

BALLET
SAN FRANCISCO BALLET

SF BALET NUTCRACKER

Jay Chiat 2023 Awards Submission



EXECUTIVE SUMMARY

The San Francisco Ballet suffered staggering loss during the pandemic, remaining closed with ZERO revenue until December 2022.

When they could finally reopen, they needed to fill a 1,500-seat opera space, usher in a new era of leadership, and re-energize San Francisco's hard-hit downtown that showed no signs of recovery.

Furthermore, indoor events were still seen as risky, ESPECIALLY among the ballet's core audience (with a significant percentage aged 50+). An IPSOS study found that 62% considered it a large/moderate risk to attend a concert indoors.

Not to mention the economy was hurting, and ballet tickets were 2x more expensive than alternative (outdoor) events and the show was located in an empty, dirty and dangerous part of the city.

Success demanded attracting a new audience AND transcending this environment. With only 5% of those aged 25-44 feeling the ballet was for them, this was a tough sell.

Even tougher? THE NUTCRACKER was the season opener! A traditional program that reinforced those unappealing perceptions.

We saw a strategic opportunity to show that BALLETS IS BIGGER. It's a dream world that we could compel new audiences to escape to, using the familiar model of a summer movie blockbuster as our guide.

CULTURAL TRUTH

Post-pandemic freedom wasn't what we hoped.

A bittersweet hangover that lost beloved moments like going to the movies. Reentry to life is now dampened by inflation and headlines of suffering. This has people feeling financially constrained, drained, and reflective on what's truly meaningful and worth spending their money on, especially during the holidays.

**Remember going to the movies?
15 things we miss most about theaters.**

Carly Mallenbaum, Andrea Mandell, Kim Willis, Brian Truitt, Patrick Ryan
and Bryan Alexander USA TODAY

yahoo!finance

Inflation: 'No quick relief in rent increases' economist explains

**Inflation Will Lead
Inexorably To Recession**

**San Francisco, Cleveland
and Portland's downturns
most deserted in US: Study**

By Snejana Farberov | August 19, 2022

ECONOMY

**Inflation rose 9.1% in June,
even more than expected,
as consumer pressures
intensify**

CONSUMER TRUTH

Consumers aged 25-44 want experiences that transcend these everyday challenges, help them escape them, and give them lifelong memories.

But, the ballet wasn't the answer – with only 5% of them feeling that the ballet was for them.

Renewed Hedonism

People want adventure that works in the new normal.

Revenge travel
in full flow for
July 4th celebrators

Inflation pushes
Americans towards
experience dining

Experience Hunters

People want to live to the max.

CATEGORY TRUTH

For those not steeped in the tradition of ballet, it feels like an old-world form of entertainment, only for ballet enthusiasts, not for the everyday experience seekers. With a closer look at the data we found only 5% of consumers felt a night at the ballet was for someone like them.

It was seen as stodgy and exclusionary.



Opinion

Political Op-Eds

Social Commentary

Why fall in love with ballet?

“It’s an interesting time for ballet companies, getting people to spend their precious dollars on ballet can be challenging.” – Diablo Ballet Co-founder



Experience the power of dance.

THE COMPANY

PERFORMANCES

OUR SCHOOL

OUTREACH

SUPPORT

SPECIAL EVENTS

Is Ballet a Dying Art Form?

by webadmin | May 23, 2017 | Dance



RECENT POSTS

Coppélia Playbill

28th Anniversary Performance Playbill

Cinderella's Wedding Program

Support Diablo Ballet

The Nutcracker Suite Playbill

CATEGORIES

Company (9)

Dance (63)

Dance Notes (10)

Dance School (8)

BRAND TRUTH

The Nutcracker is not just a ballet; it is a dramatic story filled with tension and emotions. And, SF Ballet's Nutcracker is one of the preeminent ballets in the nation. One that can transform a ballet experience into an unmissable cultural moment.



PROBLEM

At a time when every dollar counts, Social Fun Seekers don't see ballet as "for them" or worthy of their hard-earned dollars.

INSIGHT

The greatest art forms transcend their medium.

SOLUTION

It's Bigger Than Ballet.
It's a Blockbuster.



THE STORY

GET

Social Fun Seekers looking for memorable experiences

WHO

Don't think ballet is for them, and question whether it's worth the money

TO

Believe SF Ballet's Nutcracker is a cultural must-see, with much more to offer them than just ballet

BY

Demonstrating the SFB Nutcracker is **ballet that is blockbuster in nature;** it's an iconic experience filled with drama, music, dance and more



HOW THE IDEA COMES TO LIFE

Story is everything.
It's the magic in the movie. The purpose in the play.
The arc takes us places. The climax keeps us there.

Because in the story of The Nutcracker,
Every moment excites.
Every turn entices.

The fall of a mouse king. The rise of a heroine.
A sugar plum celebration.

It's a tale that stands the test of time.
A bigger-than-life storyline worth jaw-dropping,
blockbuster treatment.

This isn't your everyday ballet.
This is ...



BLOCKBUSTER BALEET

THE WORK



Using Midjourney A.I., we spun an entire visual world that transcended the challenges and the traditional perception of The Nutcracker.



A GIFT
UNLOCKS
A NEW
WORLD.



RESERVE THE EDGE OF YOUR SEAT NOW

DECEMBER 8-27

SAN FRANCISCO BALLET
BY TCHAIKOVSKY

NUTCRACKER



WHEN A
PARTY ENDS,
A BATTLE
BEGINS.



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NUTCRACKER



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A HEROINE RISES.



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Reserve Now





A GIFT
UNLOCKS
A NEW
WORLD.

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★ HELGI TOMASSON'S ★
NUTCRACKER

A GIFT



UNLOCKS



A NEW
WORLD.



DECEMBER
8-27

FRANCISCO BALLET
A NEW PRODUCTION
NUTCRACKER

THE RESULTS

- Highest ticket sales revenue IN THE HISTORY of SF Ballet
- ATTRACTING 58% NEW-to-SFB attendees
- SURPASSING last year's ticket sales by 5% and REVERSING two years of pre-pandemic declines
- Improved average ticket PRICE by 18% over previous year
- INSPIRED \$75K in media-attributable donations
- Generated a RETURN on ad spend of 635%
- Digital media spend was highly CORRELATED with ticket sales (86%) and revenue (88%)



THANK YOU