



Cape Town international Jazz Festival

Marketing Strategy

Keith Sango
Marketing Executive

Review

Review Strategy

Data Collection

Assess the performance of campaigns:
Website traffic, google ads, paid ads, social media, ticket leads, media & email

SWOT Analysis

Strengths, Weakness, Opportunities, Threats
Marketing performance, underperforming areas, Potential areas for growth, Recognize challenges

Competitor Benchmarking

Identify competitor gaps and opportunities
What worked, channels, and engagement.
Pre-event buzz.

KPIs Evaluation

Measure Key Performance Indicators;
Ticket sales, click-through rates, conversion rates, media/sponsor impact

Last Marketing Initiatives

Engagement

- Social Media Platforms 3/10
- **Website 7/10**
- **Festival Experience 8/10**
- Behind The Scenes 1/10
- User Generated Content 1/10
- Fanbase 1/10
- Content 2/10
- Information 2/10

Awareness

- **Local Publications 5/10**
- International Publications 1/10
- Media Marketing 4/10
- **Print Marketing 6/10**
- Digital Marketing 3/10
- Platforms 3/10
- Build Up 4/10
- Messaging 3/10

Sponsorship

- **Key Brand Sponsors 7/10**
- Industry Relations 4/10
- **Sponsor Experience 8/10**
- Engagement Support 4/10
- Innovation/Creativity 4/10
- **Propositions 6/10**
- Media 4/10

Reach

- **Local Audience 6/10**
- International Outreach 1/10
- Tourism Factor 3/10
- Online/Digital 4/10
- In-person/Activations 4/10
- **Demographics 6/10**
- Post Event 1/10

What Can Be Done Differently

Post-Event Engagement

Follow up with personalised email campaigns, exclusive content, festival experience, user generated content. Promote next year’s event early, offering sign-up tickets or exclusive discounts for attendees who rebook early.

Digital Strategy

Invest in higher quality content - artist interviews, festival previews, and behind-the-scenes footage. Engaging digital marketing strategy, collaborate with enthusiasts. Wider geographical reach and market niche. Paid Ads.

Pre-Festival Events & Engagement

Host smaller events or pop-ups in collaboration with local jazz spaces, or cultural centers. Engage the local community through initiatives or local artist to boost grassroots participation.

Messaging and Branding

Review the messaging, it must be exciting and speak to the theme. Stage names should resonate. Ticket roll out and packages. The festival must say - JAZZ, MUSIC, CULTURE & EXPERIENCE.

The Vision

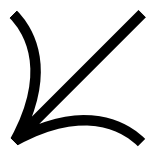
Jazz

major form of musical expression



Art

a visual object or experience



International

of, relating to, affecting, or involving two or more nations

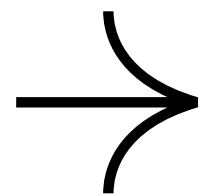


Story

a way to connect & heritage

Culture

dress, language, religion, rituals, art

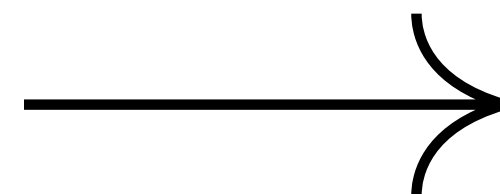


Cape Town

the Mother City

Experience

an event that impacts one's life in a significant way



2025

innovation | Creativity

The Next Chapter

Immersive Digital Experiences

Sell the experience not the ticket. A channel with artist performances, interviews, and behind-the-scenes content. A music discovery hub. Fan Participation in Festival Planning. Create official festival playlists. Share stories from previous festival editions, focusing on iconic performances, memorable moments. Social media engagement through replying, commenting, resharing and story interaction.

Collaborative Art & Music Projects

Commission local and international visual artists to create interactive installations that merge art and music. Adding a visually engaging element to the festival. Encourage collaborations between jazz musicians and visual or digital artists to create unique, multi-sensory performances. Set up an open mic stage or emerging artist corner where festival attendees can participate.

Exclusive VIP Experiences

Offer VIP guests the chance to attend exclusive jam sessions with the artists or participate in a private after-show event. Organise backstage tours or meet-and-greet experiences for VIP ticket holders. Create a jazz-themed culinary experience, with dishes inspired by the cultures and countries represented in the festival. Partner with hospitality brands to create festival travel packages.

Engagement and Community Building

Keep the festival brand alive year-round by hosting pop-up jazz concerts or events in different cities or unique locations, such as art galleries, rooftops, or nature reserves. Offer workshops, masterclasses, and talks led by the performing artists and industry experts during the festival. Partner with local schools and universities to run jazz education programs.

Sponsorship & Partnership Models

Sponsors to create interactive and immersive experiences for festival-goers. Partner with brands to release co-branded content. Partner with lifestyle, food, beverage, fashion, or music brands to create exclusive co-branded merchandise or experiential marketing initiatives. Provide networking events for artists, promoters, and industry insiders, where they can collaborate on future projects or explore new partnerships.

Expansion and Networking Opportunities

International Jazz Festival Network, allow for artist exchange programs, co-promotion of events, and joint sponsorship opportunities. Develop the festival as a franchise model, bringing the event to different cities. Jazz Film & documentary series. Business conference alongside the festival, focused on the intersection of jazz, culture, and business. Provide networking events for artists, promoters, and industry insiders.

Experiential Marketing and Installations

Develop interactive and immersive installations at the festival venue, such as photo booths, AR-powered exhibits, or soundscapes that allow attendees to experience jazz through different sensory inputs. Create a Jazz Village in prominent city spots, where passersby can experience a taste of the festival through live performances, food trucks, and festival-themed installations.

Festival Branding

Establish a strong, cohesive festival theme that reflects the unique elements of jazz, culture, and innovation. Use visual elements that evoke a sense of vibrancy and diversity while maintaining ties to jazz's roots - think urban, avant-garde visuals with a vintage twist. Cross-cultural collaborations to introduce diversity and multi-cultural elements. Elevate its profile, to appeal to both traditional jazz lovers and new, diverse audiences.

Targeted Marketing

Targeted social media ads that display unique content based on the user's location, promoting travel packages, accommodation, or exclusive deals for festival-goers in nearby regions. Develop personalised email marketing campaigns based on ticket purchase behavior, preferences, and interactions with festival content. Use geo-targeted influencer campaigns to reach markets that have a strong interest in jazz, with localised content.

Revenue Growth

Tiered Ticket Pricing

Offer multiple ticket tiers, from general admission to VIP experiences that include backstage access, exclusive meet-and-greet opportunities with artists, or premium seating. A variety of options caters to different audience segments, allowing more people to attend at various price points. Create early-bird ticket, offering discounts for those who purchase tickets far in advance or bundling with extras

Sponsorship and Partnerships

Expand corporate sponsorships by creating custom packages that align with brand values. Explore exclusive category sponsorships, where one company is the sole provider of a service or product. Collaborate with sponsors to create branded digital content. Offer sponsors the chance to back digital experiences. Partner with brands in the music industry, to drive brand awareness through festival curation.

Group and Corporate Packages

Offer group ticket discounts to attract more attendees and cater to corporate clients with customised packages for team-building events or client entertainment. Include perks such as VIP lounges, private dining, or dedicated corporate spaces. This could appeal to companies wanting to use the festival as a client engagement or employee rewards opportunity.

Exclusive Festival Merchandise

Sell exclusive, limited-edition merchandise tied to the festival and performing artists, such as t-shirts, hoodies, posters, and other memorabilia. Offering on-site and online purchasing allows both physical and virtual attendees to access the merchandise. Offer artist collaborations on merchandise, featuring custom designs that align with the headlining acts or themes of the festival, enhancing the perceived value.

Premium Food and Beverage Options

Partner with local restaurants, breweries, and food trucks to offer a wide range of culinary experiences. Offering exclusive, premium food and beverage options such as gourmet dinners or VIP dining experiences can attract higher-spending attendees. Create branded festival drinks or cocktails in collaboration with beverage sponsors

Festival Membership or Subscription

Introduce a festival membership or subscription plan that gives fans access to select ticket sales, exclusive experiences. Promote add-ons such as merchandise bundles, festival passes for future events, or access to exclusive areas, driving higher revenue. Monetise access to on-demand content, such as past performances, exclusive interviews, and artist documentaries.

Pre- and Post-Festival Events

Host pre-festival events, featuring smaller performances or exclusive artist showcases to build excitement and engage fans ahead of the main event. These mini-events can be ticketed or sponsored to drive early revenue. Organise post-festival tours with festival artists performing at satellite venues, offering fans in other regions or countries a chance to experience part of the festival.

VIP Experiences and Travel Packages

Offer VIP festival experiences that include premium seating, luxury accommodation, private dining, and exclusive artist meet-and-greet opportunities. Partner with local hotels and travel companies to create all-inclusive travel packages that include tickets, accommodations, and transportation. Include tours, offering attendees the opportunity to explore the host city's jazz history, venues, and cultural sites.

Global Festival Licenses

Expand the festival by offering international licensing agreements in different cities or countries, bringing the festival experience to a global audience. Festival licensing could allow international partners to organise smaller-scale versions, using the established brand identity and lineup to drive local attendance. Develop festival franchise, operates under the main festival umbrella but adapts to local culture, music style and taste.

The Plan

The Strategy

Brand Positioning & Messaging

Objective: Establish the festival as a must-attend cultural event on the global calendar.

Action Plan

- Develop a unique value proposition that highlights the festival’s heritage, world-class performers, and its contribution to the jazz community.
- Create core messaging that connects jazz to themes of innovation, creativity, and cultural exchange.
- Emphasize the festival’s location (e.g., Cape Town) as a vibrant, tourist-friendly city with a rich musical legacy.
- Use influencer endorsements and artist collaborations to give the festival cultural credibility.
- Identify the demographics, interests, and behaviors of your ideal festival-goers. Tailor your marketing strategy to appeal directly to this audience.

Outcome: A strong, differentiated brand that resonates with both music enthusiasts and sponsors.

Digital Marketing Strategy

Objective: Increase global visibility, ticket sales, and engagement through digital platforms.

Action Plan

- Social Media: Run targeted ad campaigns. Focus on behind-the-scenes content, artist features, and user-generated content
- SEO & Content Marketing: Create blog posts, interviews, and video content about jazz history, artist profiles, and the festival experience. Optimise the festival website for search engines.
- Email Campaigns: Segment your mailing list based on past attendance, geographic location, and preferences. Send personalised invitations, early-bird offers, and exclusive VIP access opportunities.
- Influencer Partnerships: Collaborate with jazz musicians, travel bloggers, and cultural influencers to create buzz around the festival.

Outcome: Increased digital reach, ticket conversions, and brand engagement across platforms.

Sponsorship & Partnerships

Objective: Secure sponsors and partnerships to fund the festival and enhance its profile.

Action Plan

- Identify potential sponsors from related industries: hospitality, luxury goods, airlines, music instruments, tech, and financial services.
- Offer tiered sponsorship packages (e.g., headline sponsor, official partner, VIP area sponsor) with value propositions such as branding, on-site activations, and exclusive events.
- Partner with international jazz associations, music schools, and embassies to strengthen the festival's cultural relevance.
- Collaborate with travel companies to offer bundled travel packages for international visitors (e.g., flight, accommodation, and festival pass).

Outcome: Strong financial backing and strategic partnerships that enhance the festival’s prestige and reach.

Activation & Experience

Objective: Create an unforgettable on-site experience to boost brand loyalty & marketing.

Action Plan

- Design interactive zones (e.g., a “Jazz Village” with food stalls, art exhibitions, and merchandise).
- Set up streaming or digital experiences for remote attendees to engage with the festival in real-time.
- Create exclusive VIP experiences such as backstage tours, meet-and-greets with artists, and access to after-parties.
- Leverage sustainability initiatives (e.g., eco-friendly packaging, recycling programs) to appeal to socially-conscious attendees.
- Beyond aesthetics, the festival’s brand should also be reflected in the overall experience through artist curation, food stalls, interactive installations, or on-site experiences.

Outcome: Positive attendee experiences, leading to higher engagement and future ticket sales.

The Strategy

Public Relations & Media Reach

Objective: Amplify media coverage and public relations to boost the festival’s profile.

Action Plan

- Pitch feature stories and interviews to international music magazines, lifestyle publications, and travel outlets.
- Invite key journalists, critics, and influencers to cover the event.
- Produce press kits with artist line-ups, festival history, and visuals to be distributed to media.
- Organise pre-festival press conferences or exclusive artist sessions to generate media buzz.

Outcome: Expanded media coverage and increased festival recognition globally.

Revenue Growth

Objective: Develop long-term revenue streams and create business opportunities beyond ticket.

Action Plan

- Merchandise: Design exclusive festival merchandise such as limited edition vinyl, apparel, and memorabilia.
- Streaming & Licensing: Monetise content through live streaming and licensing deals with platforms like Spotify, YouTube, or TV networks.
- Corporate Hospitality: Offer premium corporate packages for companies to entertain clients, including exclusive seating, catering, and artist access.
- Workshops & Masterclasses: Host jazz masterclasses or panel discussions with artists and industry experts to appeal to niche segments and create additional revenue streams.
- Year-Round Engagement: Develop a year-round presence with smaller jazz events, online music series, or podcasts

Outcome: Diverse revenue streams and enhanced business opportunities for long-term festival sustainability.

Post-Event

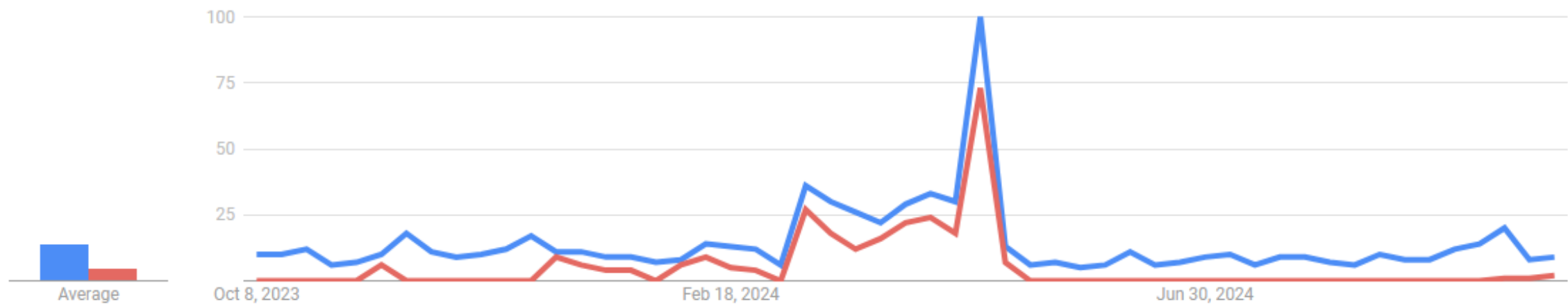
Objective: Analyse festival success and build long-term loyalty with attendees.

Action Plan

- Conduct post-event surveys and collect feedback to understand attendee satisfaction and areas of improvement.
- Analyse ticket sales data, digital engagement metrics, and media coverage to assess the marketing impact.
- Create a post-event highlights reel or documentary to share online and keep the audience engaged.
- Start early promotion for next year’s event, offering exclusive pre-sale tickets or loyalty discounts for returning attendees.

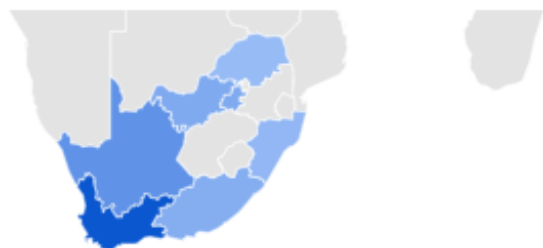
Outcome: Stronger insights for future improvements and a loyal attendee base for upcoming festivals.

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Western Cape	100	
2	Northern Cape	46	
3	Gauteng	26	
4	North West	26	
5	Eastern Cape	22	

< Showing 1-5 of 7 subregions >

Puzzle Pieces

Specific Roles

Business Development

Identify and secure strategic partnerships and sponsorships.

Skill Set:

- Strategic Thinker: Identify opportunities for growth and partnership that align with the event's vision.
- Negotiation Skills: Craft compelling proposals that provide value to sponsors and partners.
- Market Awareness: Stay informed about industry trends to attract relevant partners.

Partnerships Coordination

Manage relationships with sponsors and partners for mutual benefit.

Skill Set:

- Relationship Building: Excellent interpersonal skills to maintain long-term partnerships.
- Activation Strategy: Design creative sponsorship activations that enhance brand visibility at the event.
- Community Insight: Understand how to connect sponsors with local audiences effectively.

Marketing

Develop and implement a comprehensive marketing strategy.

Skill Set:

- Creative Campaign Development: Design innovative marketing campaigns that resonate with the target audience.
- Digital Marketing Expertise: Utilise social media, SEO, and content marketing effectively.
- Analytical Skills: Track and analyse campaign performance to inform adjustments and improvements.

Experience Designer

Innovate the attendee experience to enhance engagement.

Skill Set:

- User-Centric Design: Focus on creating enjoyable and memorable experiences for attendees.
- Innovative Conceptualisation: Think creatively about event layouts, activities, and installations.
- Tech Savvy: Incorporate technology (e.g., apps, AR/VR) to enhance audience interaction.

Content Curator

Create engaging content that highlights the event's theme and performers.

Skill Set:

- Storytelling: Craft compelling narratives that capture the essence of the jazz event and its artists.
- Visual Skills: Produce high-quality visuals (videos, graphics) for promotional materials.
- Curation Abilities: Select and showcase relevant content that enhances the event experience.

Engagement Coordinator

Foster local community involvement and support.

Skill Set:

- Local Knowledge: Understanding of the local jazz scene and audience preferences.
- Outreach Skills: Develop programs that engage community groups and encourage participation.
- Feedback Integration: Solicit and apply community feedback to shape event offerings.

Community Strategist

Drive engagement and build an online community around the event.

Skill Set:

- Engagement Tactics: Develop interactive campaigns that encourage audience participation.
- Trend Savvy: Stay updated with the latest social media trends to maximise reach and engagement.
- Community Management: Foster positive interactions with followers and respond to inquiries.

Insights Specialist

Use data to inform decision-making and improve future events.

Talents Needed:

- Data Analysis: Interpret audience data, ticket sales, and marketing performance metrics.
- Trend Identification: Identify emerging trends and audience preferences for future planning.
- Reporting Skills: Communicate insights in a way that informs strategy and drives action.

Thank You

sell the experience