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Note on Performance Measurement in Nonprofit Organizations

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The main Objective

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- commissioned to examine the ideal marketing objectives, industry and market statistics, consumer profiles, external and SWOT analysis, product packaging and promotional strategy.



Objectives

Main Objectives Cont.

- (i) continue to support superior brand recognition;
- (ii) improve profit margins through performance events and promotional items, and finally
- (iii) enhance the quality of consumer experience and improve customer satisfaction.

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CIRQUE DU SOLEIL®



How to achieve these objectives

- address product packaging, pricing, placement and promotional strategy

-MGLA for Cirque du Soleil. **M** is intended to elicit the magic of the performances that must be captured in all aspects of the marketing plan. **G** is for gimmicks such as contest and prizes that can be used to cater to cost conscious consumers. **L** is for location and addresses the importance of ensuring that large city centres surrounded by towns have the population and venue capacity to host events. And finally **A** is for strategic advertising to create excitement and expose consumers to the wonderment of performances.

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Background Information

- Canadian entertainment company, self-described as a "dramatic mix of circus arts and street entertainment".
- largest theatrical producer in the world
- Based in Montreal, Quebec, Canada, and located in the inner-city area of Saint-Michel, it was founded in Baie-Sainte-Paul in 1984 by two former street performers, Guy Laliberte and Gilles Ste-Croix.

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Promotional items being sold!

T-shirts, mugs, red clown nose, Graphic re-useable bags and Venetian circus masks. These promotional items were chosen because we hope to capture the magical circus atmosphere from the show, and integrate them within our promotional items.



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S.M.A.R.T Goals

1. increase overall percentage of children attending the event from 20% to more than 30%
2. Combine online ticket sales and advanced promotional good purchases resulting in 20% (or 1 in 5 ticket sales) having the added purchases done online
3. within 3-5 year, attract a significant sponsorship to the event + identify local charities that can benefit from the city event.

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Target Market

- Middle aged women who are educated, has a family, high income and is married
- Free spirited people
- Promotional items are generally geared to this market

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