

Promoting a Benefit Concert with Digital Media

Aubrea Felch
Senior Project GrC 461
Dr. Harvey Levenson
March 18, 2011

Abstract

The introduction of digital media in mass communication and advertising had a powerful impact on the event planning industry, specifically in the promotion of benefit concerts. Not only can digital media promote an event, but it can also help event coordinators establish an image for themselves, be used as a means of benefiting those who have donated to the cause, and enhance the event itself. All digital media can be put into several different classifications: digital audio, digital video, digital photography, Internet technology, and interactive Internet applications. This study asks the question: In what ways can an event planner use digital media technology to both promote and enhance a benefit concert? To explore and analyze this, digital media of all types was created to promote and enhance an event on the campus of California Polytechnic University of San Luis Obispo, called the Love Out Loud Concert. Then Descriptive Research, more specifically a survey and case study, and Content Analysis were used to measure the effectiveness of each of the types of media.

Table of Contents

Ch. 1: Introduction and Purpose of Study	1
Ch. 2: Literature Review	4
Ch. 3: Research Methods	9
Ch. 4: Results	15
Ch 5: Conclusion	43
Bibliography	46
Appendix A	47
Appendix B	48

Aubrea Felch

Promoting a Benefit Concert with Digital Media

Ch 1: Introduction and Purpose of Study

The 20th century saw a revolutionary change in the use and possibilities of computer technology. From transportation to communication, every area of the average American's life has been affected by computer technology and its constant evolution. Technological development especially affected the world of advertising and mass communication. As photography and cinematography became digital, and as the Internet became more aesthetic, the words "digital media" have become a recognized phrase. Digital media is any type of electronic media produced by computer technology, such as digital photography, videography, audio, animation, or type of Internet communication and interaction. The introduction of digital media in mass communication and advertising had a powerful impact on the event planning industry, specifically in the promotion of benefit concerts. Where print media and word of mouth used to dominate, digital media invites more creative opportunities in advertising for less expense. Not only can digital media promote an event, but it can also help event coordinators establish an image for themselves, be used as a means of benefiting those who have donated to the cause, and enhance the event itself. This study asks the question: In what ways can an event planner use digital media technology to promote and enhance a benefit concert?

Digital media is constantly evolving, meaning that new creative applications are being developed every day. However, all digital media can be put into several different classifications: digital audio, digital video, digital photography, Internet technology, and interactive Internet applications. An event planner can use these forms in a variety of ways, and can even use a

hybrid of several classifications. Digital audio can be used to promote the event through online audio tracks advertising the bands, or to edit sound for a digital video or animation. It can also be used to create a digital audio track to play on live radio. Digital video can be used to create commercials, interviews, update videos, awareness videos, and screensavers, to name a few. Digital photography can be used for awareness, advertising, and webpage enhancement. Internet technology introduces many possibilities, such as advertising, updating, and providing a place to showcase other forms of digital media. An event planner can also use Internet advertising as a lure to get the support of businesses. Interactive Internet use allows viewers to participate in games, surveys, RSVP for an event, or even pay for tickets. Together, these forms of digital media prove to be powerful forms of promotion and event supplement. If used well, digital media could even be costless. Use of digital media can attract a larger audience to the benefit concert, increase profits, and enhance the experience through visual and auditory stimulation.

These types of digital media were all used in promoting a concert on the campus of California Polytechnic State University in San Luis Obispo. This concert was put on by the Love Out Loud campaign, a campaign whose purpose is to raise awareness concerning the depression, suicide, and self-injury that affects young adults. The campaign was created by six students who had been personally affected by suicide, depression, and self-injury at some point in their lives. On February 26th, 2011, the Love Out Loud campaign held a concert titled the Love Out Loud Concert. Benefits from the concert went to the non-profit To Write Love On Her Arms. First, an awareness fair was held outside of the Chumash Auditorium from 5:30 pm until 6:30 pm. This awareness fair included several local clothing, jewelry, and plant vendors, as well as student artists. The concert began at 6:30pm, and included three bands, a speaker named Kevin Hines who jumped off the Golden Gate Bridge and survived with full mobility, a Cal Poly alumnus

who lost a friend to suicide, a student rapper, several student poets, a kinetic typography video, dancers, and Cal Poly's improvisation group, Smile and Nod. The event was advertised through both print and digital media promotional methods.

The purpose of this study is to identify new digital media trends and techniques, using successful media tools and exploring ideas in development, specifically for the Love Out Loud Concert. Digital media is able to combine the message and the media in a dynamic fashion to bring event planning success. Successful event promotion means using a variety of digital media tools for allowing widespread exposure, instigating interest, constantly updating and communicating, making things simpler for the viewer, and enhancing the final event. Research will be done to determine this success through an examination of audience opinion and event planner satisfaction. Upon completion, the reader should be familiar with several forms of effective digital media and the variety of applications used to both promote and enhance a benefit concert.

Aubrea Felch

Promoting a Benefit Concert with Digital Media

Ch 2: Literature Review

Digital media use in the marketing world is rising. According to Forrester Research, "...digital was projected to be about 12 percent of overall advertising in 2009, and is likely to grow near \$55 billion and represent 21 percent of all marketing spend in 2014, as marketers shift dollars away from traditional media and toward search, display advertising, e-mail, social media, and mobile marketing" (Murphy, Nov 2010). Advertisers are realizing that there is a large shift toward marketing with digital media as opposed to traditional media. Digital advertising company Maddison Multimedia refers to digital media as "...any electronic media that is created and displayed using computer technology, such as digital audio, digital video and anything that you would find online, such as computer games, internet technology, communication (email) and social interaction" ("Glossary of Digital Advertising Terms"). As previously noted, digital media can be separated into five classifications: digital audio, digital video, digital photography, Internet technology, and interactive Internet applications. These can be used to promote and enhance a benefit concert in several different ways.

Although digital audio may not seem as obvious a form of digital media as others, it plays an extremely important role in event promotion, especially for an auditory experience such as a concert. According to the article "Advertising in Digital Media," audio has many uses. "Audio can be recorded once, edited a few times and used for many different outlets," writes Shimonski, "Ringtones, commercials, podcasts and audio books are but a handful of options as well as for commercials on terrestrial and online radio shows." Not only that, but digital audio is

essential for any digital video that includes sound. Digital audio can also be used in the context of the promotion of a benefit concert in the form of audio file links on a web page, allowing the viewer to listen to samples of the musicians that are playing at the event (personal observation).

With its visual and auditory stimulation, digital video is an important tool as well. According to Erik Qualman, author of the best-selling book, “Socialnomics: How social media transforms the way we live and do business”, “YouTube is the second largest search engine in the world, and every minute, 24 hours of video is uploaded to the site” (Murphy, July 2010). YouTube.com, a digital video uploading website, is a powerful resource for marketing. An example of a company using YouTube.com promotion well is the dog food company Pedigree, which used digital video and online technology to raise awareness about the health and care of stray dogs (McCormick). According to the article, “Pedigree uses YouTube Push to Save Stray Dogs”, “Pedigree has created a series of films for broadcast on YouTube. The videos tell the story of an abandoned dog in four stages. When each has been viewed 25,000 times, the next chapter of the story will be released on the Google-owned video site. Only by achieving mass participation will the story end well for the dog” (McCormick). Not only that, but Pedigree also enabled a link allowing viewers to donate directly through the videos (McCormick). This allowed for the viewer to donate directly after being effected by the emotional impact of the video. Another example of a company with creative use of digital video online is the antivirus products company Symantec. According to the article “Beyond the Airwaves,” Symantec “...devised a multichannel campaign that included online video, a data sheet, a white paper, Facebook promotion, search and a special landing page on the company's website. The video assets - two humorous videos that have been posted on the company's own SymantecTV video site as well as YouTube” (McClellen). The videos were a success — they ended up having

“more than one million views in under seven days” (McClellen). While Pedigree used digital video for a continuous story to keep viewers watching, Symantec appealed to the sense of humor of the viewer, which was also apparently effective.

Also extremely effective is the use of digital photography in promotion. Not only can it be used for Internet resources, such as profile pictures on social media sites, but it can also be used to enhance the benefit concert itself. The article, “Hands for Haiti Benefit Concert Raises Money” describes a benefit concert in Northridge, California that used digital photography in the concert itself (Esquivel). “The event began with a poem and slide show, on two screens, showing picturesque photos of Haiti prior to the earthquake that hit last month,” wrote Esquivel. It added to the concert’s apparent success as the event raised a large amount of money for Haiti.

Online resources have become an almost necessary form of marketing. In fact, it is nearly a guarantee that any company in today’s world will have some form of representation on the Internet, allowing them to give themselves an image, add digital media, and post information that can be accessed anywhere in the world. The article “Advertising in Digital Media” describes the potential of having media rich websites, stating “...since digital media is so easy to capture, manipulate and work with, it’s no wonder that many businesses are deploying online commercials, podcasts and videos for YouTube...” (Shimonski). Using Internet technology, an event planner can upload any form of digital media to a website for easy and inexpensive promotion. Not only that, but websites can be used to raise money. Posted on the social networking website LinkedIn.com was the question “What is the most cost effective way to promote a benefit concert for an anti-abuse organization?” Susan Loretta Ross, owner of the business The Inner Vizion, suggested using online resources as a way to gain event sponsors (Ross). “You would offer them an ad,” writes Ross, “put their link on the myspace/and or

website that you prepare for the concert... This is ad/promotion that they are paying for you and you in turn have sponsors” (Ross). Since websites are extremely inexpensive, this could be very useful as a way to fundraise for a concert.

A new digital trend is the use of interactive online resources, especially social media, in marketing. With the introduction of Web 2.0, interactive consumer options on the Internet came the ability for users to write back, create blogs, input information, upload their own media, and much more. Social websites, such as MySpace.com, Facebook.com, and Twitter.com emerged, redefining social communication methods. According to “Digital Advertising Growth Outpaced by the Hype”, “...people’s attention spans are shorter than ever, and it’s becoming increasingly difficult to tell a story through a stagnant print ad or high-rise billboard. To bring traditional ads to life, more companies are telling consumers to visit their Facebook pages, where they can engage with the brand, ask questions and become a part of the conversation.” In “Social Media: Huge, and Here to Stay,” author Samantha Murphy relays the statistic, “If Facebook were a country, it would be the third largest behind China and India.” Opportunities for promotion through social-networking sites are easy to find, easy to use, and very effective. The article “Beyond the Waves” also comments on the power of online social networking, mentioning that broadcast networks “...will, more than ever, rely on social networks... YouTube, Web portals and mobile technology to promote their lineups before increasingly distracted consumers...Network executives acknowledge they still rely overwhelmingly on their own airwaves to promote new shows. But they also recognize that new platforms are becoming more vital to reach audiences, particularly younger ones” (McClellan). Web 2.0 and social networking are powerful tools in marketing because of their accessibility and personalized features.

There are many hybrid forms of digital media as well. As was previously mentioned, the

Internet proved to be a useful interface for the presentation of digital media, such as videos, photography, and digital audio. Not only that, but media uploading websites have been developed, such as YouTube.com and Flickr.com, a popular photo sharing website. The article “Flickr of the Wrist” comments on the advertising techniques of the accounting company Deloitte to promote the 2009 Technology, Media, and Telecommunications Predictions events. “Deloitte didn't just create a Facebook page, either. It established a presence on no fewer than nine different social-networking sites. Organizers used a Facebook event page to personally invite networks of contacts to the Toronto and Montreal events, which were held on subsequent days in mid-January... And they used Flickr, the popular web-based photo-sharing service, and five different video-sharing sites for both advance promotion and to cover the event from all angles” (Wahl). Obviously sites such as YouTube.com and Flickr.com have a large impact. However, there are other hybrid forms of digital media that are not related to the Internet. Photography can be used in digital video, for use in media such as stop-motion animation, which is the animation of many photographs of live objects. Audio can be used with video as well, improving the impact of the video.

Many companies have used digital media to explore new ways of marketing and promotion. Digital audio, digital video, digital photography, Internet technology and interactive Internet resources all have much to offer, especially when used simultaneously. It is beneficial to look at other companies and research statistics before deciding upon the digital media tools used for the promotion and enhancement of a benefit concert (personal observation).

Aubrea Felch

Promoting a Benefit Concert with Digital Media

Ch 3: Research Methods

This study observed the use of digital media in the promotion of a specific benefit concert held on the campus of California Polytechnic University of San Luis Obispo. The concert was part of a campaign titled The Love Out Loud Campaign, whose purpose is to raise awareness concerning the depression, suicide, and self-injury that affects young adults. The purpose of this study is to identify new digital media trends and techniques, using successful media tools and exploring ideas in development to promote and enhance the Love Out Loud benefit concert. To explore and analyze this, digital media of all types was created to promote and enhance the event. Then Descriptive Research, more specifically a survey and case study, and Content Analysis were used to measure the effectiveness of each of the types of media.

The first type of digital media used to promote the Love Out Loud campaign and concert was interactive accounts with websites such as Facebook, Blogger, Twitter, YouTube, and Flickr. The Facebook page created included all of Love Out Loud's information, the Love Out Loud logo, photos of the creators, and was used to advertise events and get the word out about the campaign. Facebook users were encouraged by those involved in the campaign to join the page and "like" it. Posts were also put up on the Facebook page wall to encourage people to collaborate and respond to prompts asking about how they "love out loud." Links associated to the cause were posted on the page as well. A blog was put together on Blogger.com for the Love

Out Loud campaign as well, to give a personal touch to the campaign, and reveal the inside thoughts of the creators. Not only did it explain the event, but it allowed for blog followers and postings that may have been too wordy for a website or Facebook page. A Twitter account was created for Love Out Loud so that followers could stay in touch with what was “tweeted” about the event. Tweets included postings on fundraising events, as well as anything else associated with the Love Out Loud campaign. Finally, YouTube and Flickr accounts were created to spread the word about Love Out Loud through video and digital photography concerning the event.

The next type of media created to promote the campaign and concert was a website. This was done using XHTML, extensible hypertext markup language, to structure the page and CSS, cascading style sheets, to style it. It also used alternative font types, sprites, and several different formatting methods. The website was made up of 13 pages, including an introduction page, a vision page, a concert page, a sponsors page, and a find help page, amongst others. The website also linked to the Love Out Loud’s blog, Twitter account, Facebook page, YouTube page, and Flickr account, as well as to personal websites for the artists, performers, speakers, and sponsors for the event. It included photos of those associated with the event as well, giving a face to the names and biographies mentioned on the page. Not only that, but Love Out Loud created an account with PayPal, an online money exchange service, so that web page viewers could buy tickets and donate with ease. The website was used to advertise for monetary supporters of the campaign and benefit concert as well.

Once the Love Out Loud Campaign was promoted on the Internet, it was further promoted through the use of creative digital video. An awareness video was created for the campaign, videoed and recorded with the Canon Rebel T1i Digital SLR camera and edited using Final Cut Express. The digital song Toyko Street by musician Airtone was added as background

music to give the video an overall tone. The video included short interview-style clips of people who had actually experienced depression, with a message that it does not define who they are. At the end, it flashed the name of the Love Out Loud campaign, as well as the website and date of the event. The video was then posted on Facebook as well as YouTube, and shown on the Cal Poly TV channel.

Digital photography was then used to promote the event and campaign in several ways. First, a photo shoot was held for the creators of the event, photographed by photographer Brandon Smith. The creators personalized the campaign by taking photos with their reasons why they were part of the event written on their faces. Words such as “grief”, “compassion,” and “pain” helped give the creators an identity in the project. These photos were then added to the website, Facebook, and Flickr account.

The second creative way of using digital photography to promote the event was held during the week leading up to the event. The Love Out Loud campaign had information booths on campus two days during the week for four hours each. During this time, they had information out and were readily available to discuss the campaign to anyone interested. They also had a photo booth set-up, with props and costumes, and took free photos for anyone interested. Then, the photos were formatted into an Adobe InDesign template with the Love Out Loud logo in the bottom right corner and emailed to each person in the photo, the body of the email explaining the campaign and encouraging the person to set the picture as their Facebook profile picture for the following week, leading up to the event. Photos were also placed on Facebook and in the Flickr account to promote the event. Not only was the campaign promoted through the photos on Facebook, but the photo booth attracted students that hadn't yet known about the campaign.

Finally, digital media was used to promote the actual Love Out Loud event on February 26th. First, a kinetic typography video was created to be used as an introduction to the event. It was animated using Adobe After Effects and further edited using Adobe Premiere. Student Sam Thorn then created digital audio to be placed with the video, which enhanced it further. The video was then shown the night of the event on the big screen in Cal Poly's Chumash Auditorium. Not only that, but digital media was used to promote the sponsors of the event, as a slideshow was created in Microsoft Power Point to display the logos of the sponsors on the Chumash screen before the beginning of the event and during the intermission. A digital music playlist was also played in the background when the event was not taking place to enhance the event and give people something to listen to as they looked at booths and were seated. After the event, the kinetic typography video was placed online for interested viewers.

To first determine the best forms of promotion and event enhancement, the Descriptive Method of Research, more specifically a sample survey of intangibles, was conducted as defined in Dr. Harvey Levenson's book titled, *Some Ideas About Doing Research in Graphic Communication*.

"Surveys gather relatively limited data from a relatively large number of cases. Typically, they attempt to measure what exists without questioning the reasons for existence. A survey that covers the entire population of interest is referred to as a census. One that studies only a portion of the population is known as a sample survey... A sample survey of intangibles is the most challenging type of survey and one that seeks to measure psychological and sociological constructs for a large population. Employee opinion poles are examples of this type of study. Opinions are not directly observable but must be inferred from responses made by the questionnaires or interviews" (Levenson, 29-30).

The survey was distributed at the event itself, and asked questions concerning how the attendee heard about the Love Out Loud event, as well as their response and exposure to the digital media. This helped get information on the opinions and ideas of those who would actually attend an event such as the Love Out Loud concert. The survey is located in Appendix A.

Next, a case study, also under the Descriptive Method of Research, was conducted as defined in Dr. Harvey Levenson's book titled, *Some Ideas About Doing Research in Graphic Communication*.

"Descriptive research studies are designed to determine the nature of a situation as it exists at the time of the study...The typical case study is an intensive investigation of one individual or of a single unit, such as a small group, a department within a company, or a company itself. The emphasis is on understanding the reasons that an individual or a group does what it does and how behavior changes in response to the environment" (Levenson, 29). To establish reasons for behavior, Levenson also points out the type of data collected by an investigator in a case study, such as:

1. Subjects' present state
2. Subjects' past experiences
3. Subjects' environment
4. How these conditions relate to each other (Levenson, 29).

Therefore, a case study took place to compare the effectiveness of each form of digital media. Thirty volunteers who supported the Love Out Loud Campaign on Facebook.com were put into a room in the graphic communications building and exposed to all the forms of digital media that were developed. This was done with a projector and sound system, with each form of digital media shown in a random order. Then, they were asked to rate the digital media's effectiveness

through a questionnaire. The questionnaire included questions regarding the emotional impact of the media, the effectiveness, the preferences of the volunteer, how well it promoted the campaign, and how well it promoted the concert. The questionnaire used is located in Appendix B.

After implementing the Descriptive Research Method through the survey and case study methods, Content Analysis was employed. According to Levenson, “Content analysis is one of the most popular methods used in communications research. It is a method for quantifying qualitative information gathered from Elite and Specialized interviewing, historical research, and descriptive research. In other words, content analysis is often used in combination with other research methods in developing results and drawing conclusions” (Levenson).

Using Content Analysis, the survey answers, case study answers, and website statistics were collected and sorted into pie charts, bar graphs, and tables. These visual representations of the data helped identify new digital media trends and techniques, specifically for the Love Out Loud Concert. This is covered fully in chapter four. Through gathering data and observing the example of a benefit concert at Cal Poly University, this study was able to identify new digital media trends and techniques, using successful media tools and exploring ideas in development.

Aubrea Felch

Promoting a Benefit Concert with Digital Media

Ch 4: Results

The following is the results of the data gathered for each type of digital media as described above. Also included here are the documented results of the survey and case studies.

1. Facebook Account

In the time that the Love Out Loud campaign had a Facebook account (between November 17th, 2010 and March 11, 2011), 855 Facebook users have “liked” the profile page. The following data was found in the “Insights” section on the Love Out Loud campaign’s Facebook profile page.

Table 1.1

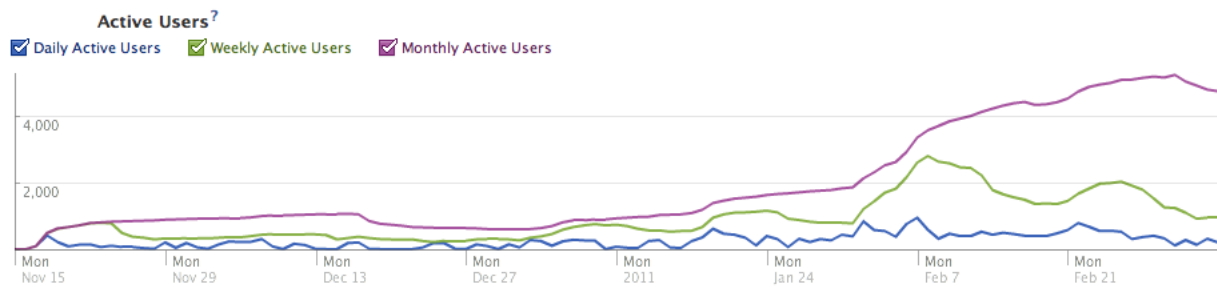


Table 1.1 shows the amount of daily active users, weekly active users and monthly active users on the Love Out Loud Facebook page. This means that this is the tracking of 1-day, 7-day, and 30-day counts of people who have interacted with or viewed the page or its posts. Monthly active users peaked on March 3rd, with 5,249 users. Weekly active users peaked on February 8th, with 2,810 users. Daily active users peaked on February 7th, with 957 users.

Table 1.2

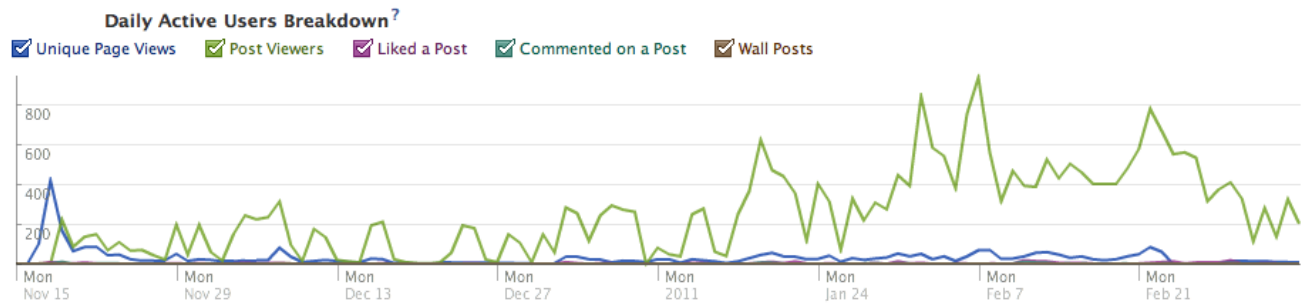


Table 1.2 shows the breakdown of the daily active users, the 1-day counts of people who have interacted with or viewed the page or its posts. It tracks unique page views, post viewers, those who have liked a post, commented on a post, or made wall posts.

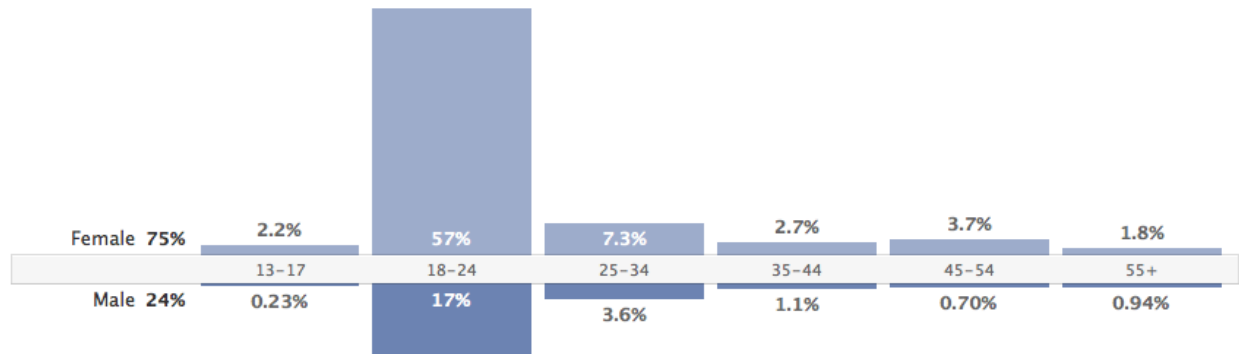
Table 1.3



Table 1.3 tracks the history of the Love Out Loud Facebook page likes. Peaks include the dates: November 18th, November 22nd, November 29th, January 31st, February 13th, and February 22nd.

Table 1.4

Gender and Age?



Countries?	Cities?	Language?
841 United States	236 Santa Barbara	810 English (US)
2 Hungary	215 San Luis Obispo	34 English (UK)
2 Australia	95 Seattle	5 Spanish
2 Canada	27 San Jose	2 German
1 Bulgaria	26 Santa Clara	2 Spanish (Spain)
1 United Kingdom	20 San Francisco	1 English (Pirate)
1 Spain	14 Los Angeles	1 Italian
1 Malta	12 Pleasanton	
1 Uganda	11 Dallas	
1 El Salvador	Less	
1 Philippines		
1 South Africa		
Less		

Table 1.4 displays the demographic data about the people who like the Love Out Loud Facebook page based on the age, gender, location, and language information they provide in their user profiles.

Table 1.5

Tab Views [?]	External Referrers [?]
2,068 Information	148 loveoutloudcampaign.com
385 Discussion Boards	69 google.com
359 Photos	6 twitter.com
62 Links	4 loveoutloudcampaign.blogspot.com
21	3 mail.lmusd.org
6 Wall	3 wikiwix.com
4 Events	3 search.yahoo.com
	2 rachelegan.weebly.com
	2 google.ca
	1 74.6.117.48
	1 blogger.com
	1 us.mc566.mail.yahoo.com
	1 us.mc1207.mail.yahoo.com
	1 us.mg202.mail.yahoo.com
	1 us.mc509.mail.yahoo.com
	1 us.mc453.mail.yahoo.com
	Less

Table 1.5 shows the allocation of tab views according to what users were viewing, as well as a list of external referrers to the Love Out Loud Facebook page.

Table 1.6

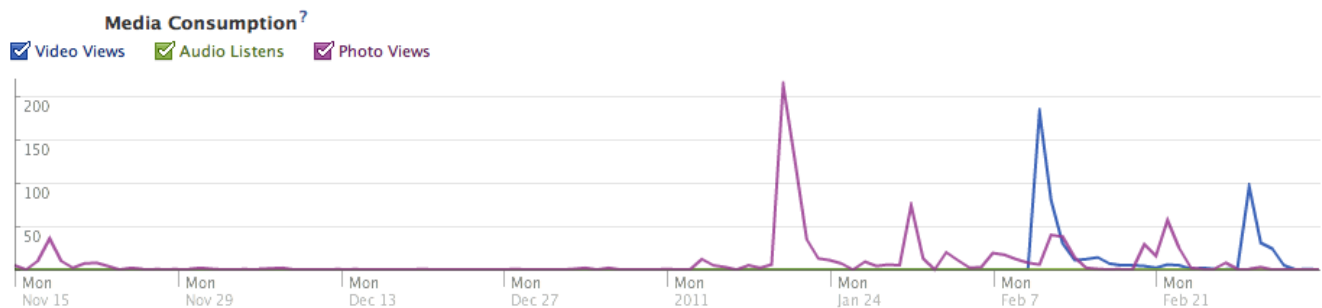


Table 1.6 documents the media consumption as recorded on the Love Out Loud Facebook profile page. Video views, audio listens, and photo views are tracked here. Important dates for photo

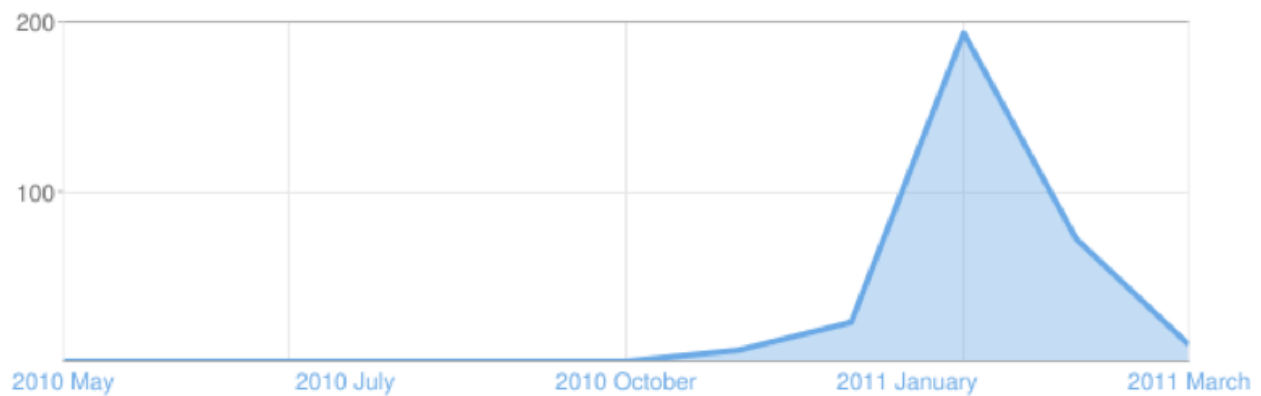
views include January 20th, January 31st, February 12th, February 20th, and February 22nd.

Important video view dates include February 11th and March 1st.

2. Blogger Account

In the time that the Love Out Loud campaign had a Blogger account, or personal blog (November 22, 2010-March 11, 2011), the campaign made a total of four postings, had 6 followers, and 300 page views. The following information is from the “Stats” section on the Blogger profile information page.

Table 2.1



According to Table 2.1, most of the blog traffic occurred in January 2011, seconded by February 2011.

Table 2.2

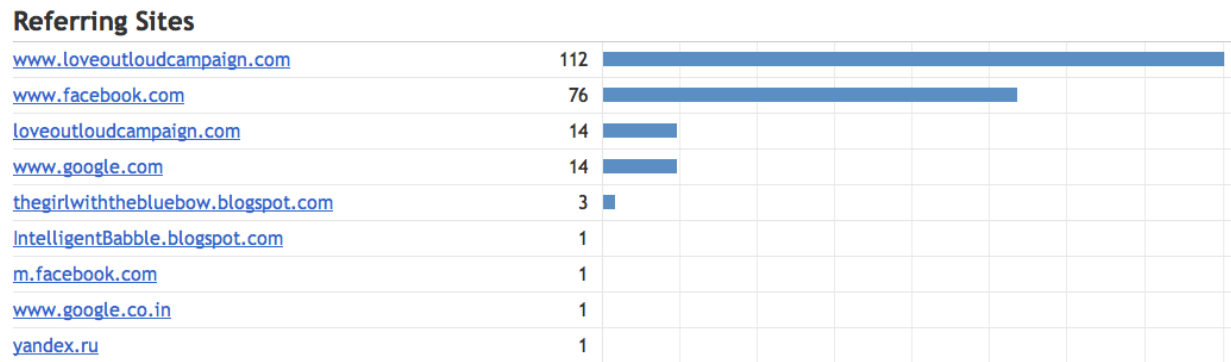


Table 2.2 reveals the referring sites where viewers were first directed toward the Love Out Loud campaign blog.

3. Twitter Account

In the time that Love Out Loud had a Twitter account (November 22, 2010- March 11, 2011), the campaign made a total of seven tweets, and had 12 followers. The Twitter account page had no more possible viewable statistics.

4. YouTube Account

In the time that the Love Out Loud campaign had a YouTube account (November 22, 2010- March 11, 2011), the campaign posted two videos, and had 488 channel views, and two subscribers. The first video posted, the awareness video, received 134 views. The following table was found on the “Statistics” section of the Awareness Video page.

Table 4.1

This video is most popular with:

Gender	Age
Male	13-17

This video is most popular in:

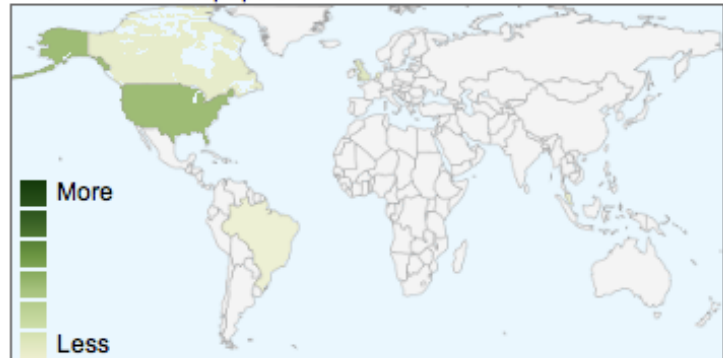


Table 4.1 reveals the popular age, gender, and location of the YouTube viewers for the awareness video.

The second video posted, the kinetic typography video, received 31 views. The following table was found on the “Statistics” section of the Kinetic Typography page.

Table 4.2

This video is most popular with:

Gender	Age
Male	13-17

This video is most popular in:



Table 4.2 reveals the popular age, gender, and location of the YouTube viewers for the kinetic typography video.

5. Flickr Account

In the time that the Love Out Loud campaign had a Flickr account (November 22, 2010- March 11, 2011), the campaign posted 3 albums, including photos of the Love Out Loud booth at farmer's market, the photos of the Love Out Loud creators, and the photos taken at the photo booth on campus. Unfortunately, no statistics could be gleaned from the website.

6. Love Out Loud Website

In the time that the Love Out Loud campaign had a website (between December 8th, 2010 and March 11, 2011), there have been approximately 2,139 unique visitors, with an average of 6.57 pages per visit. The following information was received from the host website of Love Out Loud's website, and pertains to the month of February 2011.

Table 6.1

Day	Number of visits	Pages	Hits	Bandwidth
01 Feb 2011	43	219	500	19.59 MB
02 Feb 2011	93	803	2019	71.30 MB
03 Feb 2011	41	282	785	29.10 MB
04 Feb 2011	26	155	402	15.29 MB
05 Feb 2011	15	116	307	12.70 MB
06 Feb 2011	49	350	840	29.46 MB
07 Feb 2011	115	722	1813	81.05 MB
08 Feb 2011	78	653	1742	63.85 MB
09 Feb 2011	56	350	873	38.84 MB
10 Feb 2011	30	250	736	32.54 MB
11 Feb 2011	37	273	726	30.81 MB
12 Feb 2011	31	202	589	22.23 MB
13 Feb 2011	57	360	1101	42.07 MB
14 Feb 2011	61	432	1155	46.61 MB
15 Feb 2011	51	295	804	32.79 MB
16 Feb 2011	59	410	1151	57.08 MB
17 Feb 2011	59	435	1232	56.90 MB
18 Feb 2011	47	503	1608	54.74 MB
19 Feb 2011	30	202	640	28.34 MB
20 Feb 2011	31	184	527	24.78 MB
21 Feb 2011	39	221	657	36.90 MB
22 Feb 2011	149	791	2226	105.87 MB
23 Feb 2011	138	939	2690	124.13 MB
24 Feb 2011	152	989	2890	149.44 MB
25 Feb 2011	84	541	1511	73.20 MB
26 Feb 2011	149	1097	3276	145.69 MB
27 Feb 2011	57	326	1000	40.80 MB
28 Feb 2011	62	288	774	32.99 MB
Average	65.68	442.43	1234.79	53.54 MB
Total	1839	12388	34574	1.46 GB

Table 6.1 shows the website traffic for the month of February. Traffic increases around the week of the event, which occurred on February 26th.

The following tables were created from information found on the hosting website.

Table 6.2

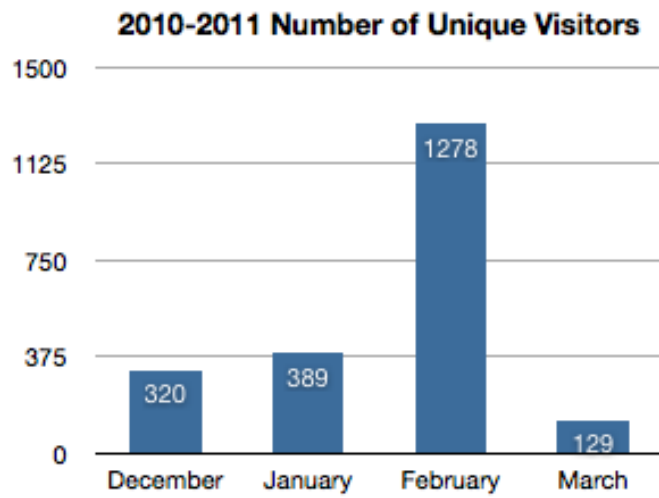


Table 6.2 shows the number of unique visitors for the months of December 2010 through March 2011.

Table 6.3

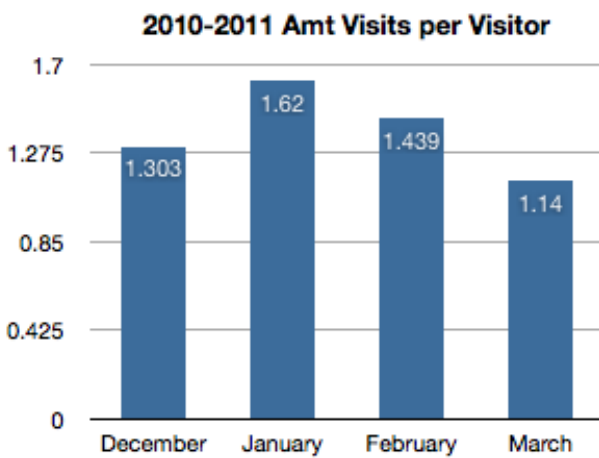


Table 6.3 shows the amount of visits per unique visitor for the months of December 2010 through March 2011.

Table 6.4

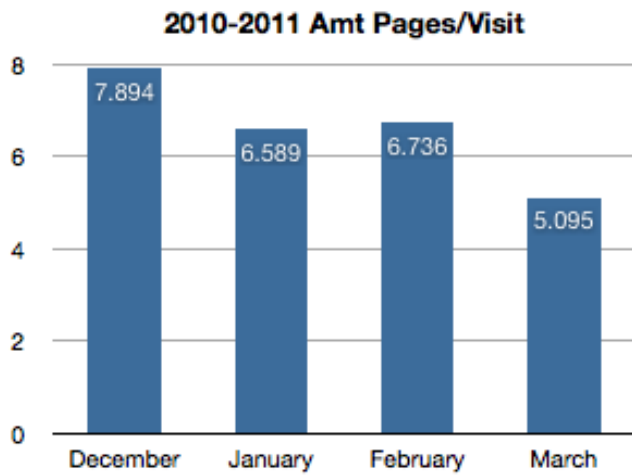


Table 6.4 shows the amount of pages per visit for the months of December 2010 through March 2011.

Table 6.5

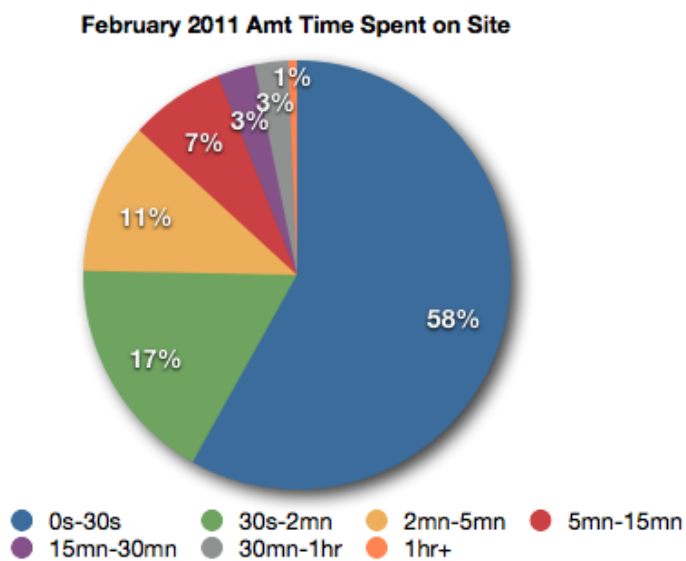


Table 6.5 shows the percentage breakdown for the amount of time viewers spent on the website in February 2011.

Table 6.6

Links from an Internet Search Engine - Full list		
- Google	218	219
- Yahoo!	15	15
- Microsoft Bing	9	9
- Microsoft Windows Live	7	7
- Unknown search engines	6	6
- Yandex	4	4
- AOL	2	2
- Google (Images)	0	1
Links from an external page (other web sites except search engines) - Full list		
- http://www.facebook.com/l.php	565	565
- http://calpolynews.calpoly.edu/news_releases/2011/February/aware...	116	116
- http://mustangdaily.net/suicide-story/	11	11
- http://www.t-mha.org/main/main_ev.html	9	9
- http://t-mha.org/main/main_ev.html	9	9
- http://www.t-mha.org/images/slideshow/slideshow.swf	5	5
- http://cla.calpoly.edu/~glaver/MondayMailing/MondayMailing.htm	3	3
- http://touch.facebook.com/l.php	3	3
- http://t-mha.org/images/slideshow/slideshow.swf	3	3
- http://us.mg203.mail.yahoo.com/dc/blank.html	2	2
- http://us.mc811.mail.yahoo.com/mc/welcome	2	2
- http://nikolschiller.blogspot.com	2	2
- http://nikolschiller.blogspot.com/2011/02/no-pigs-for-rent.html	2	2
- http://www.t-mha.org	2	2
- http://intelligentbabble.blogspot.com	2	2
- http://us.mc320.mail.yahoo.com/mc/welcome	2	2
- http://us.mg4.mail.yahoo.com/dc/blank.html	2	2
- http://www.kevinhinesstory.com	2	2
- https://cca-bezar.netadm.calpoly.edu/auth/perfigo_login.jsp	1	1
- http://mail.aol.com/33298-111/aol-6/en-us/Suite.aspx	1	1
- http://my.cuesta.edu/jsp/groupools/link/LinkHome.jsp	1	1
- http://www.calpolynews.calpoly.edu/news_releases/2011/February/a...	1	1
- http://www.t-mha.org/index.html	1	1
- http://twitter.com	1	1
- http://www.annikalaurel.com/Site/Events/Entries/2011/2/6_Love_Ou...	1	1
- Others	14	31

Table 6.6 shows popular link sources to the Love Out Loud website in February 2011.

7. Survey

The following graphs were created from the information gleaned from the survey given at the Love Out Loud event, found in Appendix A. There were 45 attendees that filled out the survey.

Table 7.1

Are you a Cal Poly student?

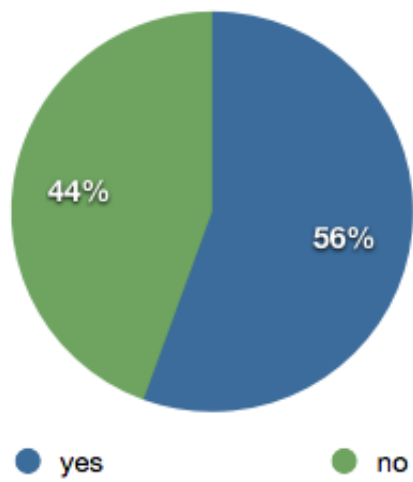


Table 7.2

Which gender are you?

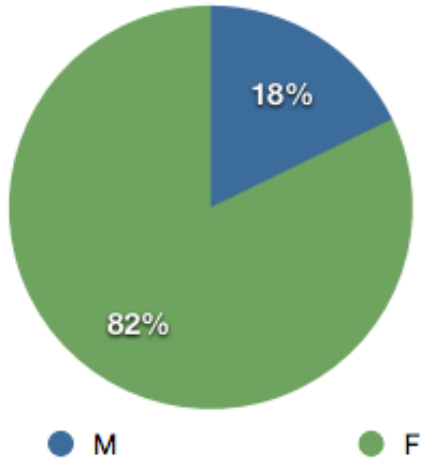


Table 7.3

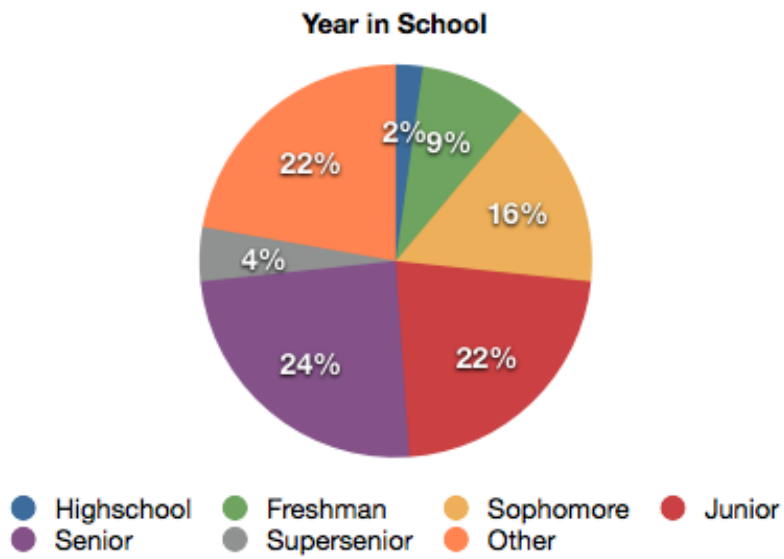


Table 7.4

How did you hear about Love Out Loud?

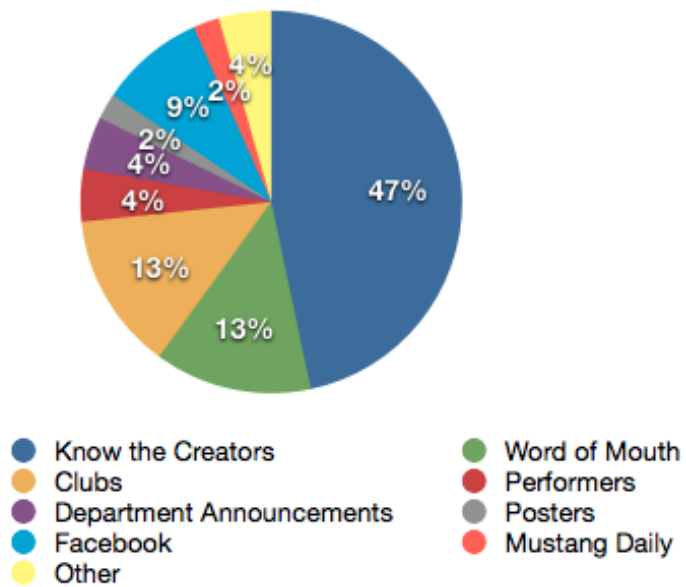


Table 7.5

What would you rate the website from 1-10? (10 being most visually pleasing, usable, and informative)

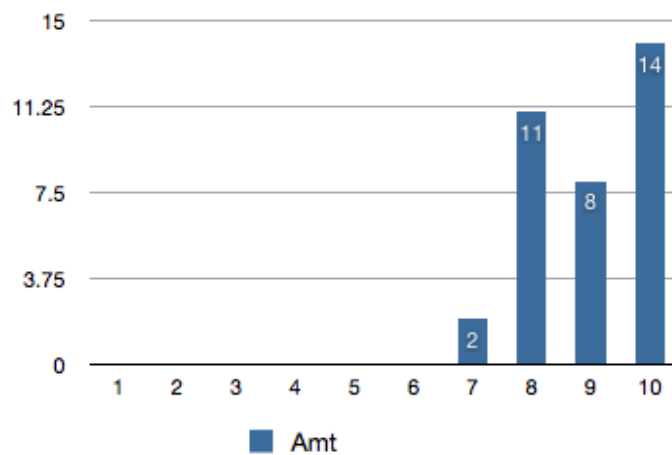


Table 7.5 shows the ratings of the 35 respondents (of 45) that saw the website.

Table 7.6

What would you rate the awareness video from 1-10? (10 being interesting, emotionally stimulating, and effective)

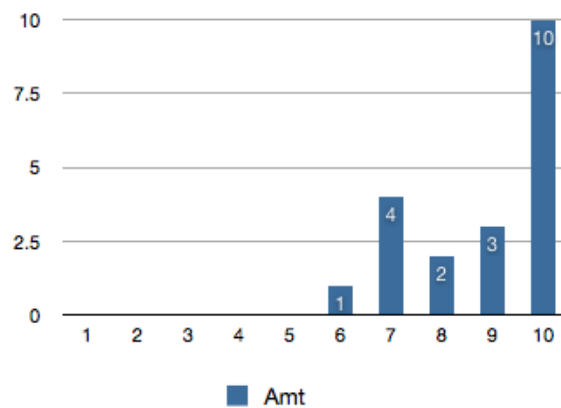


Table 7.6 shows the ratings of the 18 respondents (of 45) that saw the awareness video.

Table 7.7

What would you rate the facebook page from 1-10? (10 being most usable and informative)

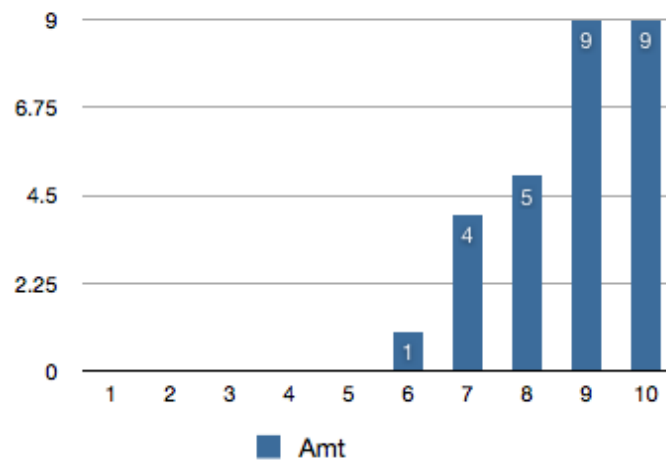
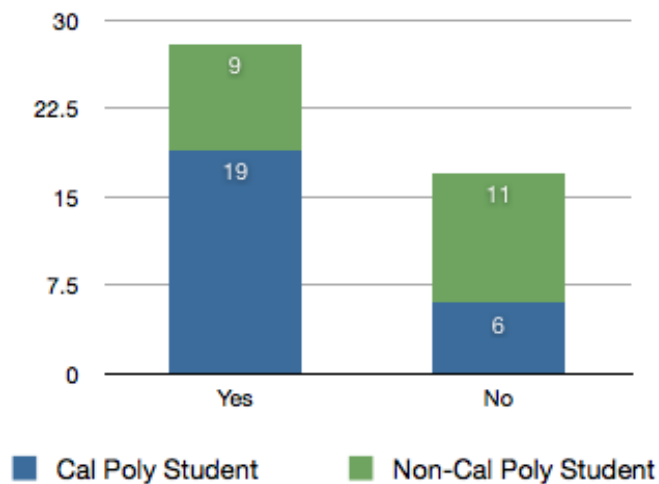


Table 7.7 shows the ratings of the 28 respondents (of 45) that saw the Facebook page.

Table 7.8

Have you seen any of the Love Out Loud profile pictures up on facebook in the past week?



8. Love Out Loud Focus Group Response

Of the 23 students in the focus group, 100% answered yes to the question: “Do you believe that digital media (website, social media pages such as Facebook, Twitter, etc, videos, photography,

digital audio) is important to promoting a campaign such as Love Out Loud?” The following data was recorded and graphed according to the response to the other questions asked.

Table 8.1

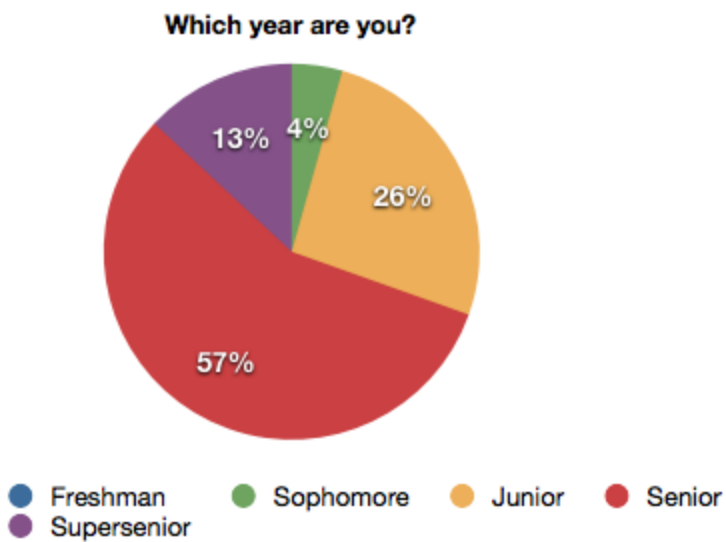


Table 8.2

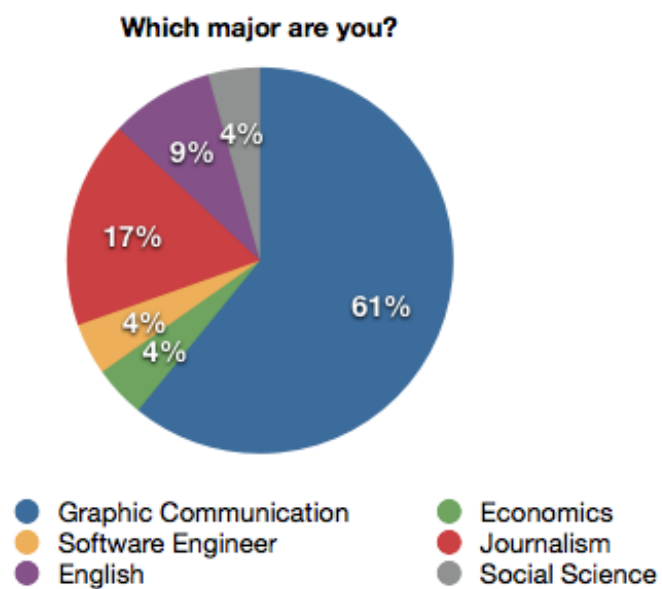


Table 8.3

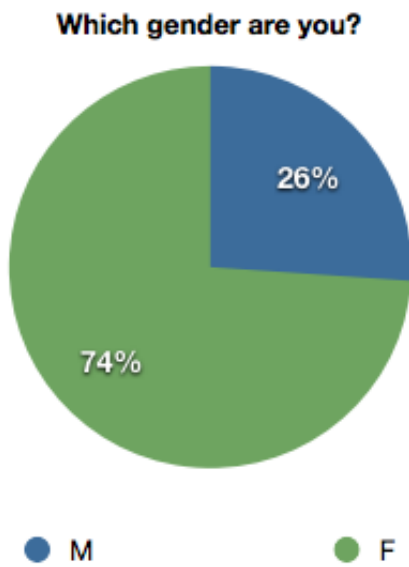


Table 8.4

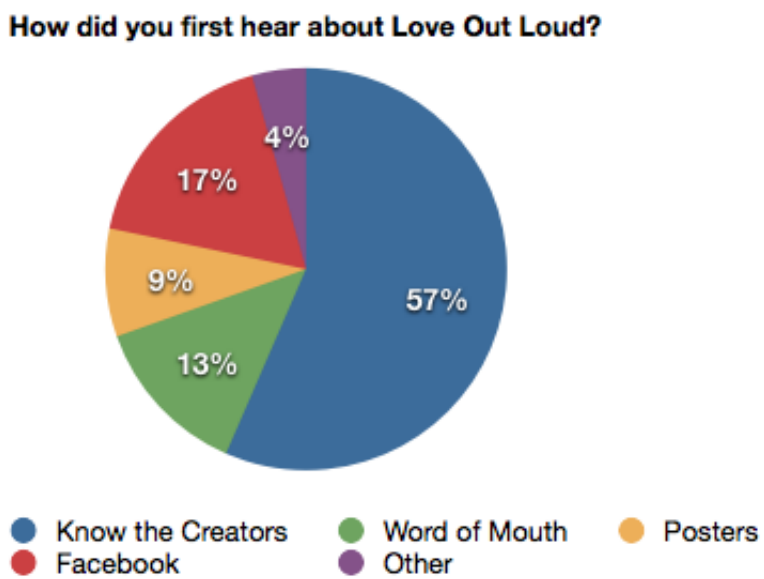


Table 8.5

Number the following forms of digital media, 1 being most important to promote an event like Love Out Loud, and 7 being least.

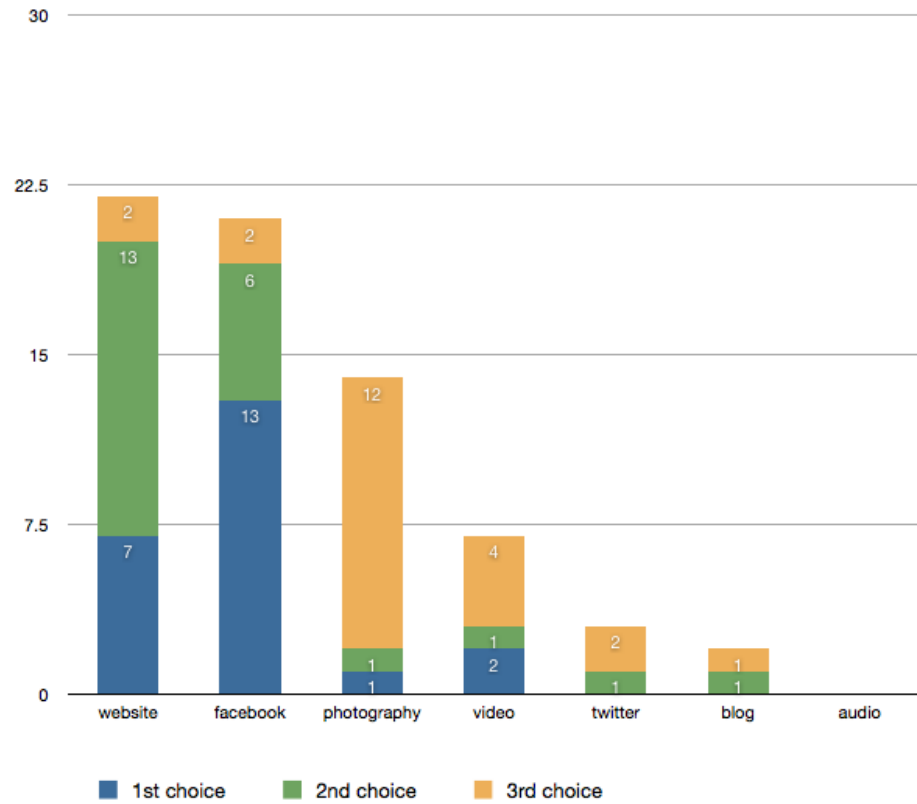


Table 8.6

How would you rate the website from 1-10? (10 being most visually pleasing, usable, and informative)

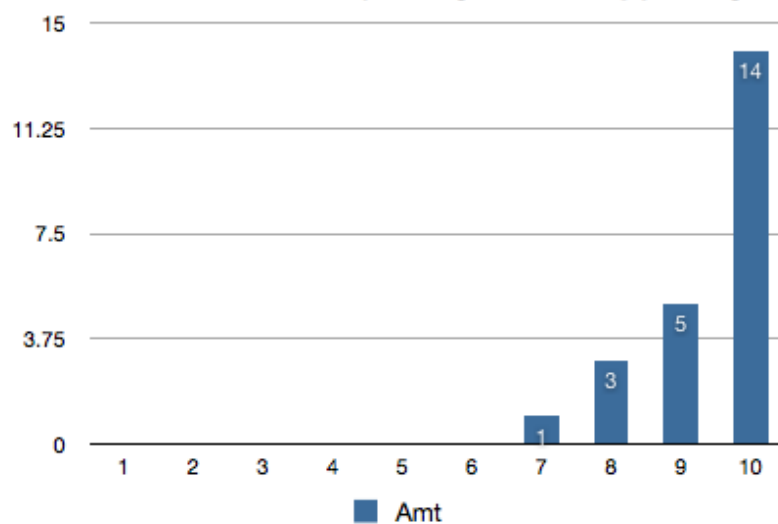


Table 8.7

Would seeing the website make you want to go to the event?

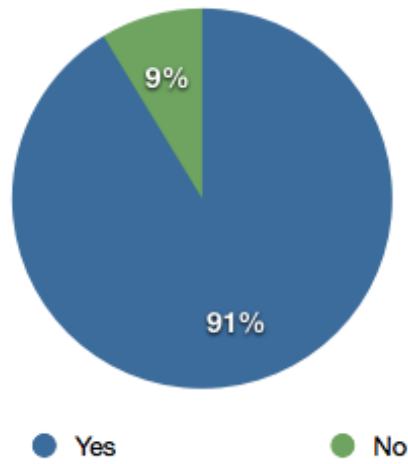


Table 8.8

Would seeing the awareness video make you want to go to the event?

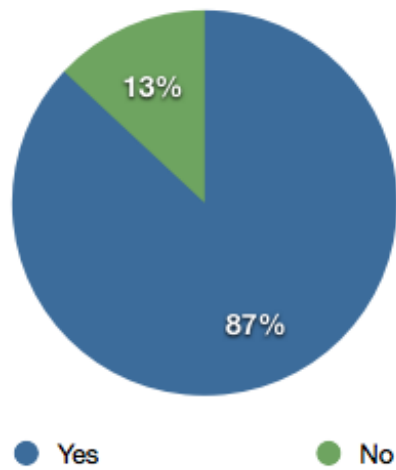


Table 8.9

Would seeing the facebook page make you want to go to the event?

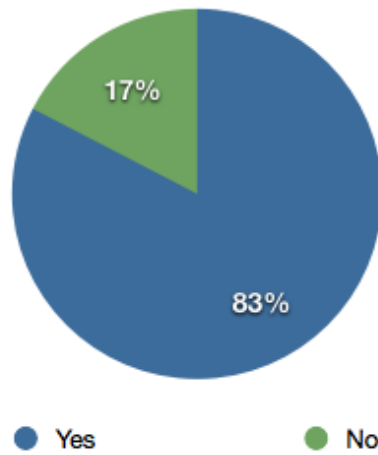


Table 8.10

Would seeing the profile pictures make you want to look more into what the event is about?

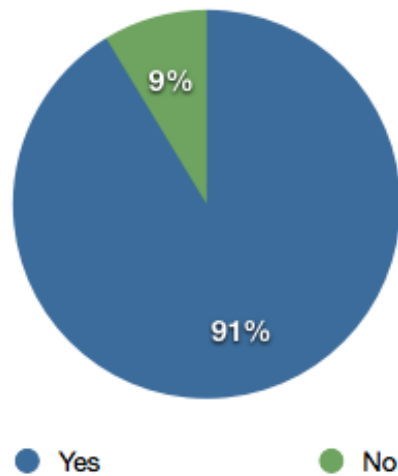


Table 8.11

How would you rate the awareness video from 1-10? (10 being most interesting, emotionally stimulating, and effective)

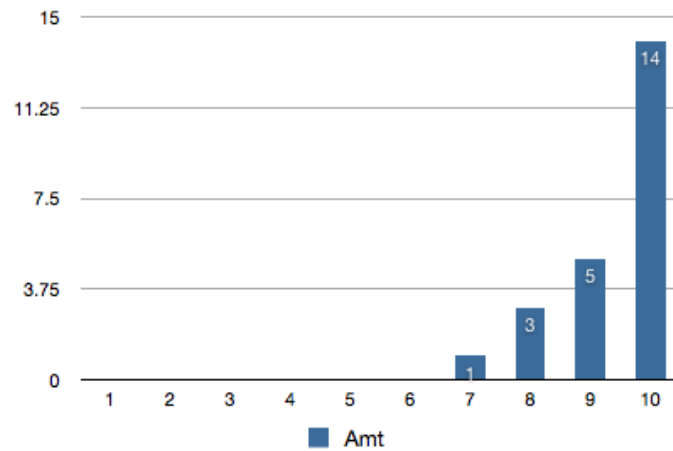


Table 8.12

How would you rate the facebook profile page from 1-10? (10 being the most usable and informative)

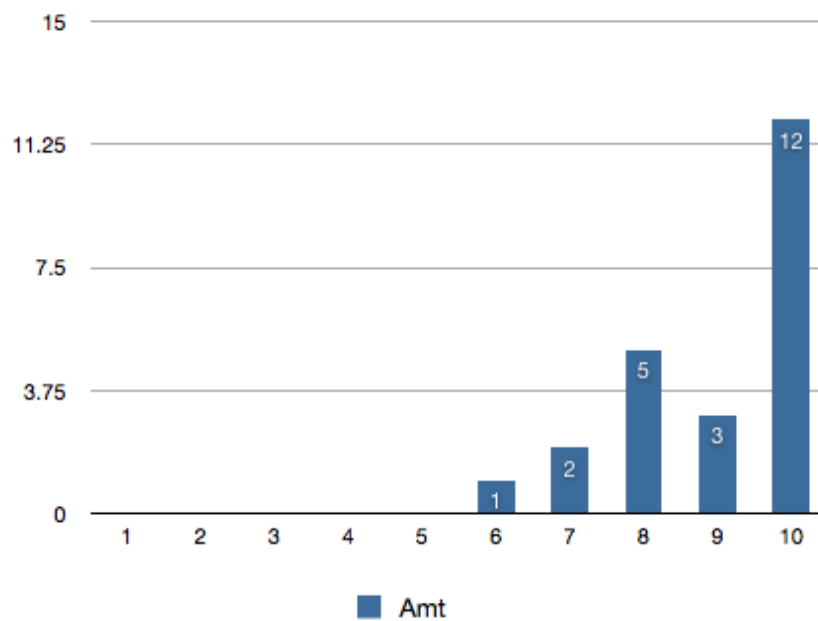


Table 8.13

Did you see any of the Love Out Loud photo booth profile pictures up on facebook in the past few weeks?

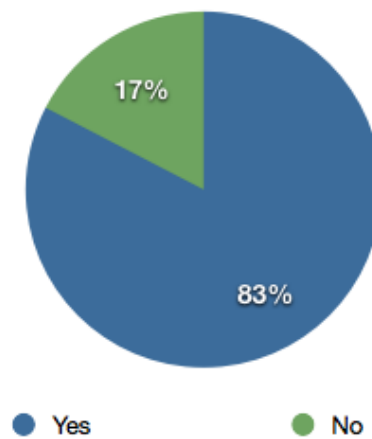
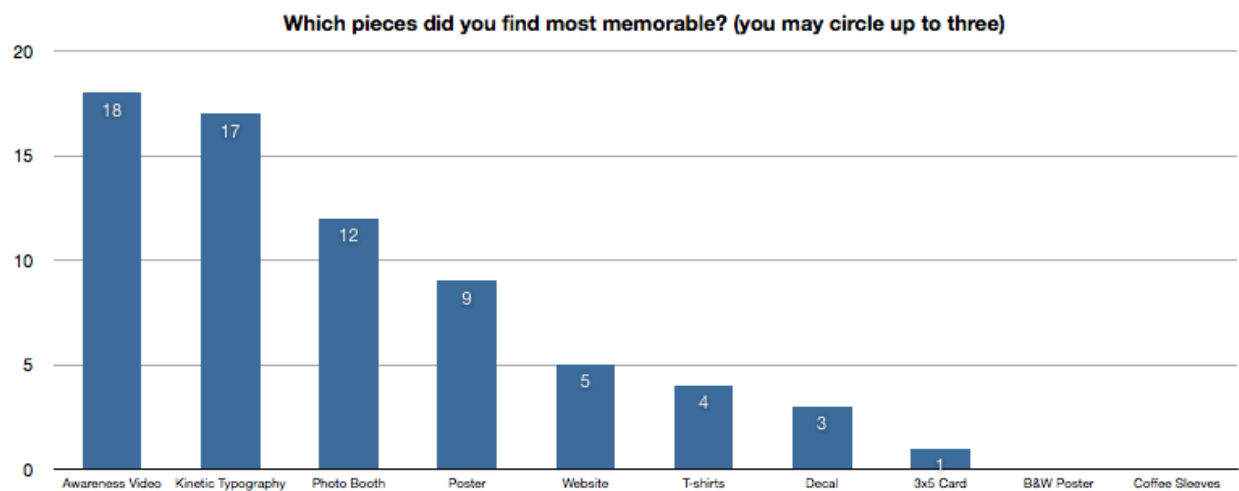


Table 8.14



By analyzing the data, one of the most important forms of digital media appears to be the development of interactive Internet applications, specifically a personal Facebook page.

Facebook is especially important in promotion when the target market is college students, as was in the Love Out Loud campaign. According to Table 1.4, which shows the demographics on Facebook users, 57 percent of the people who “liked” Love Out Loud’s Facebook page were of

18 to 24 years of age. In the time that the Love Out Loud campaign had a Facebook account (between November 17th, 2010 and March 11, 2011), a total of 855 Facebook users have “liked” the page. Trends showed that most daily active users viewed the profile through Facebook posts (Table 1.2), and most of the page viewers viewed the information tab over discussion boards, photos, and other links (Table 1.5). This means that, when creating a Facebook page, the Facebook posts and information sections are most important. According to Table 1.5 which showed the external references, 148 viewers came to the Facebook page through the website, 69 viewers came by typing it into the browser Google.com, six came through Twitter, and four came through the blog. This shows how much Internet resources are connected. Also according to data, the Facebook page did an excellent job of promoting the Love Out Loud event itself. According to Table 1.1, the amount of Facebook daily, weekly, and monthly use seemed to incline as the event on February 26, 2011 got closer. Trends also show that more people “liked” the Facebook page once the Facebook event invitation came out on January 31st, 2011 (Table 1.3). Not only that, but 3,235 users were invited to the event, and 363 responded that they were coming to the event via Facebook. This is incredibly helpful to the event planner as well, to get a better idea of the estimate of event turnout.

The Facebook page reached many viewers, which showed in the results of the survey and case studies. In both, respondents had heard about the Love Out Loud campaign through Facebook over any other form of digital media advertising (Tables 7.4 and 8.4). In the case study, when respondents were asked to number the importance of all forms of digital media, the Facebook page had the most first choice votes over all others (8.5). However, it would appear that the Facebook page is not the most popular or memorable form of digital media promotion. In Table 7.7, 28 of the 45 survey respondents had seen the Facebook page, with an average rating

of 8.75 out of 10 (10 being the most usable and informative). This is compared to the website, with an average rating of 9, and the awareness video, with an average rating of 9.8 (Tables 7.5 and 7.6). When asked a similar question on the case study, the Facebook page received a rating of 9, while the website received a rating of 9.4 and the awareness video received a rating of 9.4 as well (Tables 8.6, 8.11, and 8.12). 83 percent of case study respondents said that the page would make them want to attend the event, compared to 91 percent that would be inclined after viewing the website, and 87 percent that would be inclined after viewing the awareness video (Tables 8.7, 8.8, and 8.9).

Other forms of interactive Internet applications proved to be important as well. In the time that the Love Out Loud campaign had a Blogger account, or personal blog (November 22, 2010-March 11, 2011), the campaign made a total of four postings, had six followers, 300 page views, and referred four viewers toward the Facebook page. According to Table 2.1, most of the blog traffic happened in January, when two blog posts were made. Most of the viewers (126) came to the blog through the website, 76 from the Facebook page, and 14 from Google.com (Table 2.2). In the time that Love Out Loud had a Twitter account (November 22, 2010- March 11, 2011), the campaign made a total of seven tweets, had 12 followers, and referenced six viewers to the Facebook page. In the time that the Love Out Loud campaign had a YouTube account (November 22, 2010- March 11, 2011), the campaign posted two videos, and had 488 channel views, and two subscribers. The first video posted, the awareness video, received 134 views, and proved to be most popular with males, aged 13-17 years in the United States and Brazil (Table 4.1). The second video posted, the kinetic typography video, received 31 views, and proved to be most popular with males, aged 13-17 years in the United States and Algeria (Table 4.2). In the time that the Love Out Loud campaign had a Flickr account (November

22,2010- March 11, 2011), the campaign posted 3 albums, including photos of the Love Out Loud booth at farmer's market, the photos of the Love Out Loud creators, and the photos taken at the photo booth on campus. Flickr had no means of documenting the amount of viewers that came to the website.

According to the information, the Blogger account, Twitter account, YouTube account, and Flickr account all acted as supplements to the Facebook page and website. It would appear that the blog had the most traffic of the four, and was a good opportunity to give the Love Out Loud campaign a face. The YouTube account also allowed viewers that didn't have a Facebook to see videos created for the event, and the Flickr account allowed them to see photos as well. Twitter wasn't so popular, but may have been more so if used more often. Twitter did direct six viewers to the Facebook page, where the blog only directed four viewers (Table 1.5). In Table 8.5, which asked respondent to rate the importance of forms of digital media, the Twitter account was voted in the top three of three respondents, and the blog was voted in the top three of two respondents.

The Love Out Loud website was also voted as one of the most important ways to promote an event like this, with the most collective 1st, 2nd, and 3rd choice votes of case study respondents (Table 8.5). In the time that the Love Out Loud campaign had a website (between December 8th, 2010 and March 11, 2011), there have been approximately 2,139 unique visitors, with an average of 6.57 pages per visit. Table 6.5 tracks the average duration spent on the website, with 58 percent of viewers having spent 0 to 30 seconds on the site, 17 percent having spent 30 seconds to 2 minutes on the site, and 11 percent having spent 2 to 5 minutes on the site. In terms of external reference sites (Table 6.6), 565 viewers came to the website through Facebook, 218 came to the website through Google.com, 116 were directed to the website through the Cal Poly

News website, and 20 came from the Mustang Daily website. The website also proved to be beneficial in promoting the event itself, as Table 6.2 showed that most unique visitors came to the website in February 2011, the month of the event. However, most website returns occurred in January 2011, and most pages were viewed per visit in December 2010 (Tables 6.3 and 6.4).

The website received good reviews from the survey and case study. According to Tables 7.5 and 7.6, 35 out of the 45 respondents of the survey at the event had seen the website, and gave it an average rating of 9 out of 10 (10 being most visually pleasing, usable, and informative). This was higher than the rating for the Facebook page. When asked the same question, respondents of the case study rated the website with an average of 9.4, and 91 percent said that it would make them want to go to the event (Tables 8.6 and 8.7). When listed alongside 10 print and digital promotion material for Love Out Loud, it was voted 5th most memorable.

The videos created to promote and enhance the event received good reviews as well. As previously mentioned, the awareness video created before the event received 134 views on YouTube. Trends also showed that Facebook video views peaked with 182 views on February 11th, 2011, when the awareness video was posted (Table 1.6). In the case study, when given a list of 10 print and digital media promotional material items, and asked which was the most memorable, the awareness video was respondents' first choice (Table 8.14). Eighteen of the 45 survey respondents had seen the video, and gave it an average rating of 9.8 on a scale of 1 to 10 (10 being most interesting, emotionally stimulating, and effective)(Table 7.6). When asked the same question on the case study, it was rated at an average of 9.4, and would make 87 percent of respondents want to go to the event (Tables 8.8 and 8.11). As previously mentioned, the kinetic typography created for the event itself had 31 views on YouTube. Trends also showed that Facebook video views peaked with 96 views on March 1st, 2011, when the kinetic video was

posted (Table 1.6). In the same case study question about memorable material, the kinetic video was voted second most memorable, next to the awareness video (Table 8.14). Not only that, but video was voted 4th most important in promoting an event such as Love Out Loud. These statistics show the importance and impact of video in promoting an event and campaign.

Digital photography proved to be fairly important for promotion as well. Table 1.6 shows the viewer trends for photo viewing on Facebook. Amounts of views spiked on the dates when photos of the creators were posted and when the photo booth photos were posted (Table 1.6). On the survey taken at the event, 62 percent of respondents had seen the photo booth photos online, and 83 percent of those who had taken the case study saw them (Tables 7.8 and 8.13). Of those who participated in the case study, 91 percent said they would be interested in researching the event after seeing a photo booth profile picture on Facebook (8.10). Photography was also rated 3rd most important in promoting an event such as Love Out Loud, and rated 3rd most memorable (Tables 8.5 and 8.14).

Digital audio was never specifically created for the event, but was used to subtly supplement digital video. Without digital audio, the awareness and kinetic videos would not have been as effective. The music helped set the mood and tone of the videos that could not have been done any other way. According to the survey, when asked what form of digital media was most important, it had the lowest rating.

Aubrea Felch

Promoting a Benefit Concert with Digital Media

Ch 5: Conclusion

According to the case study, 100% of respondents said that digital media was important to promoting a campaign and concert such as Love Out Loud. It is apparent that successful event promotion means using a variety of digital media tools for allowing widespread exposure, instigating interest, constantly updating and communicating, making things simpler for the viewer, and enhancing the final event. This study asks the question: In what ways can an event planner use digital media technology to both promote and enhance a benefit concert? Digital media can be used for promotion in the forms of interactive Internet applications, Internet technology, digital video, digital photography, and digital audio.

Looking over the data, Facebook appears to be one of the leading forms of digital media promotion for college students today. Facebook can lead users to other forms of digital media as well, with photo and video view options, and the ability to link viewers to other pages. It also has a unique social aspect that cannot be found on a website. When people were invited to “like” the Love Out Loud Facebook page, it was one of their Facebook friends who invited them. They also had the ability to see who else was going to the event, which played a part in whether or not they wanted to go. According to the data, knowing the creators and word of mouth were some of the most powerful ways to spread information about the event. This shows that people, college students in particular, are drawn to something when there is a face to the event, and when they

can associate it with someone in particular. Facebook helps people create these connections and gives viewers specific information where word of mouth can't do justice.

Many viewers came to the Love Out Loud website through the Facebook page. This shows that many people would first find the minimal information through Facebook and see who is associated with it, but then go to the website to know more. For those who did not have a Facebook account, the website was accessible to everyone who had the Internet. The website allowed the Love Out Loud campaign to further explain who they are, with more options for pages and links than could be shown on the Facebook page. There was more freedom to personalize the page with the campaign's unique image, photos of the creators, and biographies of everyone involved in the event. It was also a great resource for ticket purchase and donations. Facebook let viewers know that ticket sales were up online, and then would link them to the website to purchase them.

Other interactive websites such as Twitter, YouTube, Flickr, and Blogger seemed to be more important for those who did not have a Facebook account. On Facebook, one can see the posts, videos, photos, and notes associated with the event. However, if one doesn't have a Facebook account, he or she does not have access to these forms of digital updates and media. In retrospect, the Love Out Loud campaign probably should have used these resources more, with non-Facebook users in mind.

The video and photography for the Love Out Loud event was well received and voted to be extremely memorable in the campaign. The awareness video, creator photos, and photo booth photos colored the event, establishing its image, creativity, and professionalism. Since these forms of digital media allow for more creativity than print media, there is a lot more opportunity

to draw viewers in and establish an image. However, it should be noted that none of these forms of digital media could be accessible without the Internet and the previously noted websites.

Overall, digital media is extremely important in promoting a campaign and benefit concert such as Love Out Loud. This is apparent in the statistics as well as the response from both the survey and case study. When asked to vote on the most memorable of 10 print and digital types of advertising, the top three choices were the digital media. Interactive Internet applications, Internet technology, digital video, digital photography, and digital audio, all have much potential. However, the key to digital media is to use it together. Facebook referred viewers to the website, the website referred viewers to the blog, the blog referred viewers to the Facebook, the Facebook linked viewers to the videos, and it was a continuous chain of interaction. All of the statistics show how intertwined the different forms of digital media were. The Facebook page got more traffic when videos were put up (Table 1.6). It also got more page “likes” when the creator pictures and photo booth pictures were added on February 13th and February 22nd (Table 1.3). Viewers came to the blog primarily through the website and Facebook page, and Twitter directed some viewers to the Facebook page. The introduction of digital media in mass communication and advertising had a powerful impact on the event planning industry, specifically in the promotion of benefit concerts. Digital media can be used effectively and creatively for benefit concert promotion in the forms of creative interactive Internet applications, Internet technology, digital video, digital photography, and digital audio.

Bibliography

- Bannan, K. "Symantec Uses Video to Sell 7 Steps to Windows 7." *B to B*. 3 May 2010: ABI/INFORM Global, ProQuest. Web. 21 Oct. 2010.
- Esquivel, Juana. "Hands for Haiti' Benefit Concert Raises Money." *Daily Sundial* [Northridge, CA] 28 Feb. 2010. Print.
- "Glossary of Digital Advertising Terms." *Maddisonmultimedia.co.uk*. 2009. Web. 22 Oct. 2010. <<http://www.maddisonmultimedia.co.uk/glossary.htm>>.
- Levenson, Harvey. *Some Ideas about Doing Research in Graphic Communication*. 2001. p 19-27.
- McClellan, S. "Beyond the Airwaves." *Mediaweek*. 3 Sep. 2007: ABI/INFORM Global, ProQuest. Web. 21 Oct. 2010.
- McCormick, A. "Pedigree Uses YouTube Push to Save Stray Dogs." *Marketing*. 28 Apr. 2010: ABI/
- Murphy, Samantha. "Digital Advertising Growth Outpaced by the Hype." *TechNewsDaily.com*. 3 Nov. 2010. Web. 04 Nov. 2010. <<http://www.technewsdaily.com/digital-advertising-growth-outpaced-by-the-hype-1555/>>.
- Murphy, Samantha. "Social Media: Huge, and Here to Stay." *TechNewsDaily.com*. 28 July 2010. Web. 04 Nov. 2010. <<http://www.technewsdaily.com/social-media-huge-and-here-to-stay-0927/>>.
- Ross, Susan L. "What Is the Most Cost Effective Way to Promote a Benefit Concert for an Anti-Abuse Organization." *LinkedIn | Relationships Matter*. 1 Aug. 2008. Web. 04 Nov. 2010. <http://www.linkedin.com/answers/conferences-event-planning/event-marketing-promotions/CEP_MAP/287978-13559850>.
- Shimonski, Robert J. "Advertising in Digital Media." *Entrepreneur.com*. 17 July 2008. Web. 04 Nov. 2010. <<http://www.entrepreneur.com/advertising/adsbytype/article195738.html>>.
- Wahl, A. "Flickr of the Wrist." *Canadian Business*. 16 Mar. 2009: ABI/INFORM Global, ProQuest. Web. 21 Oct. 2010.

Appendix A

Love Out Loud Survey

1. Are you a Cal Poly student? Y N
2. Which gender are you? M F
3. Which year are you?
- Freshman Sophomore Junior Senior Other
4. How did you hear about Love Out Loud?
5. Have you seen the Love Out Loud website? Y N
6. If so, what would you rate the website from 1-10 (10 being most pleasing, usable, and informative)?
- 1 2 3 4 5 6 7 8 9 10
7. Have you seen the awareness video? Y N
8. If so, what would you rate the video from 1-10 (10 being interesting, emotionally stimulating, and effective)?
- 1 2 3 4 5 6 7 8 9 10
9. Have you seen the facebook profile page? Y N
10. If so, what would you rate the facebook page from 1-10 (10 being most usable and informative)?
- 1 2 3 4 5 6 7 8 9 10
11. Have you seen any Love Out Loud profile pictures up on facebook in the past week? Y N

Appendix B

1. What year are you?
- 1a. What major?
2. Gender?
3. How did you first hear about Love Out Loud?
4. Do you believe that digital media (website, social media pages such as Facebook, Twitter etc, videos, photography, digital audio) is important to promoting a campaign and event such as Love Out Loud?
5. Number the following forms of digital media with 1 being most important to promote an event like Love Out Loud , and 7 being least.

☐ website
☐ facebook page
☐ twitter
☐ blog
☐ photography (taken at events, creators, projects like the photo booth project)
☐ video (awareness, other creative ways of using video)
☐ audio (radio sound bytes)
6. After seeing the Love Out Loud website, how would you rate it from 1-10 (10 being most pleasing, usable, and informative)?
7. Why?
8. Would seeing the website make you want to go to the event?
9. After seeing the awareness video, how would you rate it from 1-10 (10 being interesting, emotionally stimulating, and effective)?
10. Why?
11. Would seeing the awareness video make you want to go to the event?
12. After seeing the Facebook profile page, how would you rate it from 1-10 (10 being usable and informative)?
13. Why?
14. Would seeing the Facebook page make you want to go to the event?

15. Do you have a Facebook?
16. Did you see any of the Love Out Loud photo booth profile pictures up on Facebook in the past few weeks?
17. Would seeing the profile pictures make you want to look more into the event is about?
18. Did you go to the Love Out Loud concert?
19. If so, do you think the kinetic typography video added something to the show?
20. Which pieces did you find most memorable? (you may circle up to 3)
 - A. Website
 - B. Awareness Video
 - C. Kinetic Typography Video
 - D. Photo Booth Promotion Photos
 - E. Decal
 - F. 3x5 Card
 - G. Poster
 - H. Black and White Flyer
 - I. T-Shirt
 - J. Coffee Sleeve