

# 25 PROMOTIONAL IDEAS FOR UNDER \$25

---

Andre Bouchard

Senior Research Lead

[www.technologyinthearts.org](http://www.technologyinthearts.org)

Carnegie Mellon University Heinz College

# OVERVIEW

1. Gamification
  2. Civic Engagement
  3. Publicity Stunts
  4. Creating a presence in an unexpected way
  5. Online
-

# GAMIFICATION

Badges, points (redeemable or non), titles,  
and levels!

Cost: Nothing

## GAMIFICATION

Open for voting. Content from the community that is voted on by the community, example: talents shows

Cost: Potentially as little as the cost of creating and copying the ballots

# GAMIFICATION

Scavenger Hunts: Virtual or physical

Cost: Potentially zero, you can give away ephemera such as access

# GAMIFICATION

## Fishbowl drawings

Cost: A fishbowl. Again you can give away ephemera such as access

## GAMIFICATION

**Find Waldo:** Put an employee in a location, publish clues through social media. The first person to find him or her wins.

**Cost:** The cost of a distinctive T-shirt or hat

## CIVIC/COMMUNITY ENGAGEMENT

Host a blood drive

Cost: Volunteer staff to man the facility



# CIVIC/COMMUNITY ENGAGEMENT

Adopt a Highway

Cost: Volunteers time once or twice a year

## CIVIC/COMMUNITY ENGAGEMENT

Staff a booth at a community event

Cost: Frequently free

## CIVIC/COMMUNITY ENGAGEMENT

Form a partnership with a local youth group to offer services to your patrons

Cost: Potentially nothing

## CIVIC/COMMUNITY ENGAGEMENT

Invite your elected officials to every performance you have

Invite their staff members to every performance you have

Cost: Nothing

---

# PUBLICITY STUNTS

## Undercover

Cost: The price of consumables times the number of performers times the number of venues.

# PUBLICITY STUNTS

Fake a protest

Cost: Poster board and pens

## PUBLICITY STUNTS

Do something wacky

Cost: It costs nothing to be in the right time/place, \$3 for a red clown nose and X for a printed T-shirt

# PUBLICITY STUNTS

Reverse graffiti

Cost: Nothing



## PUBLICITY STUNTS

Make a wager with another arts organization

Cost: Nothing if you win

## CREATING A PRESENCE

Make a gobo, project on walls, clouds, etc

Cost: If you have the equipment and knowledge, minimal. Inexpensive gobos can be custom made from a number of vendors.

# CREATING A PRESENCE

Reverse graffiti

Cost: Nothing

## CREATING A PRESENCE

Messages on mirrors, windows, etc

Cost: The cost of lipstick, soap, etc

## CREATING A PRESENCE

Sidewalk chalk or messages in the sand

Cost: The cost of a bucket of chalk

# CREATING A PRESENCE

Creative leafleting

Cost: Proportional to the size of the print run

ONLINE

Augmented reality

Cost: Nothing

ONLINE

Wikipedia page

Cost: Nothing



ONLINE

Take ownership of online reviews

Cost: Nothing

ONLINE

Automate your social media.

Cost: Generally nothing.

ONLINE

Social media specials

Cost: Potentially nothing as you can give away ephemera.

IDEAS HERE