

1/2 TAPS- Theater Awareness Program by Shows

Multipart campaign that promote, educate and generate income -Modest-budget & low-tech

Highlight

- 1.promote non popular theater shows**
- 2.promote theater shows**
- 3. do shows , pay-per-view (earn income)**
- 4.entrance fee for park shows (earn income)**
- 5.sell drinks and food at park shows (earn income)**
- 6.promote and sell ticket to the theater at park shows /online view site (earn income)**
- 7.promote and sell membership pass for the theater at park shows /online (earn income)**

Additional info:

- *projected video not only in parks but other public area
eg: car park, school yard, some random building or etc*
- * NO live staging of shows at park(etc) by actual actors/actress?
- high cost, quality of performance might be affected,??*

Visual Solution

Theater Inter-Action!

2/2

TAPS- Theater Awareness Program by Shows

Multipart campaign that promote, educate and generate income -Modest-budget & low-tech

Creative's profile



zahn_ot
Product Designer