

Marketing Plan



hoop!a

Excitement Delivered to You

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Pitch/Problem

Our Event Service and VIP packages help people who want to go to special events with hard to get tickets or who want to have the experience of their life by avoiding the struggle of obtaining hard to get tickets and waiting in long lines. In addition we provide valued VIP packages designed for that special event. Unlike like Ticketmaster or SeatGeek Hoopla provides VIP treatment for your event.

Market Analysis

Industry Analysis

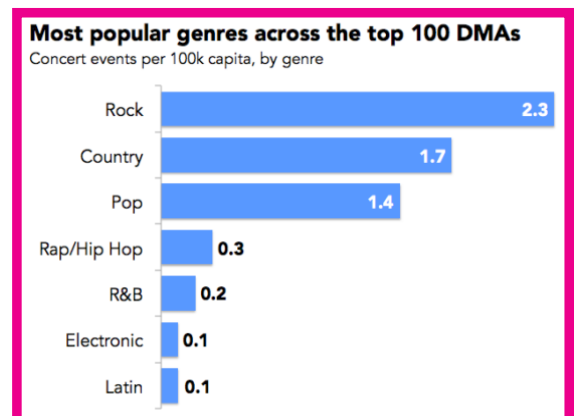
The industry that we've leaned towards is with event planning and having top products provided for the perfect event. Hoopla provides a variety of themes surrounding different events including festivals, sports, concerts, and seasonal events. The event industry has been growing over the past few years. According to Forbes it is expected that the sporting event industry is to reach \$73.5 billion by 2019. Over the year Hoopla has concluded that sports events are more popular in the fall, concerts may vary considering the artist and date, seasonal events depend on the date and festivals generally are more popular during the summer. Factors that are most likely going to influence Hoopla are a shift in demand and with supplies. It is necessary that Hoopla has the items and tickets that our customers will want to buy. This industry will grow, as time goes on, market trends suggest that more and more people seem to be using disposable income to buy experiences and entertainment.

Market Analysis

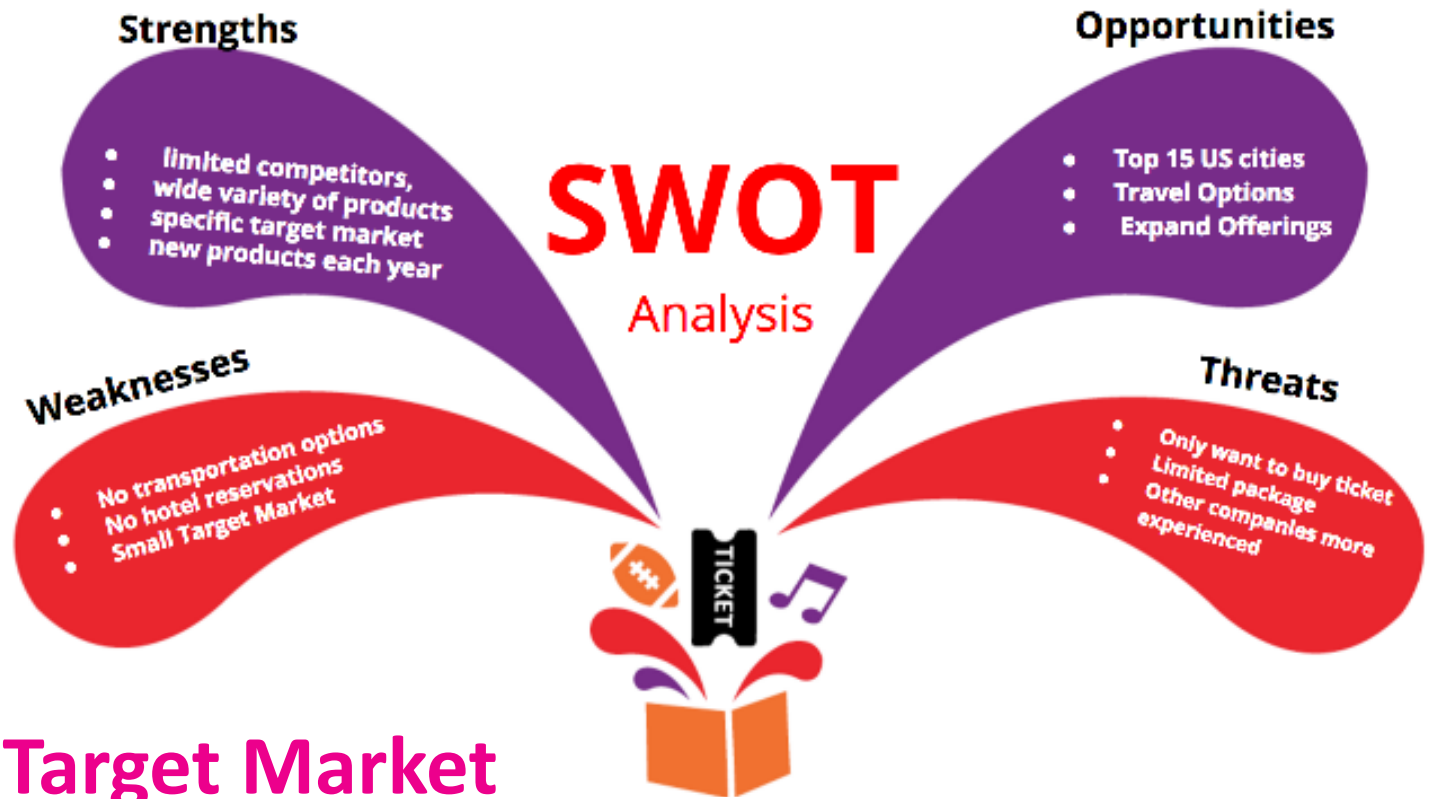
Sporting events are generally very popular as great amounts of people go in favor of their team which they go to watch for entertainment. Through the years going to popular events such as Coachella has become a trend. Numerous of consumer demand comes from popular events during the time in which people post all over their social media. Especially when there's a new breakout artist people tend to feel the need to go to their events. For some people going to certain festivals has become a regular thing or a tradition. If our company provides a well organized and prepared package for these multiple events we will solve our customers needs as well as helping them enjoy their time in these events.

Competitive Analysis

SeatGeek, and Ticketmaster are well-known companies selling tickets and VIP experiences. As seen in the bar graph below, it shows the most popular genres according to SeatGeek. In our packages tickets are a main product. When it comes to tickets we will have competition from these online ticket retailers because it is easier for people to get tickets online. Hoopla will assist you with the tickets of your choice which will be included with other variety of items. Packages for events don't include international events at the moment, and it's not something other companies have really been able to create and establish either. Although the items we provide are sold in stores such as Forever 21, Target, or any other store, Hoopla has everything in just one package, making it more reliable and easier for our customers. Hoopla's unique advantage over the other ticket retailer is providing things that other companies lack in. For instance, other than the tickets we include physical items in our the packages. Hoopla helps in planning memorable events without the shopping hassle for our customers.



SWOT



Target Market

The target market for Hoopla consists of the middle and upper classes between the ages of 16 and older. According to Nielsen research adults 18+ who have gone to concerts/festivals in the past year spend 60% of their average annual music dollars on live events. Hoopla benefits from this due to the high amount of people interested in going to events, which allows us to target people in need of preparing for the special event without having to stress. We are marketing to busy professionals who don't have the time to plan everything, therefore, they are willing to pay a little more for our unique packages.

Market Segmentation

Demographics

Hoopla consumers would consist of high school students to adults of any ages looking to go an event. The adults would have to have at least an income of \$30,000, but those with incomes that are higher are more likely to buy from us. Our focus isn't to a specific gender, it can be for either male or female. The ages diverse do to the events that we offer from concerts, festivals and seasonal events. In some events customers have to be a certain age which allows us to market packages to consumers of multiple age ranges.

Psychographics

The people that appeal to Hoopla are women and men that are either strugglers that want to save their time over stressing out for the planning of an event. Especially people that like to buy from well established companies or people that enjoy shopping online and prefer to pay a service or others to do something for them. As well as for ravers, fans or just people that are seeing a new artist, sports team or concert. There's also events that young high school or young college students attend that is the "trend", but all are seeking to have A fun and good experience. We know there are some events that are either +18 or +21 and older that don't allow certain groups of ages to go. However, the seasonal events we have such as "Knotts Merry Farm" are good for younger kids and or people that want to spend some family time.

Geographics

Hoopla sales mainly in larger cities in the U.S. such as Los Angeles, San Francisco, and Dallas, but also in other countries. There's always events all around the world such as artists who tour all around the U.S. or Europe. A lot of people go to these huge events in hopes to see their artist and to have fun. Hoopla's website is accessible which allows consumers to buy the packages easily with the tickets included.

Benefits

Hoopla solves the problems for you no stress and better organization for you. Hoopla researches important information for the events we have. Which is significant to our packaging in knowing what items are allowed in the events and about the tickets. There's no need for our consumers to panic over sold out tickets or last minute preparations. Our packages have it all in one there's no need to go to multiple stores making it hard for people to get the items they need. Our company is also beneficial to people that are new and are lacking of ideas what they believe is necessary to take. These events tend to take up to hours so our best interest is to care and help our consumers in having a great and amazing experience.



Marketing Mix

Products

Hoopla offers many VIP packages for events that include products for the specific event the customer is attending, as well as your ticket or pass for the event. It all depends on the categories which are for the seasonal, festival, concerts and sports events. Our products appeal to the customers personal interest with fun items consisting of fanny packs, clothing, portable chargers, refillable bottles, a Polaroid camera, or other items that fit with the theme of the event. We put the packages together based on which event the customer is attending.



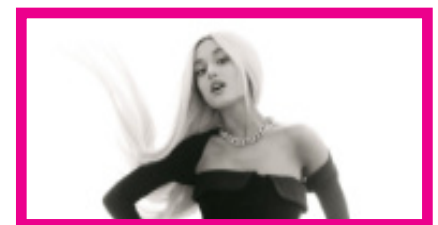
NFL Playoffs VIP Package

- Game Ticket
- Fan Jersey
- Fan Hat
- Portable Charger
- Inflatable Cheering Stick
- Polaroid Camera
- Mini Backpack
- Cost: \$600
- (Sports Event)**



Coachella VIP Package Includes

- Backpack
- Polaroid Camera
- Mobile Fan
- Hat & Festival Clothing
- Refillable Water Bottle
- Portable Charger
- Cost: \$800
- (Festival Event)**



Ariana Grande Concert VIP Package

- Seasonal Ticket
- Polaroid Camera
- Refillable Water Bottle
- Portable Charger
- Santa Hat
- Cost: \$300
- (Seasonal Event)**



Grinchmas VIP Package

Seasonal Ticket
Polaroid Camera
Refillable Water Bottle
Portable Charger
Santa Hat
Cost: \$300

(Seasonal Event)



Prices

The pricing strategy that our company is using to sell our products is Cost based Pricing. This strategy works best for the company because our packages include a variety of different products, including tickets with prices that vary, the products will never have a set price. Our prices will change based on the products we will be offering throughout the year.

Placement

Hoopla's products are available through our website in which you can select your choice of packages, tickets and buy the necessary items needed for your trip. Our products are also available at trade show events where you can physically choose your preferred package that will best suit the event of your choice. Hoopla will be using social media, trade shows, and sponsorships and collaborations. Through social media such as Instagram, Twitter, and LinkedIn we will be giving regular updates on events that are approaching and promotional deals. We are also using social media to get to know our customers and answer their questions about Hoopla.

Promotion

Hoopla wants to help customers plan for events and help them live up to a great experience by giving them necessary items using our packages. Hoopla's main target is high school students and adults. We would offer our loyal customers discounts which will make them want to come back. It's a loyalty program in which we'd track those regular customers or customers that follow us and are interested in our company. For returning and repeat customers various times we will offer discounts for either what they buy at the moment or for their next purchase. We also have our own website where they can find specific details they might need. Through trade shows we will be selling and promoting to other Virtual Enterprise students. We will also collaborate with different companies to gain more customers using other customers following.

Positioning

Hoopla has positioned itself in the market as an online shop as well as a service. Hoopla appeals to a variety of ages and multiple groups of people for different events which allows us to have buyers from all around the world. Hoopla aspires to have customers knowing that they have purchased a package of items including a ticket of their choice just by looking at the logo. We want customers to believe that everything they will do will be exciting to them and are pleased to buy from Hoopla.