direct competition within the DMV area would be that of Lucy Black Entertainment, Entertainment Exchange, and Angie D Entertainment LLC. Indirect competition would be online streaming services such as Hulu, Netflix, and Tubi. Nationally, media and entertainment consumer spending are projected to grow at a compound annual growth rate of 2.4% between 2024 and 2027. Projecting a market size of \$903.2 billion (about \$2,800 per person in the US). E-commerce and digital platforms rise in engagement will intensify companies, worldwide, spending to connect with consumers during their decision-making moment (Deloitte & Billywig, 2024). Locally, the event entertainment market is still on the rise and is projected to see an estimated compound annual growth rate of 12% and an increase in sales by \$1752.9 billion (about \$5,400 per person in the US) by 2032 (Custom Market Insights, 2023). A few threats would be piracy and copyright infringements; streaming service fragmentation; changes in consumer preferences and demographics; ad-blockers and ad-skipping (Custom Market Insights, 2023). The expectation is to build a stable foundation for local acts to have a place to come to find work and to solidify their talents within the industry. The goal is to

generate generational wealth through music and entertainment throughout the DMV and surrounding areas. As far as expansion and growth, the owner wants to see Wantmore Entertainment across the globe, known as the go to place for underground DMV artists and surrounding areas.

Communication

The relationship amongst the community is unique in a sense that such an organization such as this, being in the state that it is in, would be able to have turkey giveaways during the holiday through connections with other non-profits, and some of which is done out of pocket. Also, during the back-to-school season, Wantmore Entertainment gives out school materials for kids and winter coats, again collaborating with local non-profit organizations.

There have been no P.R. efforts for the organization itself, but there have been P.R. efforts made on behalf of the business for clients. Two artists went to Miami for a 3-day event last February 2024, promoting and performing. Communication channels as of right now are Facebook, Instagram, printed flyers, and word of mouth. Communication for the business generally go by word of mouth. For the clients, communications a line in accordance with the requirements of the clients, such as flyers, posters, word of mouth, street teams, and the clients themselves.

As of right now only client and/or attendee feedback has been received in the form of social media or word of mouth. The reputation of Wantmore Entertainment is in the grey area. There are no other employees to respond or interject on the reputation of the company and clients have different views. The views vary in respect of how contracts are drawn up and handled and how payments are received and dispersed. The reputation of the organization needs to be nurtured and mended. Right now, the owner perceives the reputation ratio to be at about 60/40.

PR Insight

The central focus of “Project Rebrand” is to build a social media presence that reflects a more positive and welcoming atmosphere to the Wantmore Entertainment brand that it increases visibility, client engagement, and solidifies current and future networks and partnerships. By creating a social media presence and increasing brand awareness, Wantmore Entertainment will be able to attract and book more clients, performers, and musicians for events needed to increase the financial status of the organization. The key problem and solution are consistency. Pitfalls that may be encountered while working with this client includes promoting and rebranding multiple brand entities at the same time during the same events and funding.

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