



## **Client: Stagedoor Manor**

Type of Account: Entertainment/Corporate

Type of Media: General Interest, Teen, Industry, Consumer, and Business

### **Problem:**

**Although successful, Stagedoor Manor had no consistent branding**

- Stagedoor Manor sold out every summer, but not until days before opening
- Fair amount of press, but no central focus on Stagedoor Manor brand
- Famous alumni, but no focus on stories about success being tied to Stagedoor Manor

### **Results:**

**Stagedoor Manor now viewed as “ultimate” theatre experience for kids**

- In '07, Stagedoor Manor sells out within 2 days of application release in September
- National press focused on Stagedoor Manor as “ultimate” theatre hotspot for kids
- Alumni actively pitch Stagedoor experience as part of their own PR

When Brownstein and Associates first took on Stagedoor Manor as a client, the camp was successful, but only within the inner circle of its alumni and select industry representatives. Stagedoor Manor's press had no focus and was limited to brief pieces in local city press. Most stories were under 75 words and focused on “what local kids did this summer.” Stagedoor Manor alumni (like Natalie Portman, Zach Braff, and Jon Cryer) were having tremendous success in the industry, but stories about their connection to Stagedoor Manor were few and far between. Importantly, Stagedoor Manor's alumni were always supportive of Stagedoor – and many continued to visit the campus summer after summer.

### **Solution:**

**Leverage all alumni to create unparalleled brand with national exposure**

- **Refine branding, establish consistent media materials and create new press kit**
- **Cast a wide net to include national and regional magazines, newspapers, radio and television to introduce the camp – on a higher level – to the media**
- **Write and disseminate quarterly press releases announcing news at Stagedoor and new alumni happenings to the media**
- **Work with national and regional talk shows and magazines to supply photos and video clips of famous alumni as they worked to promote new films, television shows or theatre projects.**
- **Create media campaign around 30th Anniversary Event, hosted by alumni**
- **Secure stories on the “Stagedoor Mafia” that exists between and among alumni**
- **Secure stories highlighting strength of industry connections for current campers**
- **Secure stories about strong relationships to Broadway, Hollywood, and beyond**
- **Secure stories announcing strategic partnerships and alliances with MTI, Disney Theatricals, and the American Theatre Wing**
- **Work with cable networks to secure television specials and pre-packaged pieces on Stagedoor Manor during the summer months**
- **Develop and sustain perennial marketing programs (theatre benefits, scholarships, and events) to further brand Stagedoor Manor as “more than just a camp”**

### **National TV:**

The Today Show, The Ellen DeGeneres Show, The Tonight Show

**National/Regional/Industry Profiles and Stories:** Entertainment Weekly, Variety, People, US Weekly, Vanity Fair, Playbill, NY Times, New York Daily News, New York Post, Teen Newsweek, Teen People, Sondheim Review, Variety's V Life, Movieline's Hollywood Life, Moviemaker, J-14, Stage Directions, Reuters Syndicate, ShowPeople Magazine, Backstage

### **Online Stories:**

TVGuide.com, ABCNews.com, Playbill.com, Theatremania.com, Broadwayworld.com