



THE
Magic
FLUTE

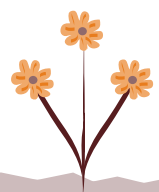
PRESENTATION OF MARKETING STRATEGY

Introduction

This documentation aims to provide an overview of the marketing strategy for *The Magic Flute*. It contains examples of the various ways in which your brand could be used, including the application of it on posters, newspaper advertisements, programmes, tickets and fliers.

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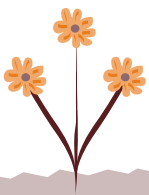
Branding Mark



The logo is a simple design with all wording grouped together. The word 'magic' is emphasised in a decorative font to inject excitement into the logo and add a 'musical' feel to it.



The arched image, along with the composition of the characters is also another key feature that works in combination of the text. The main characters (Papageno, Tamino and Pamina) have been used in a formal yet fun manner. This image has been applied to all branding material.



Poster

THE BENDIGO SYMPHONY ORCHESTRA WITH BENDIGO CHORAL
AND BENDIGO YOUTH CHOIR PRESENT A CONCERT PERFORMANCE
SUNG IN ENGLISH AND CONDUCTED BY ROHAN PHILLIPS



**THE
Magic
FLUTE**

Sunday July 4th: 2.30pm
The Capital Theatre, Bendigo

Adults: \$25 / Earlybird (until 14 June): \$20 / School Students: Free

SOLOISTS: JENNIFER SCHATZLE, MATTHEW DAVINE, ROB BLUM,
CHRIS STOBIE, PETER HUNT, ELIZABETH DENK, BRENDA PITTS,
ANDREE COZENS AND JANE O'TOOLE AS QUEEN OF THE NIGHT

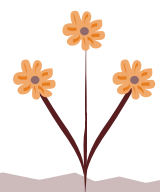
Box Office: 03 5434 6100

Bendigo Symphony Orchestra: 0457 414 137
BendigoSymphony@hotmail.com
<http://home.vicnet.net.au/~bgoso>



SUPPORTED BY THE CITY OF GREATER BENDIGO

This poster is based on a classic theatre poster design with the use of an engaging image and a balanced look that is easy-to-read. This poster is intended to be displayed in public areas around Bendigo (and potentially elsewhere) as the primary promotional tool for this event.



Newspaper Ad

THE BENDIGO SYMPHONY ORCHESTRA WITH BENDIGO CHORAL
AND BENDIGO YOUTH CHOIR PRESENT A CONCERT PERFORMANCE
SUNG IN ENGLISH AND CONDUCTED BY ROHAN PHILLIPS

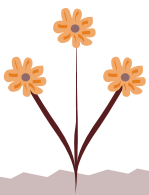


**THE
Magic
FLUTE**

Sunday July 4th, 2.30pm at the Capital Theatre, Bendigo

TICKETS: Adults: \$25 Earlybird (until 14 June): \$20 School Students: Free	SOLOISTS: JENNIFER SCHATZLE, MATTHEW DAVINE ROB BLUM CHRIS STOBIE PETER HUNT ELIZABETH DENK BRENDA PITTS ANDREE COZENS AND JANE O'TOOLE AS QUEEN OF THE NIGHT	   SUPPORTED BY THE CITY OF GREATER BENDIGO
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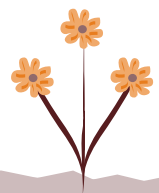
This newspaper ad is based on the specifications of one quarter of a page in the *Bendigo Weekly* (4 column x 13 cm. It is similar in design to the poster, with the exception of scale and a white panel in the bottom half of the page to cater for printing constraints (with small size text better off being printed as dark on light background).



Ticket



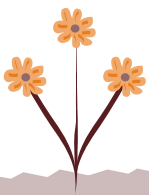
The ticket is a simple design that incorporates the branding. It includes a tear-off 'Admit One' slip and information about seat allocations. This could also serve as a memento for attending *The Magic Flute*.



Flyer



The flyer is another form of marketing. It provides the same information as the poster, yet this can be mailed out easily to people on a mailing list or can be picked up by patrons of The Capital or tourists at the tourist information centre.



Programme



At Sarastro's castle they are met by the black-a-moor Monastatos, who terrifies Papageno and is himself terrified by this fellow dressed as a bird. Both believe the other is a devil.

Papageno returns and is able to rescue Pamina who now believes that the young prince is her true love.

Papageno expresses his wish for a little Papagena for himself to love.

Tamino soon discovers that Sarastro is not an evil wizard, but Tamina's father and that he has been protecting her from her mother's evil influence.

Tamino, overcome with joy, plays his flute and the wild beasts of the forest gather around him to listen to his song. Hearing Papageno's pipes in the distance, he answers with a trill from the magic flute and they begin to search for one another in the woods.

But Monastatos is also in the woods with a group of slaves and attempt to capture Papageno and Pamina, but are entranced by the sound of Papageno's magic bells and dance away.

Sarastro enters the wood in a chariot pulled by six lions. Pamina begs her father to forgive her for running away, pleading that her fear of Monastatos caused her to escape. Although he forgives her he will not let her return to her mother.

Monastatos enters with the captive Tamino, expecting to be rewarded for thwarting the attempt to rescue Pamina, but is in turn banished for his cruelty to her.

Tamino and Pamina instantly fall in love.

That night Monastatos attempts to abduct the sleeping Pamina but is

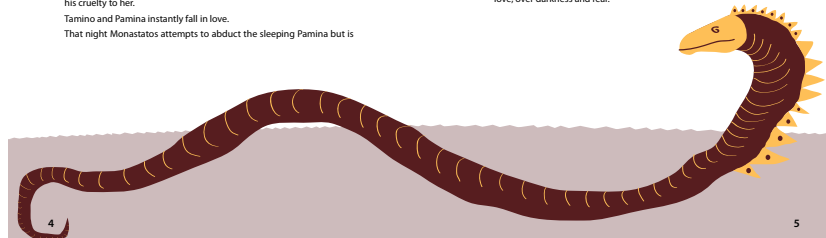
stopped by the Queen of the Night who arrives out of the darkness.

The Queen of the Night exhorts Pamina to kill Sarastro to free herself. Tamino has been promised her hand if he can prove himself worthy, rejecting her advances by remaining silent. Pamina believing he has rejected her love, she attempts to kill herself.

Papageno, still looking for love, is confronted by an old crone, who offers him a drink, and her hand in marriage. Rather than remain alone any longer he accepts and she reveals herself as his little Papagena. She departs into the woods, and thinking she is lost to him Papageno attempts to hang himself, by the spirits call out to him to play his magic bells and she is found. They sing together of their love for one another, stuttering out their names over and over, promising to have a big family of many little birds.

The three spirits find a distraught Pamina, and tell her that Tamino does love her, and that his silence was a test of his strength. The spirits bring them together, but for them to be united in love, they are first to pass an ordeal by fire. Tamino plays on his magic flute and they pass safely through the flames. They enter the ordeal by water and once again the song of the magic flute protects them.

The Queen of the Night, Monastatos and his slaves are banished by Sarastro into eternal darkness, and the two lovers are at last united as the chorus sings a great hymn of praise from the triumph of light, and love, over darkness and fear.



The programme is designed to be given out to patrons at the performance. It includes an attention-grabbing cover and can contain various pieces of information such as the history of the play, a synopsis (plot) and information about the artists involved. It is also a memento that the audience can take home.

