



Saturday Night Live

Marketing Plan 2015

Emily Peterson

Shannon Blum

Gillian Callahan

Katie Stark

Table of Contents

Company Description.....	3
Company History.....	3-4
Mission.....	4
Analysis of Target Market.....	4
Competitive Overview.....	4-5
SWOT Analysis.....	5-6
Marketing Objectives.....	6
Promotional Strategies.....	6-7
Pricing Strategies.....	8
Distribution Strategies.....	8
Product Strategies.....	9
Evaluation Criteria.....	9-10
Timeline.....	10-11
Conclusion.....	11



Company Description

Saturday Night Live is a late night sketch comedy show aired by the NBC network. The show is filmed at the NBC headquarters in New York City at 30 Rockefeller Center, and is true to its name as being a live televised broadcast. Each show is hosted by a celebrity guest, who actively performs with the cast in the sketches, and features a musical cast, who perform twice in the show each night. Saturday Night Live sketches are known for bringing to life parodying contemporary culture and politics by the very talented cast.

Company History

Saturday Night Live's first episode aired in late 1975, celebrating its 40th anniversary this year; in that time the show has established itself as an American staple. Saturday Night Live has flourished under the guidance of executive producer, Lorne Michaels (pictured to the right). The show has been a starting platform for many comedians, and has launched their careers in the industry.



It is the most nominated television show and one of the longest running, with 45 Emmy Nominations. The show was even inducted into the Broadcasting Hall of Fame by the National Association of Broadcasters. Saturday Night Live still has the highest ratings of any late-night television program. Even after 40 years SNL shows no signs of slowing down with millions of viewers tuning in every week.

Mission

Saturday Night Live provides a disconnect with reality, where for a few hours people can come together and laugh putting the worries of the week behind them. Saturday Night Live aims to produce laughter, as well a possible different point of view on matters relative to the world.

Analysis of Target Market

Although Saturday Night Live can be enjoyed by almost anyone, the target market for Saturday Night Live consists of young, white males between the ages of 18-49. The viewership is of the middle and middle to upper class, living all over the United States. The education of the consumers are high school and college. These people love comedy and a good laugh. They are laid back, positive people. The consumer is probably married and/or family oriented. The cast of the show is a reflection of the target market.

Competitive Overview

According to the SWOT analysis, SNL is an icon and a household name. Along with the countless contributions to popular culture, its reputation speaks for itself. Saturday Night Live has a growing audience due to the wide variety of guests and performers and is increasingly popular internationally. Even though SNL is top in sketch comedy shows, it has very popular competitors including The Daily Show, Key & Peele, The Nightly Show, and The Kroll Show; competing for the same audience, as well as using the same comedy techniques by playing upon events in the news.

SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> ● Modern advancements in technology, such as Twitter, Youtube, smart phones, etc. allows a global reach to the audience. <ul style="list-style-type: none"> ○ Content of the show (comedy skits and musical performances) are short and easily shareable on Youtube and other social media platforms- This increases accessibility and relevance which is becoming more and difficult as the lifespan of whatever is "trending" grows shorter and shorter. ● SNL is an icon and a household name along with the countless contributions to popular culture its reputation of prestige speaks for itself. The long list of famously funny alumni provide more than enough credibility for the show, so one can always trust that they will produce good quality entertainment. ● Because it airs every Saturday night, they are able to tie in topical humor or references to popular culture, which is a tactic that resonates well 	<p>As comedy styles/trends continue to change and evolve everyday, SNL is fighting to stay relevant. There are some who consider the show to be outdated and that, finally after forty years, it is time for the program to be put out of its misery.</p> <ul style="list-style-type: none"> ● Because the show regularly pokes fun at advertisers and political figures, the slightest glimpse of a paying sponsor in SNL's satirical comedy styling might spark viewer pushback. Making advertising too much a part of the show might also create the sense that SNL is not what it once was and reputation is integral to the lifespan and integrity of the program.

with the target audience (younger demographic: ages 18-49).	
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ● Growing audience due to a continuous wide variety of guests and performers ● Increasing popularity internationally because of technology and internet ● Success of many comedians, performers, actors, and actresses begin with being part of the Saturday Night Live cast, therefore making it a strong platform and/or stepping stone 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> ● Competes with other sketch comedy shows such as “Key & Peele” and news satire shows such as “The Daily Show” ● Technical problems and performer mishaps because of live factor ● High risk of controversy due to social and political issues discussed and performed within sketches ● Ratings are becoming more of an issue for many television networks as people rely more solely on things like Youtube, DVR and Netflix for their source of entertainment.

Marketing Objectives

- To exercise social media as a means of connecting to viewers, especially on an International level
- Create behind-the-scenes video blogs to engage viewers with cast, and show process of how the show is made
- To steadily increase viewership each week
- To launch a throwback merchandising campaign of old popular sketches and characters to connect with older, past viewership

Promotional Strategies

Internet. Saturday Night Live has an official YouTube channel where one can watch sketches, behind the scenes clips and web exclusives featuring all the different

hosts and cast members. SNL also is featured in website advertisements as pop-ups or panels on the side of the web page promoting the day and time of the show.

Social Media. With Social Media on the rise and the convenience of it at our

fingertips, Saturday Night Live has taken full

advantage of social media and has quite the

following. Fans can follow Saturday Night Live

on all their favorite social media outlets and

see photos, videos, SNL articles, tweets and

messages. SNL has a twitter page @nbcnl with

1.26 million followers. They also have a

Facebook page, Saturday Night Live, that falls under the category of TV Shows which

people can like. Their Facebook likes are 4, 553,505. SNL also has a Instagram

username: @nbcnl where fans can see videoclips, pictures from the set and selfies

taken with guests. They have a 463,000 Instagram following. Finally, Saturday Night

Live has a Google+ page as well.

Advertising: TV, Print & Radio. NBC shows commercials for their weekly

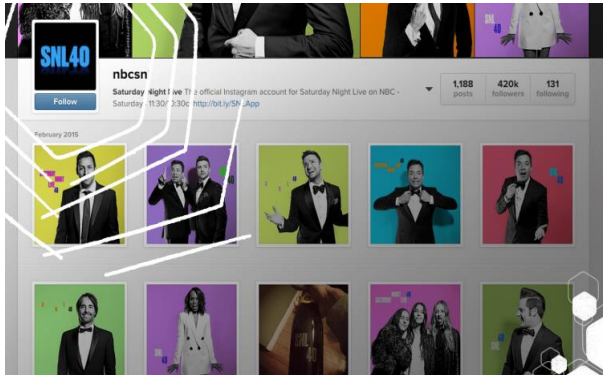
Saturday Night Live episodes promoting who their guests will be for that week or just

relaying information of the date and time of the episode. Saturday Night Live also is

featured on billboards and in print ads found in magazines and newspapers.

Occasionally NBC will have Saturday Night Live commercial advertisements over the

radio as well.



Pricing Strategies

Rising Wages. Each year Saturday Night Live raises the rate cast members receive for each episode. The more enticing the price, the more celebrities will want to be apart of the cast. Within these rising wages, there are *incentives*. Cast members receive a bonus when they write their own script that is approved to air. This saves NBC on paying the writers and gives incentive to cast promoting them to write their own scripts.

Distribution Strategies

Website. The Saturday Night Live website will be a place where people can access different promotional strategies. There will be links to all social media accounts and pages to behind-the-scenes clips and the throwback campaign. Included in the throwback campaign we will make merchandise of popular sketches and characters, from t-shirts and posters to coffee mugs. These products will become available in the



'Shop' section of the

website, exclusive to online shoppers.

Product Strategies

Survey: Giving viewers the opportunity to make suggestions on specific celebrities/entertainers they would like to see guest star; as well as which skits are enjoyable and which ones aren't. This would be a huge benefit and help gain more viewership. One of the most important aspects of Saturday Night Live is making sure the content is entertaining and also letting viewers know their constructive criticism is taken into consideration. In addition, any customer who fills out a survey will automatically be entered into a sweepstake to win tickets to a show.

Merchandise: Distributing products such as apparel, coffee mugs, books, DVDs, and collectible items for sale will create attention for the brand while also making sales. A customer purchasing a t-shirt with Saturday Night Live's logo branded on it and then wearing it in public for others to see, turns it into a walking advertisement and promotion.



Evaluation Criteria

Before evaluating, it is important to revisit the objectives of our organization and make sure that they are understood. SNL wants to connect with the audience on a closer level and revitalize customer interest. So, as we roll out this throwback campaign, we will be able to monitor the amount of internet traffic or "buzz" it gets. The more people sharing our content, the more exposure of the brand we will receive. Trending topics and view counts on youtube go a long way and it is a great way to

monitor how the public is receiving the content we put out. Everybody loves the nostalgia of a throwback and hopefully that will bring in an audience from every generation. If so, the ratings should go up and internet activity around airtime should reflect this.

Timeline

<u>January</u>	Begin promoting “Throwback” campaign on social media/ Filming Behind the Scenes footage for website
<u>February</u>	Production of limited edition merchandise for campaign-mugs/t-shirts/posters featuring various SNL legends
<u>March</u>	Reach out to audience via social media: #SNLSweepstakes2k15: Audience can vote for upcoming celebrity hosts for a chance to win free tickets
<u>April</u>	Update web exclusive behind the scenes footage
<u>May</u>	Launch promotional #PunsUnderTheSun comedy summer camp program
<u>June</u>	Survey given to cast/crew/audience members for feedback on social media presence and the roll out of the SNL Throwback campaign
<u>July</u>	Tabulate results from the surveys
<u>August</u>	Based on the results of the survey, determine whether to promote a Back to School Special on merchandise
<u>September</u>	Plan for Holidays: Offer Early Bird Holiday Discounts on merchandise and tickets.
<u>October</u>	Web Exclusive: Introduce Q & A videos with cast members: Answering questions submitted by using the hashtag #SNLConfessions
<u>November</u>	Update social media/offer promotions for merchandise and ticket sales

<u>December</u>	Web Exclusive: Highlight video of all the best skits from the past year Introduce Limited Edition SNL Yearbook of past and current cast members promoting the SNL Throwback campaign
------------------------	---

Conclusion

Saturday Night Live is currently in an advantageous stage of the show's history. The show just celebrated its 40th year with a televised special, and has proved its mark on American television. This marketing plan was created to further push that image and to pursue the continued growth of Saturday Night Live. We want to put emphasis on the legacy that brought us to this 40th year with the help of the throwback campaign. Also, what will further our connection with viewers with behind-the-scenes video blogs to ensure continued success in the future.