

Marketing Plan Supplemental Materials YBS 2019



1401 S. Grand Ave., Santa Ana, CA, 92705



was established in
October 2018
and is located in
Santa Ana, California

Problem

Many people struggle to find tickets and basic necessities for the events they are interested in attending.



Solution

Here at Hoopla we offer VIP packages (with hard to get tickets) to a variety of different events such as concerts, festivals, sporting, and seasonal attractions.



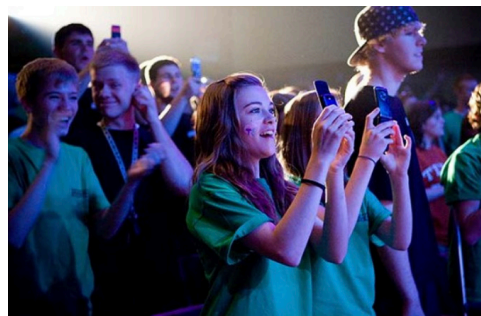
Target Market

Demographics

- Teens to young adults
- Middle to upper class
- Ages vary depending on events

Psychographics

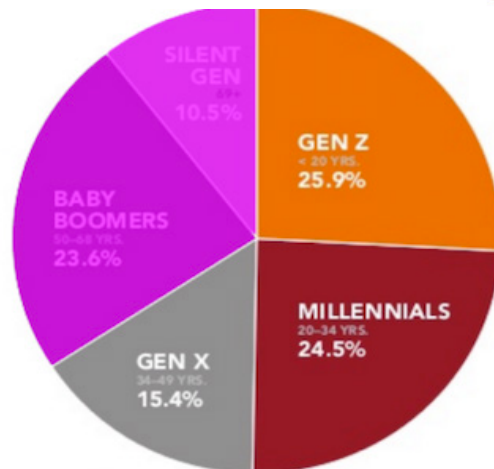
- Super fans of all types
- People who are seeking once-in-a-lifetime experience



Target Market Part 2



BUT GENERATION Z (<20 YEARS OLD) IS THE LARGEST POPULATION SEGMENT IN THE U.S.



- Millennials and Gen Z
- Last minute preparations
- Busy people who don't have time to plan



Visit us at www.hoopla.world

Marketing Mix

Promotion

- Impact marketing board
- Website promotional deals
- Social media marketing
- Discounts on trade shows
- Online video and radio ads
- Campaigns



Hoopla20



hoopla.world



Hoop!a

Placement

Sales are being made through our website, trade shows, and business to business sales. We distribute our products through FedEx shipping.



Pricing

Our pricing strategy is cost based pricing.

COST OF GOOD + COMPANY PROFIT = RETAIL PRICE

50% + 50% = 100%

Products

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL
Festival Package



What is included in the VIP Package

- Coachella 3-Day Ticket
- Hoopla™ Backpack
- Hoopla™ Polaroid Camera
- Hoopla™ Hydro Flask
- Hoopla™ Portable Charger
- Hoopla™ Mobile Fan
- Hoopla™ Bandana
- Festival Tee Shirt

Price \$600
Product #: FEST01 Just Ticket \$405

Disneyland Park
Seasonal Event Package



What is included in the VIP Package

- Disneyland Ticket
- Hoopla™ Backpack
- Hoopla™ Polaroid Camera
- Hoopla™ Hydro Flask
- Hoopla™ Portable Charger
- Hoopla™ Sweater
- Disneyland Shirt

Price \$325
Product #: SES03 Just Ticket \$190

Gold Cup Sports Package



What is included in the VIP Package

- Gold Cup Ticket
- Choice of Team Fan Jersey
- Choice of Team Fan Hat
- Hoopla™ Backpack
- Hoopla™ Polaroid Camera
- Hoopla™ Portable Charger
- Inflatable Cheering Stick

Price \$370
Product #: SPT-01 Just Ticket \$100

Ariana Grande Concert Package



What is included in the VIP Package

- Stage Area Concert Ticket
- Ariana Grande Concert Program
- Hoopla™ Polaroid Camera
- Hoopla™ Fanny Pack
- Hoopla™ Portable Charger
- Glow Jewelry
- Ariana Grande CD Album
- Ariana Grande Hat

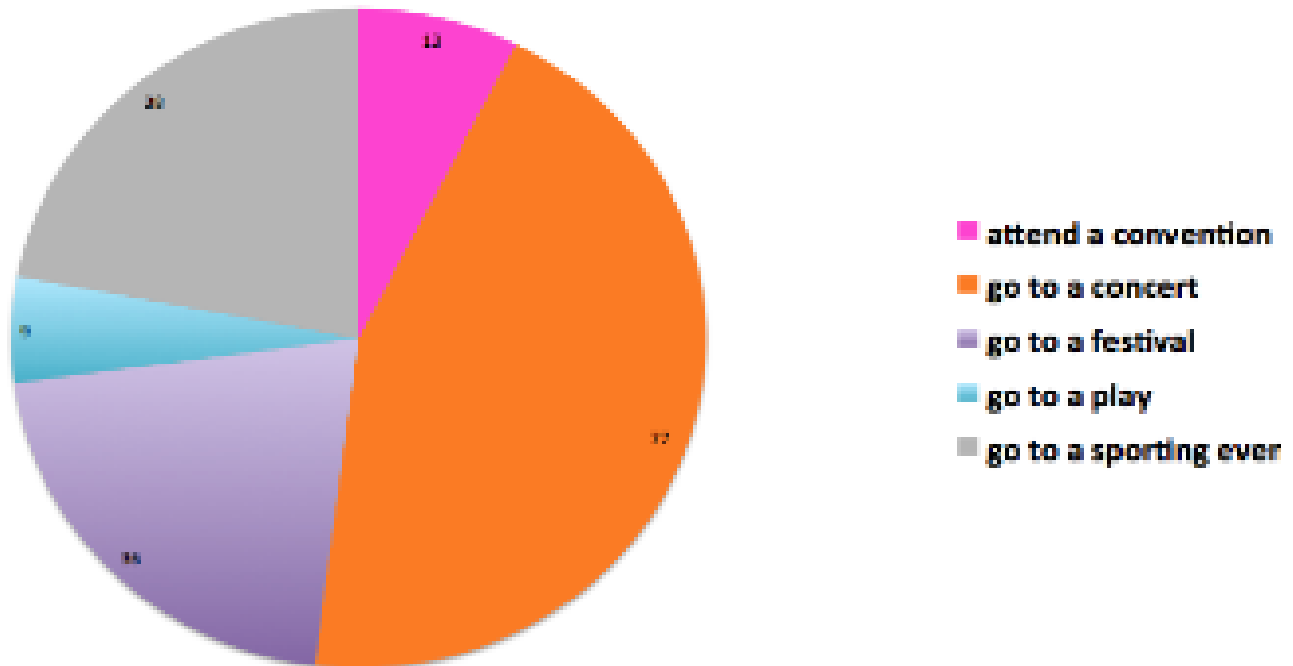
Price \$500
Product #: CON02 Just Ticket \$281

Data Collection

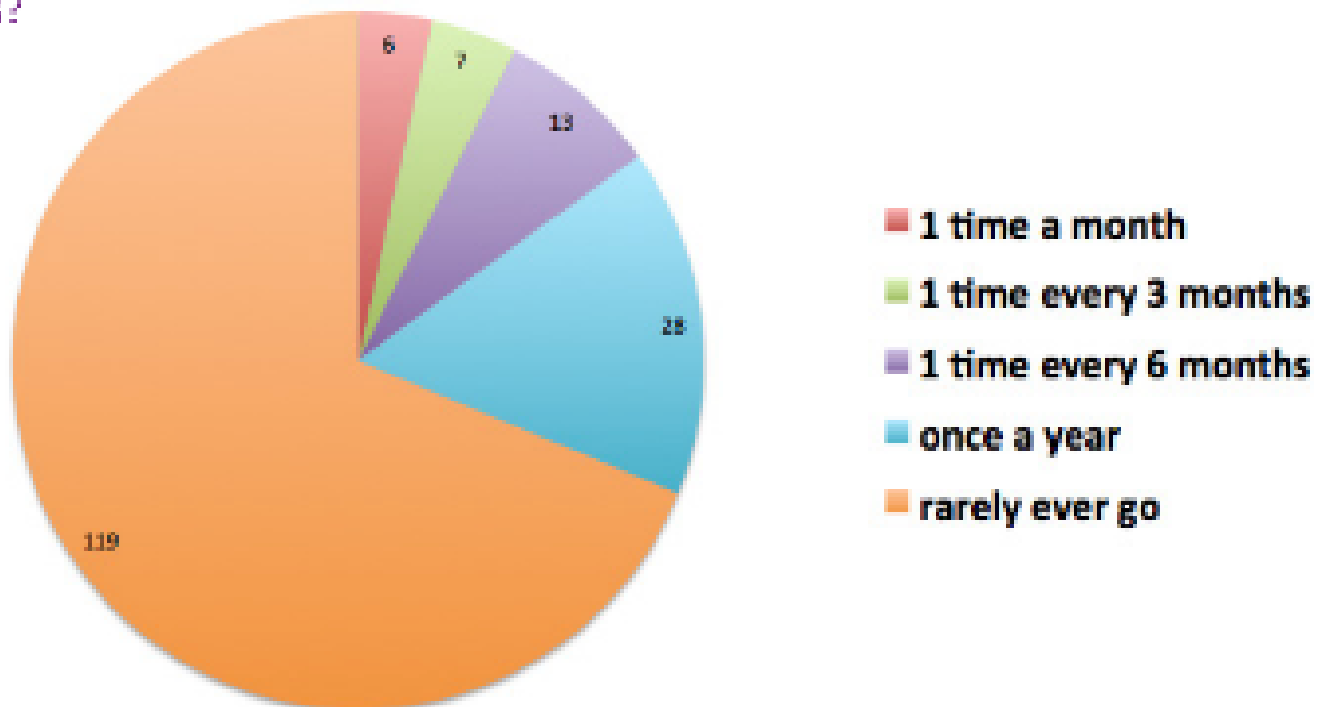
On October 2018 we sent out a marketing survey in which 173 people were polled. In which we asked what entertainment events would people most likely attend and how often they did. Ultimately, giving us reliable informations to help us evolve our company.

October 2018- 173 people polled

Which one is most likely to be you?



How often do you attend cultural events?





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