



# Cirque du Soleil

*presented by*

**Austinite Strategy**

# Meet the Team

*Based in Austin, Texas, our mission is to help businesses and organizations harness the power of authenticity, creativity, and local insight to connect with their audiences in a meaningful way.*



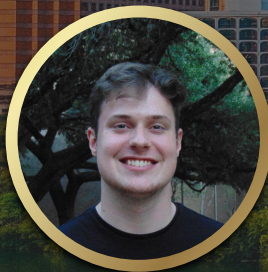
Ashley Guzman



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Benjamin Kolterjahn



Madi Woods



Marian Zhang

# Introduction + Problem Statement

**Cirque Du Soleil struggles to prove its value to consumers.**

- What?
  - *Facing problems internally and externally.*
- When?
  - *NOW!*
- Where?
  - *Internationally.*
- How?
  - *Using an integrated campaign...*

# Critical Factors

1. *Perceived Product Integrity*
2. *Adaptability*
3. *Global Outreach*
4. *Inclusivity*
5. *Time*



# Alternative #1: Beneath the Big Top

This is a multimedia campaign centered around a captivating documentary series that delves into the world of Cirque du Soleil.

## *Campaign Components:*

- Documentary Series
- Partnership with HBO Max
  - Social Media

# Documentary Series

This series will include six episodes, each focused on showcasing different positions within Cirque du Soleil.



**Episode 1** - “Center Stage: A Spotlight on Cirque’s Star Talent”

**Episode 2** - “The Director’s Cut: The Casting Director’s Story”

**Episode 3** - “Feel the Rhythm: Cirque’s Creative Choreographer”

**Episode 4** - “The Corporate Circus: The Business of Dreams”

**Episode 5** - “Behind the Scenes: Cirque’s Costume Secrets”

**Episode 6** - “Curtain Call: That’s a Wrap – The Main Event”





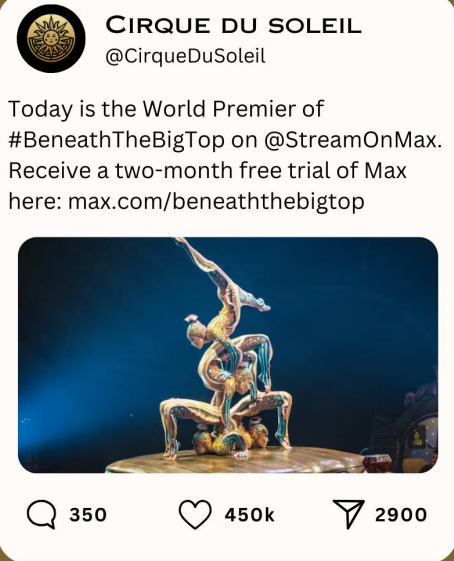
**max** ORIGINAL

**BENEATH THE BIG TOP:**  
*CIRQUE DU SOLEIL*

Experience the magic of Cirque du Soleil like never before in this captivating docuseries. Go behind the scenes and meet the incredible artists and creators who make it all possible.

# Partnership with Max

- *Beneath the Big Top* will partner with the streaming service, Max.
- 2-month free trial to Max as tie-in promotion with unique link.





# Social Media

Cirque Du Soleil can leverage their social media platforms across YouTube Shorts, Facebook, Instagram, and TikTok to give their audience an inside look at the performers. Content ideas include:

- Weekly featured posts
- Occasional story takeovers
- “Get Ready With Me” videos



# Beneath the Big Top

## Pros

- **Perceived Product Integrity**
- **Adaptability**
- **Global Outreach**
- **Inclusivity**

## Cons

- **Time**
- Sales Promotion
- Limited Reach
- Generic Socials

# Alternative #2: Disney Parks Tour

To foster intrigue and increase value for Cirque du Soleil's brand name, this alternative involves partnering with Disney Parks around the world and showcasing what it's like to experience a Cirque Du Soleil show.

## ***Campaign Components:***

- Sales Promotion
- Pop-Up Events
- Train & Airport Advertising



# Ticket Sales Promotion

- Discounted Tickets
- Leveraging Disney's brand value
- Generating awareness





# Pop-Up Disney Events

- Leveraging the impact of the Disney name, Cirque du Soleil will be hosting pop-up shows within the parks.
- “Cirque Takeover”



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# OOH Ads - Disney Parks

- Public transportation
- Highlights “innovative” transportation for different parts of the world
- Deep focus on the proximity of airports for each park



Made with Canva

# Disney Parks Tour

## Pros

- **Perceived Product Integrity**
- **Adaptability**
- **Global Outreach**
- **Inclusivity**

## Cons

- **Time**
- **Difficult Execution**
- **Sales Promotion**

## Alternative #3: Wonka

Cirque du Soleil will band together with AMC Theatres and the new *Wonka* film to provide an immersive experience for consumers of all ages.

### ***Campaign Components:***

- Partnership with AMC Theatres
- Cirque du Soleil x *Wonka* Sweepstakes
  - Preview at AMC Theatres



# Partnership with AMC Theatres

- Immersive “World of Wonka” experience
- Correlates the magic of Cirque du Soleil to that of AMC theaters and *Wonka*
- Cirque Du Soleil x *Wonka* merchandise



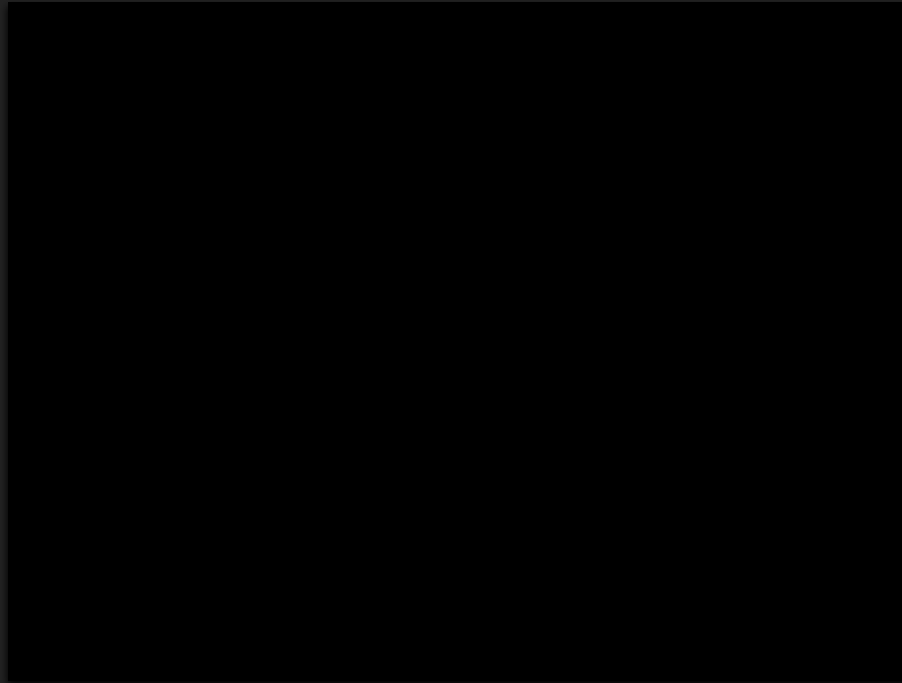
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# Cirque du Soleil x *Wonka* Sweepstakes

- Golden ticket sweepstakes
- Winner & their guests receive a guided tour of HQ with Timothée Chalamet
- VIP Packages to any Cirque Du Soleil show



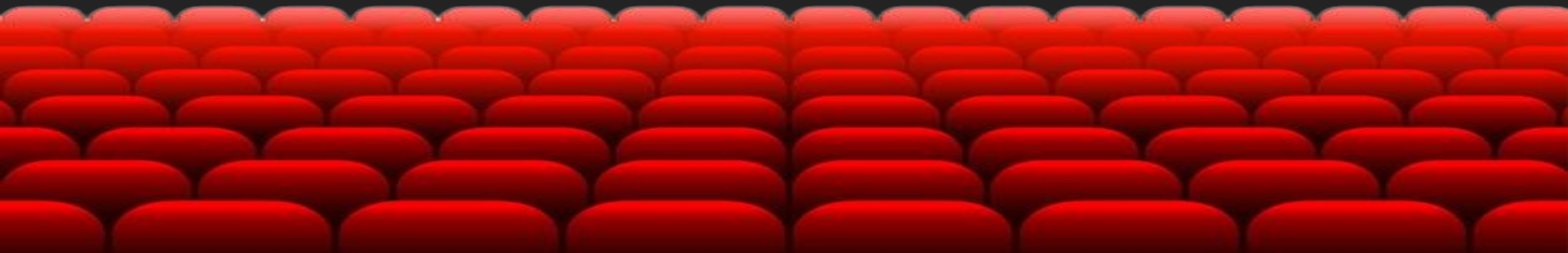
# HQ - Montreal, Québec, Canada



[Curious about what Headquarters is like? | Cirque du Soleil Open House at International Headquarters](#)

# Preview at AMC Theatres

- 2-minute preview
- Willy Wonka (Timothée Chalamet) and Oompa-Loompas narrate and partake in Cirque du Soleil show
- “Pure Imagination” by Gene Wilder instrumental
- Chalamet promotes *Wonka* at AMC Theatres and the golden ticket sweepstakes





# Imagine this...



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# Wonka

## Pros

- **Perceived Product Integrity**
- **Adaptability**
- **Global Outreach**
- **Time**

## Cons

- **Inclusivity**
- Limited Theater Chain Reach

# Conclusion

## Overall Best Option?

### Alternative #2: Disney Parks Tour

- Fulfills nearly all critical factors
- Caters to the broad and global target market
- Audience at Disney provides high visibility



The background is a dark gray color. In the top left corner, there are three concentric, semi-circular black shapes. In the top right corner, there is a gold-colored shape that looks like a torn piece of paper or a ribbon. In the bottom left corner, there are several thin, wavy gold lines. In the bottom right corner, there is a single, long, wavy gold line.

Questions?