

Spring Concert 2024: Lauren Alaina Creative Brief & Marketing Plan

Updated 3/11/24



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Project Summary

The 2024 Spring Concert will be headlined by Lauren Alaina in the Grand Valley State University **Fieldhouse Arena on Saturday, April 6, 2024**. The concert openers will include Mason Ramsey, Julia Cole, and our university talent show winner (TBD). [The GVSU Spring Concert is an annual tradition that has hosted a variety of popular artists](#), but we haven't had a country headliner since 2016.

Per tradition, there will be clues shared via [@GVSUCAB on Instagram](#) leading up to the big artist reveal happening in person at [GV's Got Talent](#). There will then be 5,000 tickets on sale to students, faculty, and staff. Tickets will be available to the general public at a later date. Marketing efforts will be primarily geared towards current students and will include social media content, email marketing, and print materials.

Related Resources & Materials

- [Lauren Alaina marketing assets](#)
- [College Concert Marketing Examples \(Degy Entertainment\)](#)
- [Mason Ramsey marketing assets](#)
- [Julia Cole marketing assets](#)
- [Spring Concert 2024 Mood Board \(CAB\)](#)
- [Spring Concert 2023 Creative Brief \(for reference\)](#)

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Project Timeline (at a glance)

Item:	Details:	Date:
Artist clues shared via @GVSUCAB on Instagram	See Marketing Details	3/11-3/14
Artists announced and tickets go on sale for students, faculty, and staff	Artists announced in person at the end of _GV's Got Talent	3/13
Tickets on sale for students, faculty, staff, and alumni	Eventbrite link will be accessible via gvsu.edu/springconcert	3/13 (after GV's Got Talent)
Full Marketing Plan launches	See Marketing Details	3/14
Tickets on sale for the general public	Eventbrite link will be accessible via gvsu.edu/springconcert	3/20
Event date	See Event Details	4/6

Link to Clues (FINAL as of 3/11/24): [Link](#)

Event Details

Event:	Spring Concert 2024
Hosted By:	Office of Student Life (OSL), Campus Activities Board (CAB)
Audience:	Primarily current students but open to anyone
Artists Featured:	Lauren Alaina (headliner) Mason Ramsey (opener) Julia Cole (opener)
Date:	Saturday, April 6, 2024
Times:	5:30 p.m. Doors open 6 p.m. Student talent show winner performance 6:30 p.m. Julia Cole (45 min set) 7:30 p.m. Mason Ramsey (60 min set) 9 p.m. Lauren Alaina (60-75 min set)
Location:	GVSU Fieldhouse Arena
Website:	gvsu.edu/springconcert
Ticket Info:	<ul style="list-style-type: none"> Tickets will be available for purchase on Eventbrite — link will be available at gvsu.edu/springconcert

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	<ul style="list-style-type: none"> • Tickets will first open to GVSU students, faculty, and staff and later available to the general public (see Project Timeline) • Ticket pricing: <ul style="list-style-type: none"> ○ \$15 students ○ \$25 staff/faculty/alumni ○ \$35 general public • Ticket Contact: Katie Garrett, garretka@gvsu.edu
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Marketing Details

Goal # of Attendees:	5,000
Tone/Style:	<ul style="list-style-type: none"> • Haven't featured country artist since 2016 — playing into country theme, hint of glam • High energy • Student focused
Design Notes:	<ul style="list-style-type: none"> • Look over past albums and merch store/website <ul style="list-style-type: none"> ○ Blue Splash ○ Cowboy Hat • Bridie's Mood Board • Play into vintage country - Old Dolly • Lean into Floral and Sparkles • Need artist approval

Design Concept (for artist's team review)

The below design is intended to be used for posters that will be put up around campus. The same design will then be reformatted for a banner, yard signs, pluggers, and digital graphics. Additionally, there will be individual social media graphics for each artist that align with the same established brand.



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Marketing Plan

<i>Category:</i>	<i>Details:</i>	<i>Date:</i>	<i>Responsible:</i>
Social Media (@GVSUCAB)	Main feed: hints leading up to the artist reveal	Post 3/11-3/13	Bridie
	Artist Reveal	3/13 (Around 9 p.m. EST)	Bridie
Social Media (@GVSUStudentLife)	Main feed: artist reveal (collab with CAB?)	Post on 3/14	Braelyn
	Main feed: ticket giveaway	Post on 3/27	
	IG stories: countdown!	Week of 4/1	
<u>DSA Laker Weekly Newsletter</u>	Spring Concert promo blurb	3/14 newsletter	Leah
	Spring Concert article	3/28 newsletter	
	Spring Concert reminder blurb	4/4 newsletter	
Tabling	TBD	TBD	Braelyn
Design & Print	Digital graphics	Must be completed by 3/12/24	Sam
	Yard signs	Must be ordered by 3/12 Estimated arrival: 3/19	
	Pluggers printed	Goal to complete by 3/15	
	Posters (79 for posting, 100 extra)		
	Banner		
	Laker Hub slide		
CAB window display	Goal to be installed by 3/21		

Please note: The main GVSU social channel (@GVSU) may also re-share or post social graphics

Event Materials

<i>Item:</i>	<i>Details:</i>	<i>Date:</i>	<i>Responsible:</i>
T-Shirts	For staff and volunteers	Must be ordered by 3/6/24	Sam
Credentials	For staff and volunteers	Must be ordered by 3/27/24	

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Artist Asks

- Re-share/comment/interact with relevant content shared by @GVSU, @GVSUStudentLife, and @GVSUCAB on Instagram as you see fit
 - We will tag @LaurenAlaina, @MasonRamsey, and @JuliaColeMusic when applicable
- Create a 10-second video clip saying: “Excited to see you soon, Grand Valley!” This will be shared on GVSU social media channels

Contact List

Programming

<i>Name:</i>	<i>Role:</i>	<i>Email:</i>
Katie Garrett	Assistant Director of Programming, OSL (event lead)	
Jenna Mazurek	Graduate Assistant for Programming, OSL	
Hayley Wilson	Graduate Assistant for Programming, OSL	
Bridie Tolley	CAB President (lead student staff - programming)	

Marketing

<i>Name:</i>	<i>Role:</i>	<i>Email:</i>
Leah Erben	Marketing Communications Coordinator, OSL & Promotions Office (marketing lead)	erbenle@gvsu.edu
Sam Arnone	Graphic Designer, Promotions Office (lead student staff - design & print)	promotions@gvsu.edu
Braelyn McCalister	Marketing Project Manager, OSL (lead student staff - marketing)	oslmkt@gvsu.edu

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Launch Meeting Notes

Agenda

- Talk through Creative Brief
- Have we marketed this event in the past? What worked and what didn't? What are we doing differently this year?

Meeting Notes

- Multiple Openers
 - Turns into more of a line-up
 - Fit into Lauren's vibe and such
 - GV's Got Talent Winner - Opener to the Openers
- Artist Clues
 - Make sure first one - it is CLEAR that it is a country artist! 🤠
 - Pun Clue? - related to her instagram caption
- Extras
 - Cowboy hats?
- Design deliverables
 - Posters
 - Banners
 - Pluggers
 - Yard signs
 - Credentials
 - T-shirts
 - Window display
 - Web header
 - Eventbrite header sizes
 - Main social graphics (CAB will design the hints)
 - General main feed and story
 - Starting to post monday March 11
- GV's Got Talent
 - Pre Artist Reveal???

Next Steps

- Jenna to make updates to the website