

3 NOVEMBER 2021

**ACE**

*communication  
workshop 3/3*

**STUDIO SAFAR**  
s.a.l.

# STRUCTURE

**1. Positioning**

**2. Goals**

**3. Activations**

# STRUCTURE

## **1. Positioning**

- Participant presentations
- What is positioning?
- Workshop:
  - Defining attributes
  - Writing the positioning statement

## **2. Goals**

## **3. Activations**

# STRUCTURE

## 1. Positioning

## 2. Goals

- Refine your positioning statement
- Segment your audiences into clear categories
- Define specific goals you want to reach with each audience category
- List the obstacles keeping you from reaching these goals
- List the resources available to you

## 3. Activations



# STRUCTURE

## **1. Positioning**

## **2. Goals**

## **3. Activations**

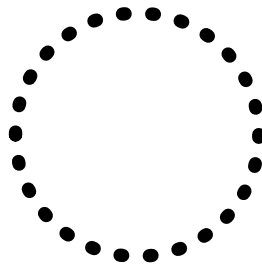
Drafting the message

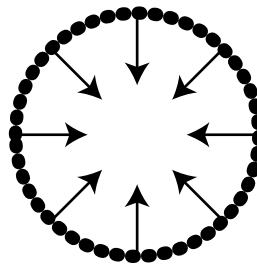
Setting the tone of voice and visual language

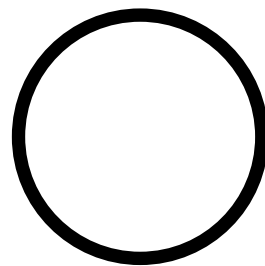
Deployment and platforms

Timeline

Tools of assessment

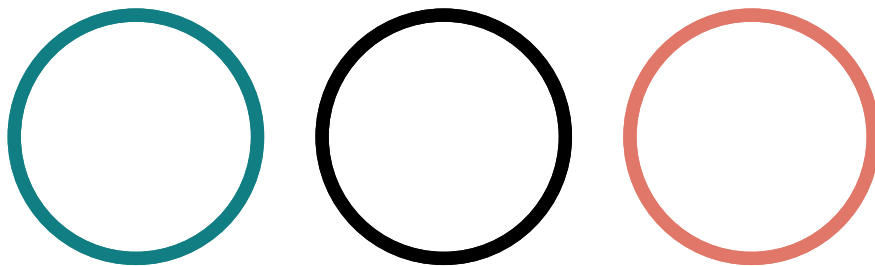


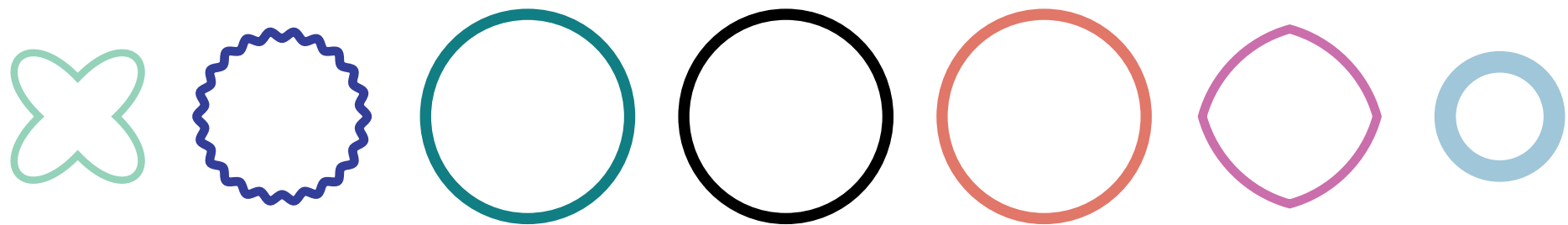


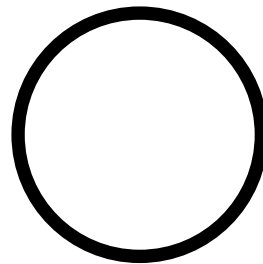
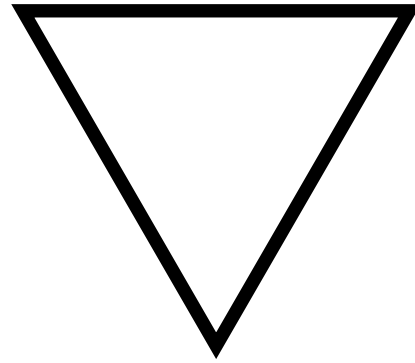


**XXXXX** is a production house equipped with a performance venue, bar/club, and full performance academy catering to a wide range of performance and music lovers in an inclusive, authentic and bohemian environment with an entertaining, sarcastic and outspoken voice, helping them feel inspired, liberated, and happy and opening up new progressive perspectives through accessible and affordable quality content—and training— that can tackle political and social subjects through cultural entertainment.

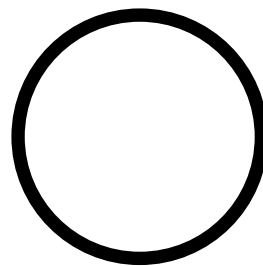
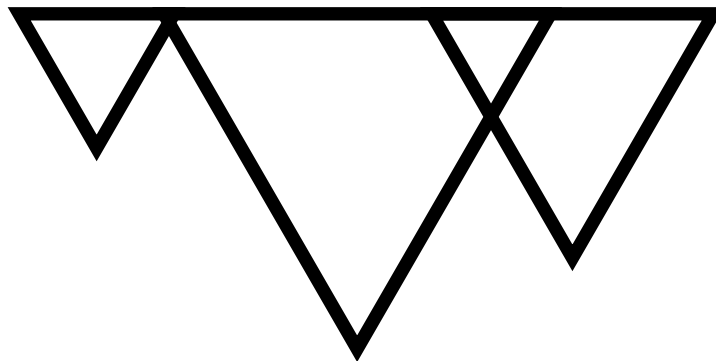
NAME SERVICE AUDIENCE CULTURE VOICE FEELING IMPACT











To know: that we are an independent venue, which means we are transparent, ethical. To understand our role and position in the cultural scene, to know our portfolio, that we work on educative and culturally enriching projects that make no profit, that we are giving back to the cultural sector, that we are not just entertaining, that we have a plan, that we have experience (10 years), that we know everyone, that people like to work with us, that we are offering a unique plan to understand our heritage in contemporary form, that we do not depend on funding, that we are here to stay, that we believe in the cultural sector's role, that we are adaptive by nature, and agile in an unstable place, that we are resilient, that we can make the best out of any circumstance, we thrive on the changes of the urban fabric, we love challenges, we are socially and politically engaged, we are doers, we don't give up, we open up possibilities, we are serious, we are diverse, that we offer a sellable and successful service that has its following and customers.

To feel: we are trustworthy, that they are investing in the scene at large, that they should trust our artistic independence, that our ethical compass is an integral part of our ethos naturally, that they are making a difference

To do: to give generously, to support us structurally, to take risks with us, to believe in the scene and its importance and transformative power, to respect our labour, to recommend us, to include us in partnerships, to use our experience in self-sufficiency as a successful model

## SUPPORTERS

To know: our offerings, that we produce, the diversity of our shows, that we are an academy, that there is no age limit, that it's a unique kind of entertainment outside the mainstream

To feel: safe, entertained, inspired, indulged in an experience, free, engaged, getting value for money, intellectually inticed, included in a community, in the know, proud to identify with metro, in the moment, informed and critical about the past but not nostalgic, politically and socially engaged

To do: to come regularly, to spread the word, to be engaged and give feedback, to support, to buy products and merchandise, to become partners, to use the space, to propose projects, to network/promote

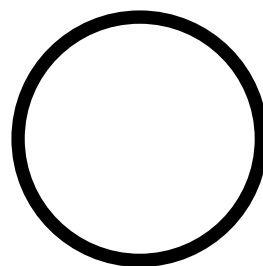
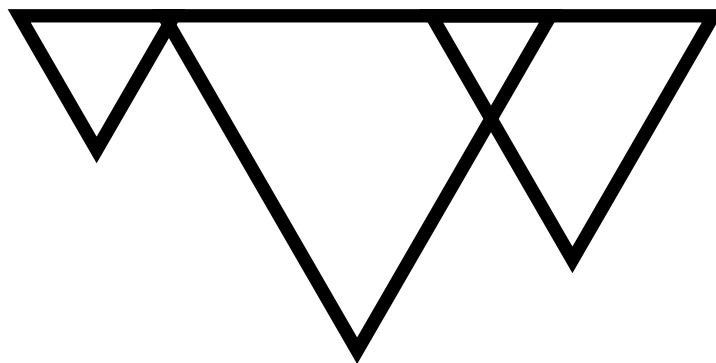
## AUDIENCE

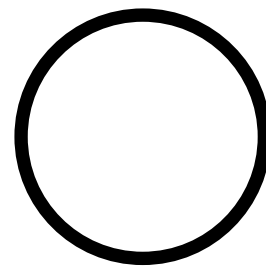
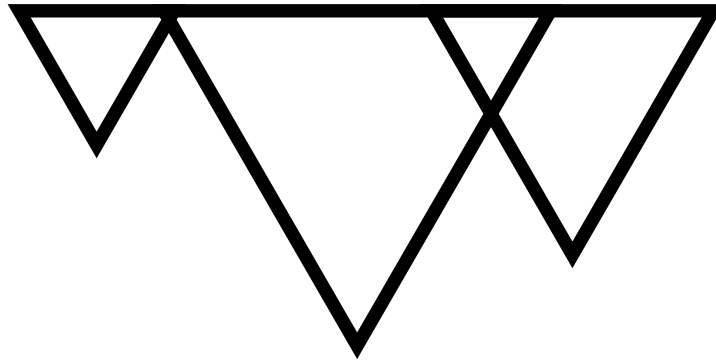
To know: that we are a production house + venue, a hub of underground scene, that we have a loyal audience, that it's an a to z service (production to promotion), that they can network, that they're not limited to the venue space, that we have quality work, good sound, that we facilitate their work, we give our own to achieve their vision, that they can say/do anything, no restrictions, the venue has credibility, has high standards, the technical and logistical resources and team, that it's a welcoming and kind place, that we can offer a fair deal, that we can go online with good quality, who our partners are (festivals etc.), that we are open to collaboration, that they can develop new skills.

To feel: included and engaged in the scene, part of a community, that they are making an impact, that they can express themselves, that they are being taken care of, enriched, satisfied, appreciated, seen/heard, intoxicated, part of a family, they are welcome to use the space, comfortable and not intimidated, proud to be part of this, gratitude for the opportunity.

To do: perform regularly, spread the word, to take it seriously, to be professional, to have discipline, to be engaged actively, to be vocal, to take initiative, to be open to experimentation and new experiences, to be progressive and critical, to open up to the cultures, not to take things too seriously, to have fun

## PERFORMERS





call to action

hashtags

color scheme

about

text

slogans

logomark

photograph

map

name

typography

**VISUAL LANGUAGE**

infographic

**TONE OF VOICE**

pictogram

illustration

graphic element

image

# A communication strategy's basic components

duration

online

youtube

activation

offline

where?

instagram

**TIMELINE**

press ad

website

email

lookbook

**CHANNELS**

facebook

tiktok

frequency

when?

brochure

tv

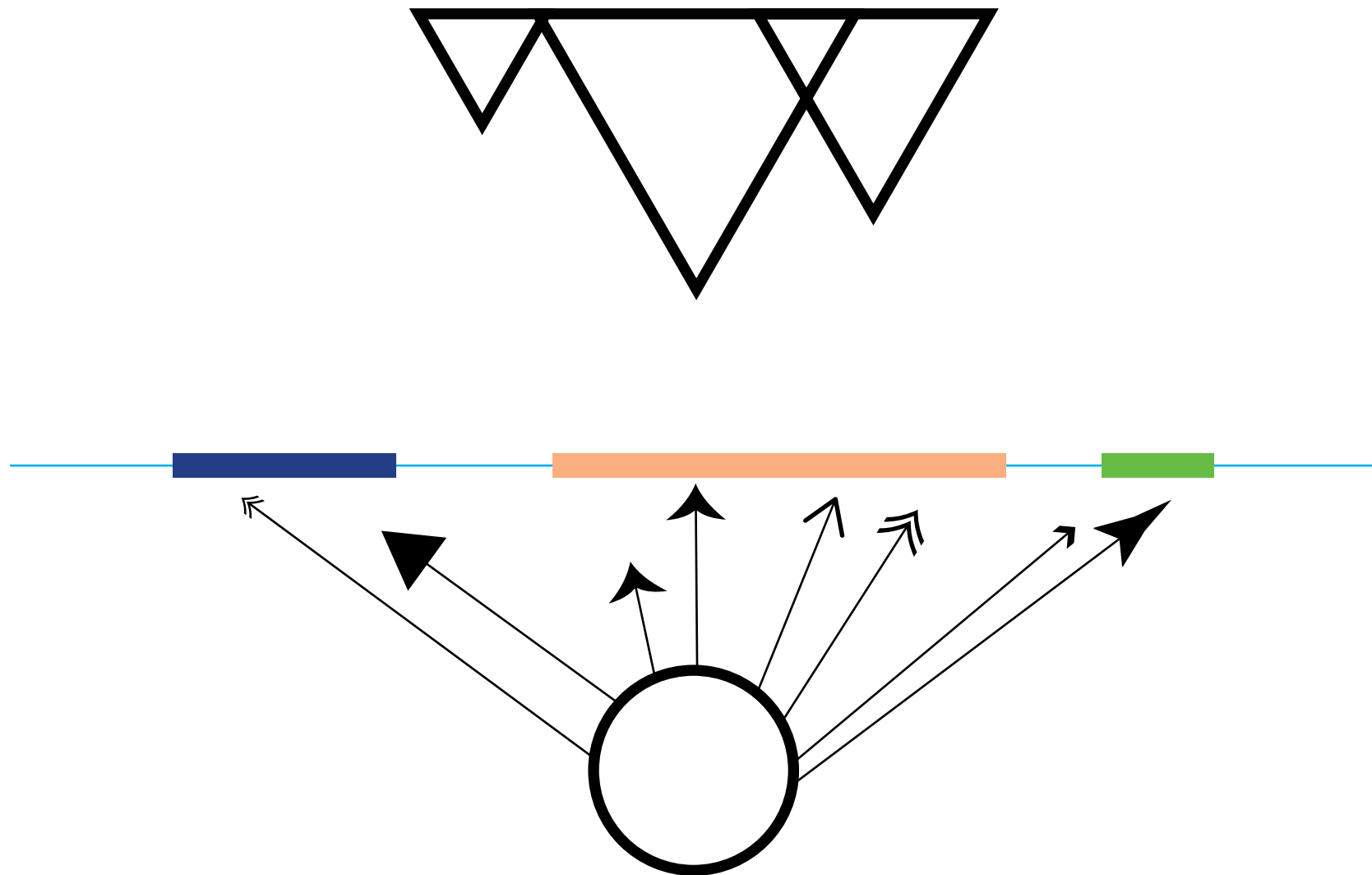
advertisement

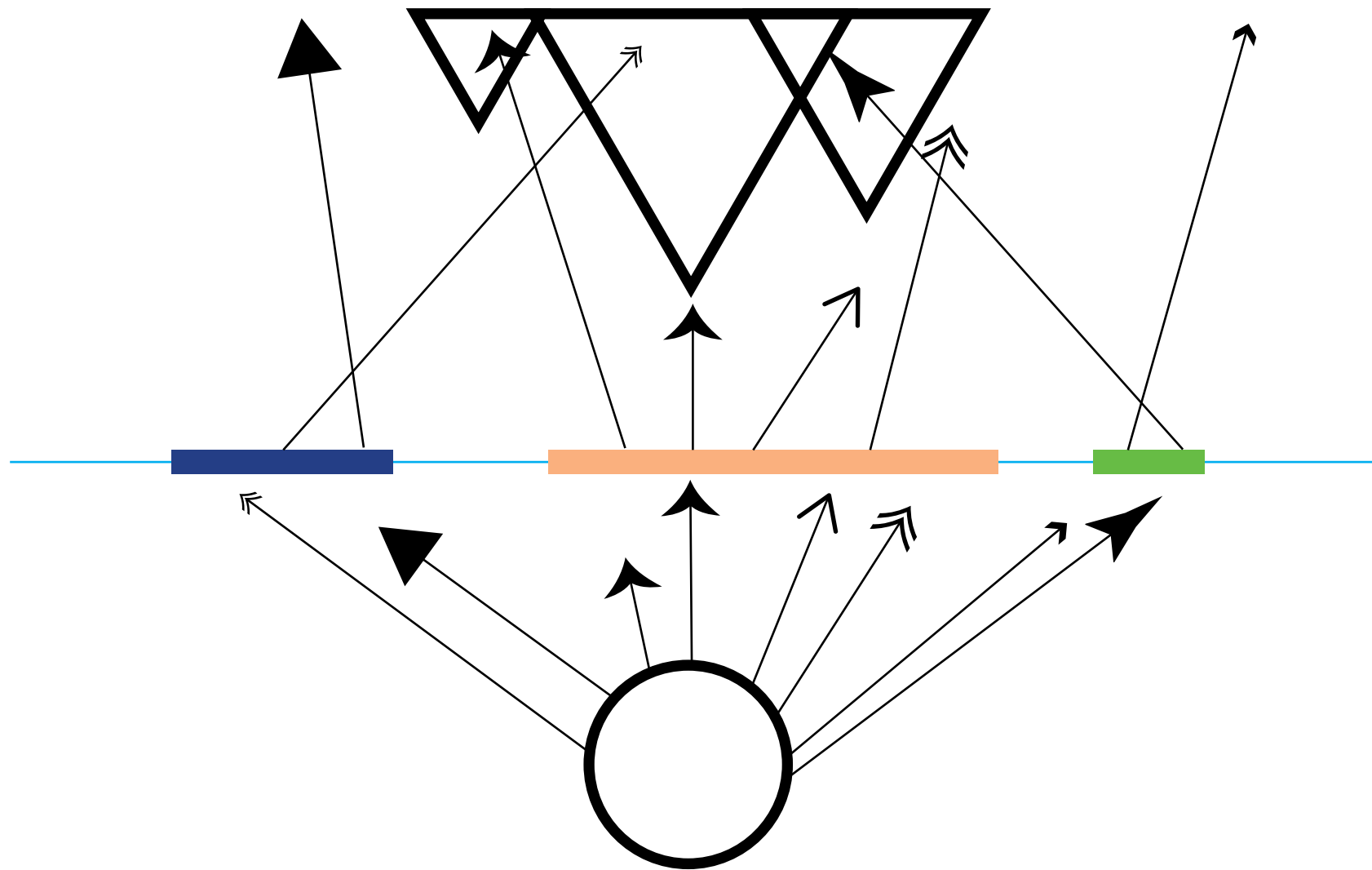
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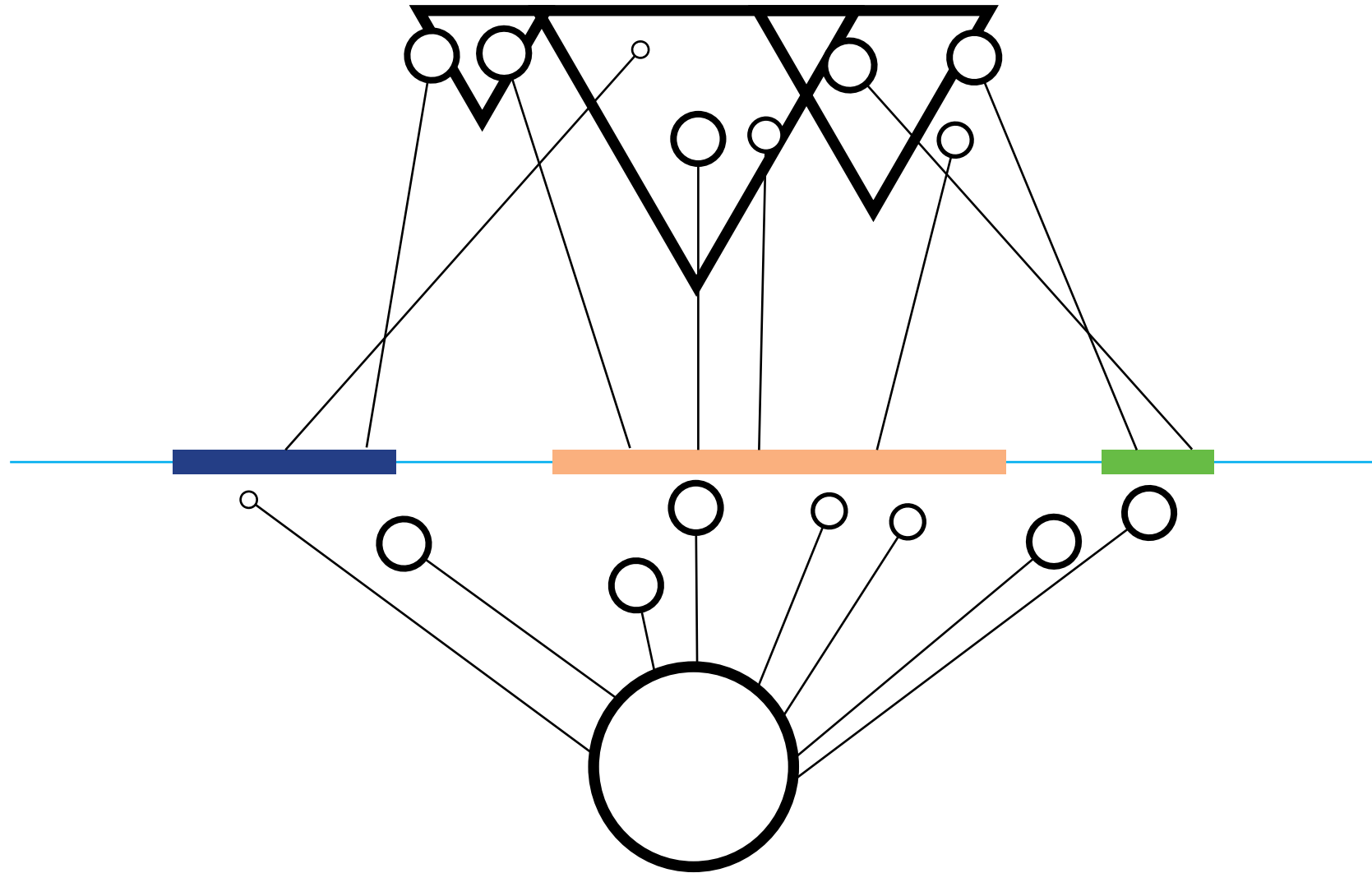
poster

product placement

peak time









# THE MESSAGE

**What do you want to say?**

# What do you want to say?

To locate our messages, we need to go back to our positioning statement

**Revisit your positioning statement and from it an idea, statement, or question you want to communicate with your audience.**

**Read it out loud**

**Now really tell us what you want to say. What is it that you want to change?**

**THE TONE**

**Tone of voice is how the character of your work comes through in your words, both written and spoken. It's not about what you say, but rather the way you say it, and the impression it makes on everyone in your audience who reads or hears you.**



**What's your tone of voice?**

# What's your tone of voice?

To define our tone of voice we need to go back to our audiences

## Donors

*To know:* Our values. This is a space for giving to the community, and we are making a change

*To feel:* Proud, helpful, appreciated, valued, empowering

*To do:* Support, to spread the word

## Volunteers

*To know:* they are indispensable in actively making change happen

*To feel:* valued, responsible, autonomous decision-makers with agency, proud

*To do:* be active, be involved, to own the center, to spread the word

## Participants

*To know:* the center is made for them

*To feel:* welcome, safe, comfortable, heard, understood

*To do:* to participate, to voice their needs and expectations, to engage, to show respect and tolerance, to spread the word

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## **Tone**

- Warm and welcoming but also firm with regulation
- Engaged but not militant
- Casual but with boundaries
- Serious but not grim
- Proud but not bragging

## Messages

- Promoting local and international Art and Culture
- Tolerance (ex. no racism)
- Accessibility (ex. equal access to disabled people)
- Education
- Safety (ex. against domestic violence)
- Kindness and respect
- Change
- Knowledge

## Tone

- Warm and welcoming but also firm with regulation
- Engaged but not militant
- Casual but with boundaries
- Serious but not grim
- Proud but not bragging

# VISUAL LANGUAGE

COLORS

ILLUSTRATION

PHOTOGRAPHY

VIDEO

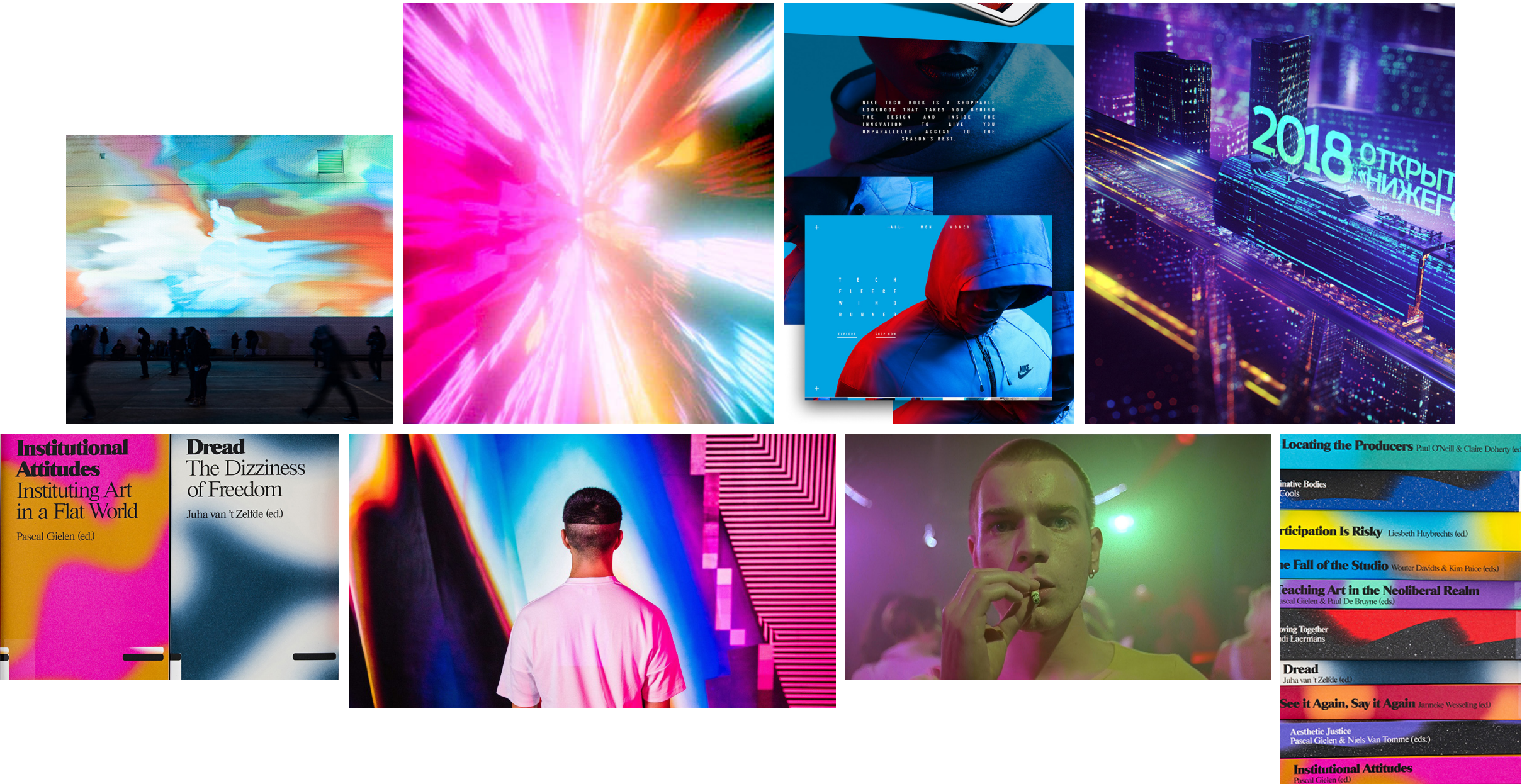
**Your visual language is a particular set of characteristics that define your visual communication**

PICTOGRAMS

TYPOGRAPHY



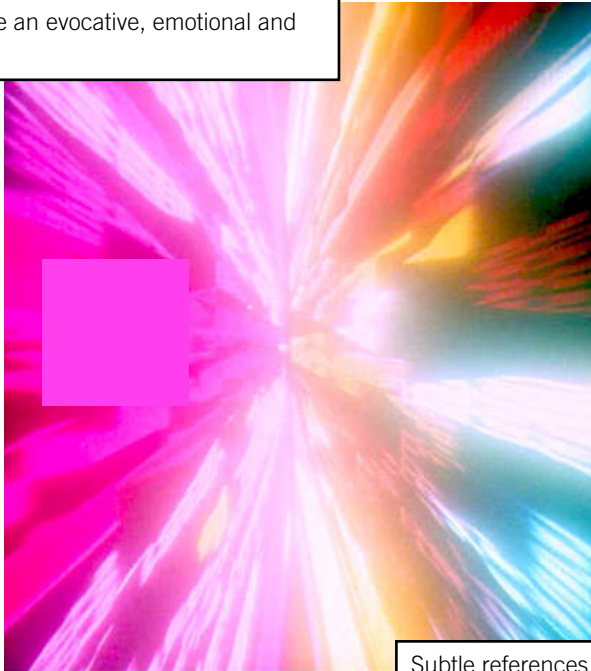
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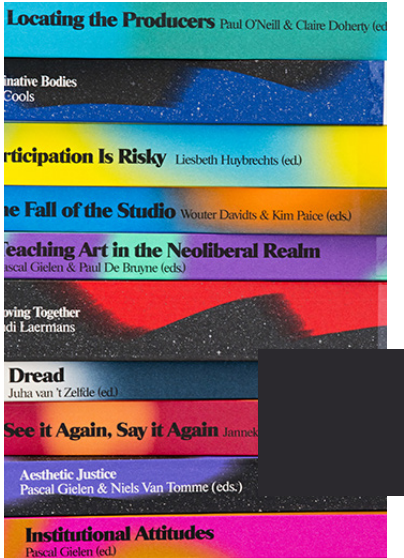
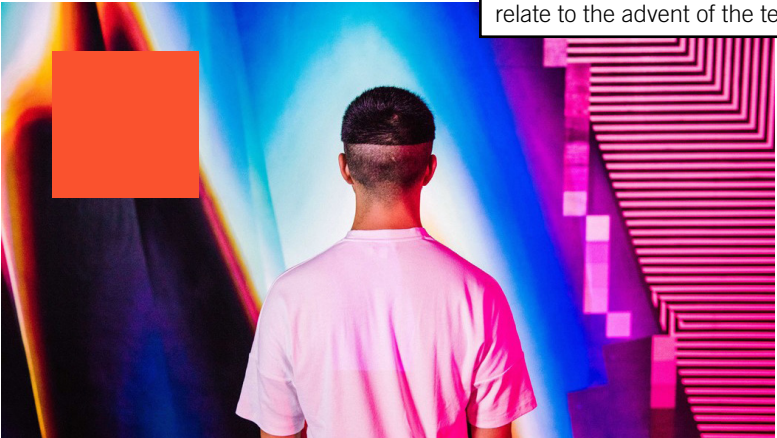
DIRECTION 1 - MOODBOARD

Flashy and neon colors (used with restraint) communicate an evocative, emotional and warm feel

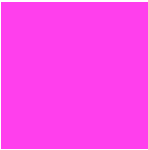
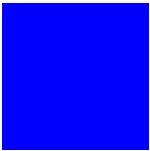


Bright flashes of light and holographic visuals give an interstellar vibe

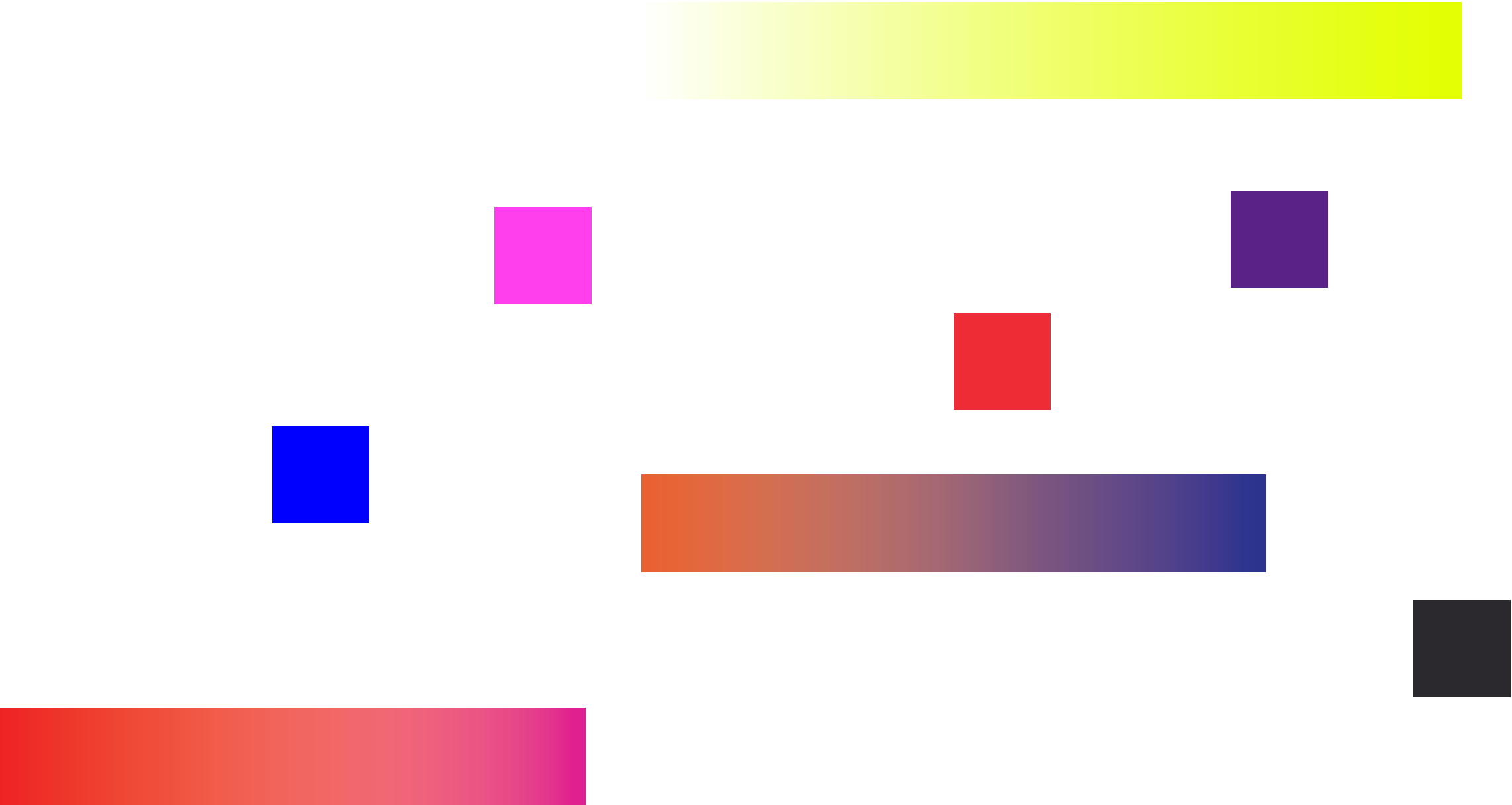
Subtle references of gamer/geek culture relate to the advent of the tech generation



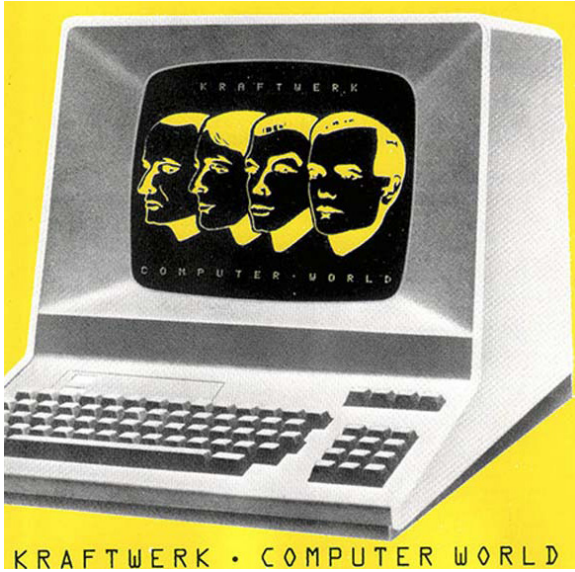
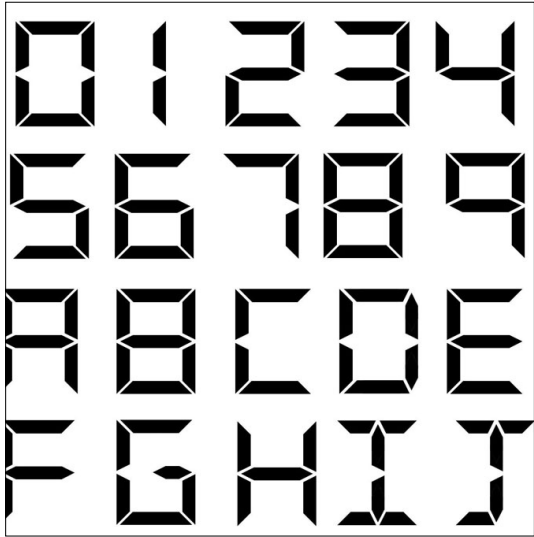
DIRECTION 1 - COLOR SCHEME



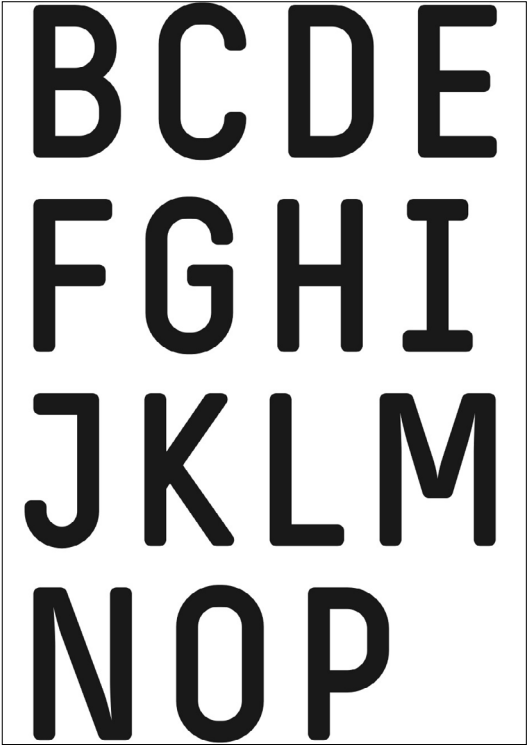
DIRECTION 1 - COLOR SCHEME







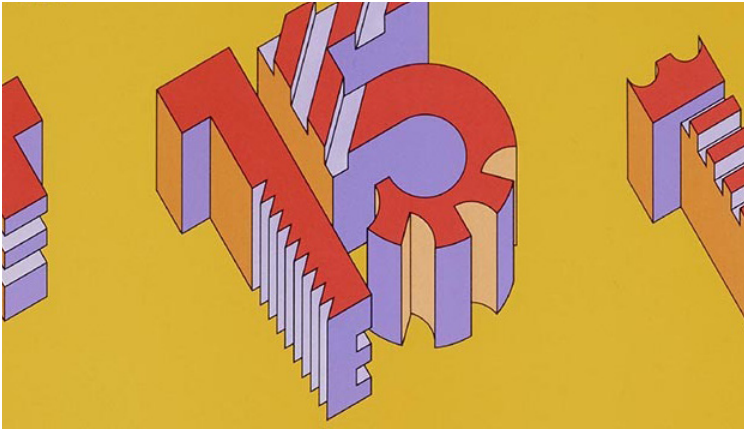
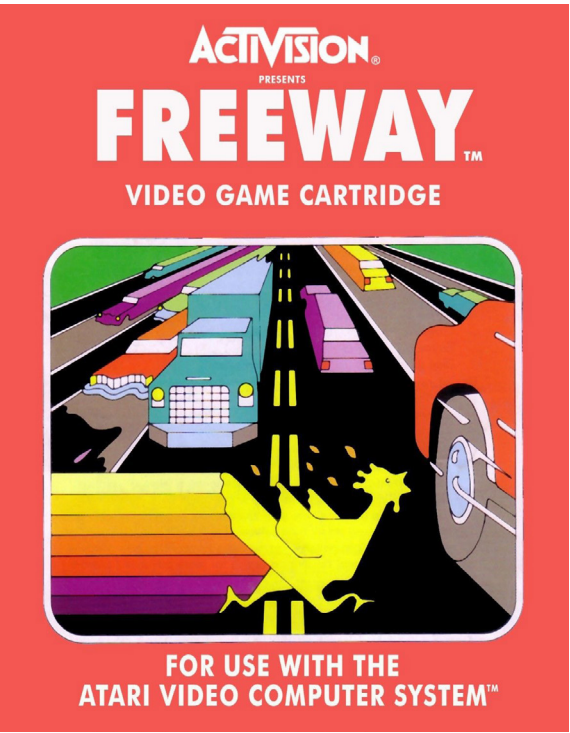
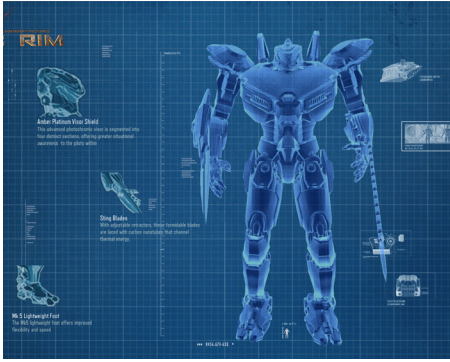
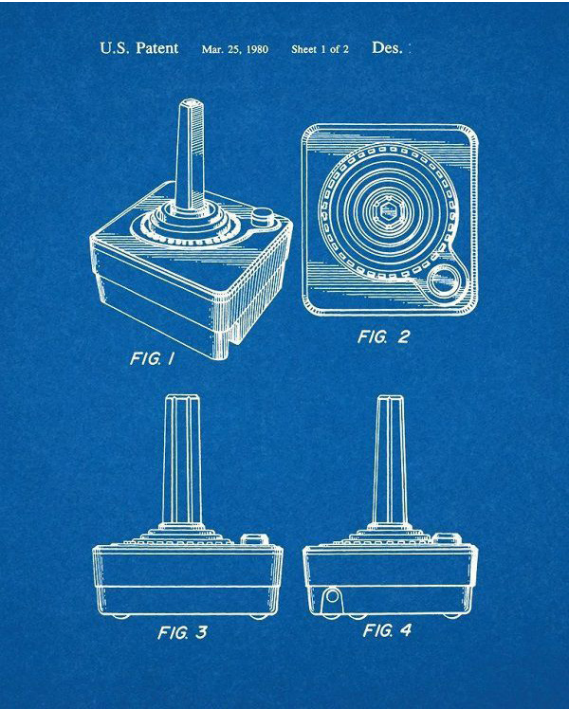
Akzidenz-Grotesk Next Cond ExtraLight
abcdefghijklmnopqrstuvwxyz
Akzidenz-Grotesk Next Cond ExtraLight Italic
abcdefghijklmnopqrstuvwxyz
Akzidenz-Grotesk Next Cond Light
abcdefghijklmnopqrstuvwxyz
Akzidenz-Grotesk Next Cond Light Italic
abcdefghijklmnopqrstuvwxyz
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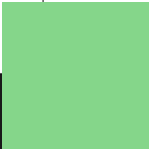
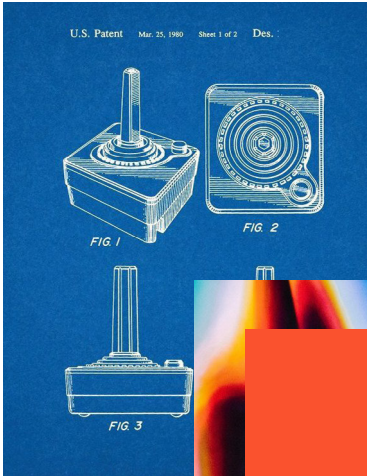
Simple LL ,2004 ,Simple Type Specimen, NORM  
& Simple Koeln/Bonn

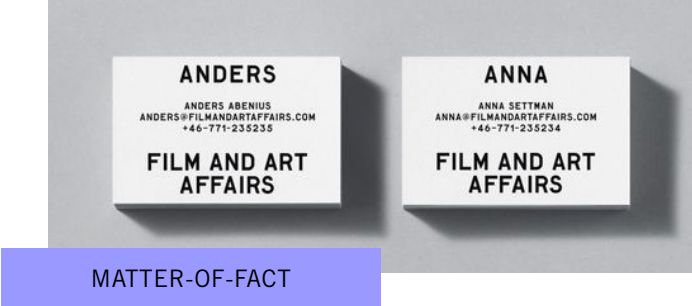


DIRECTION 1 - VISUAL STYLE









MATTER-OF-FACT

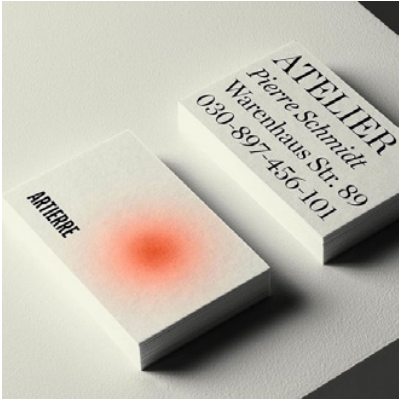


FORTHRIGHT

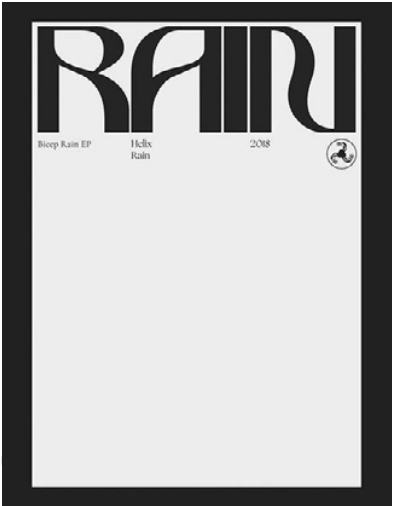


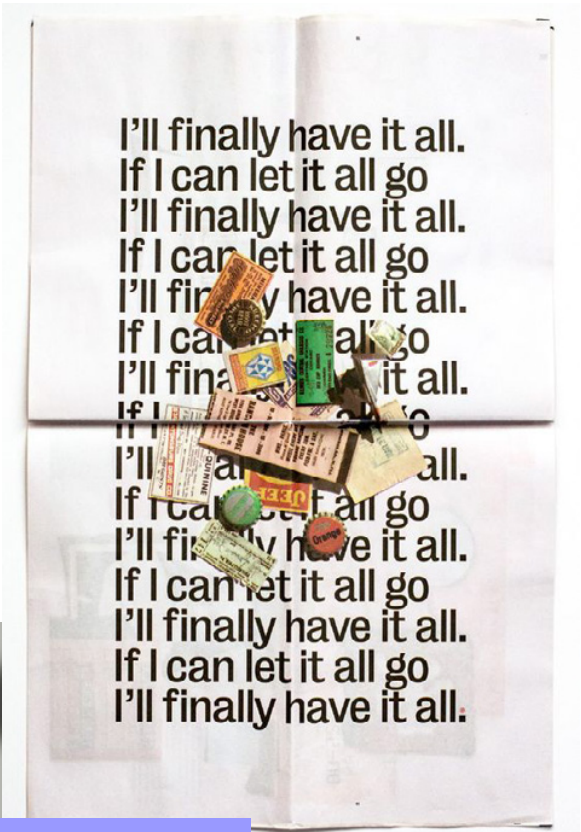
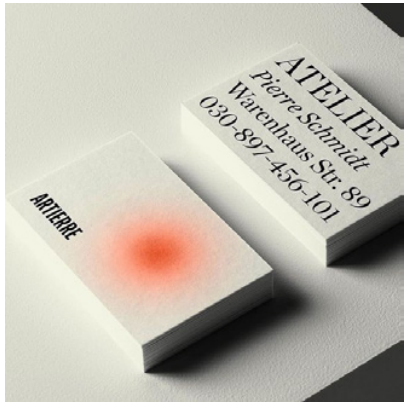
BLUNT





CHEMISTRY BETWEEN TYPE

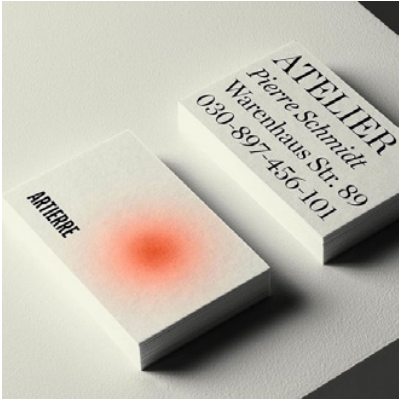




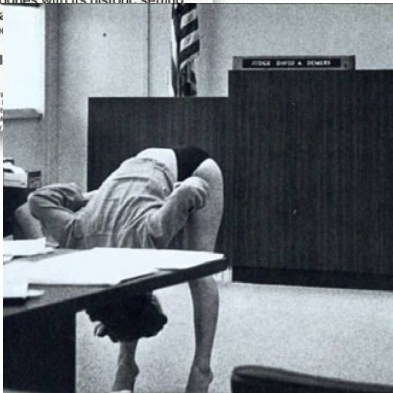
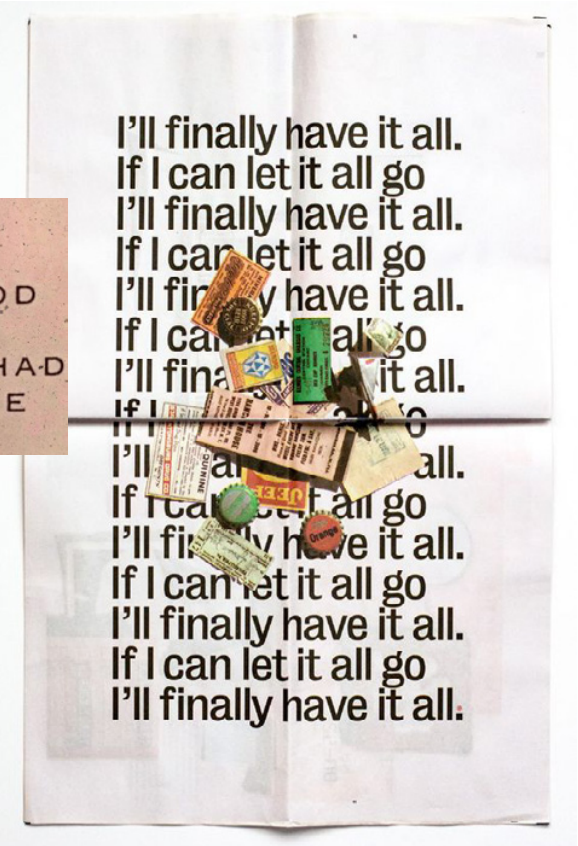
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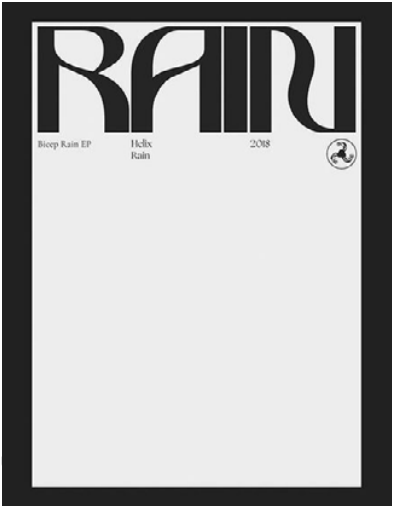




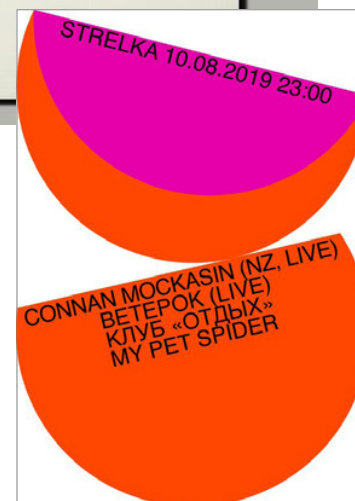
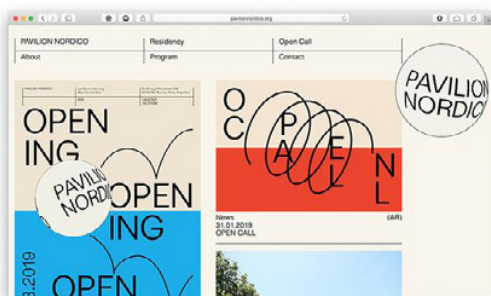
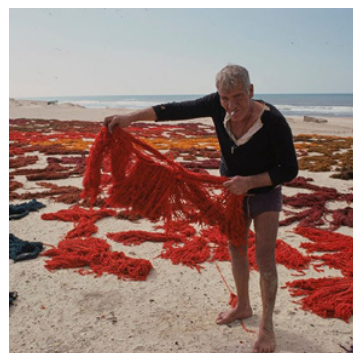
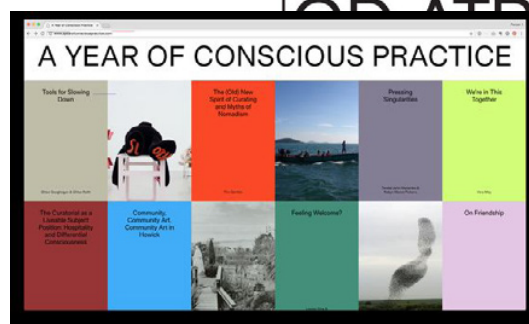
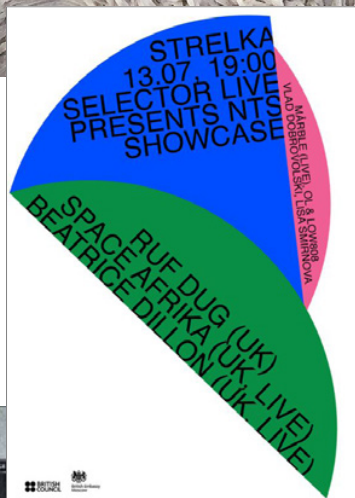
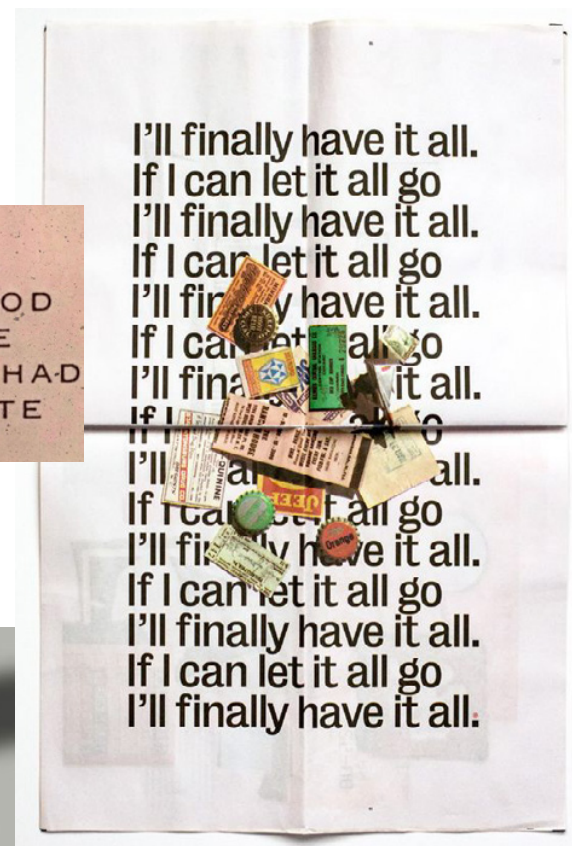
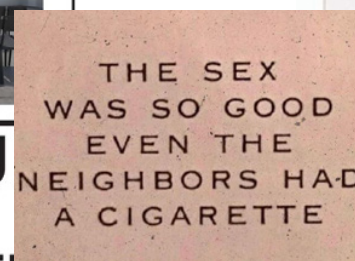
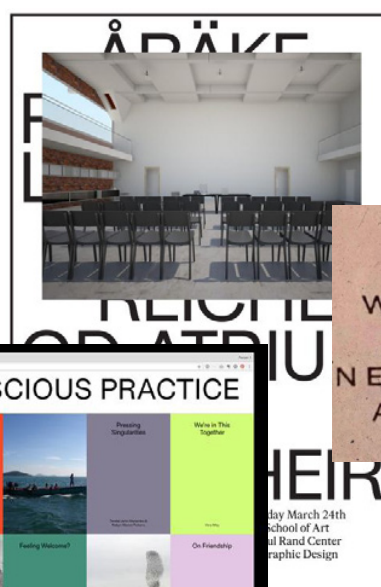
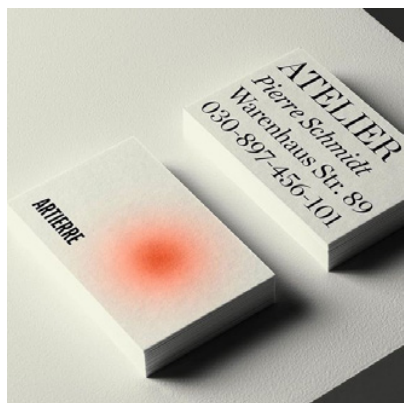
THE SEX  
WAS SO GOOD  
EVEN THE  
NEIGHBORS HAD  
A CIGARETTE



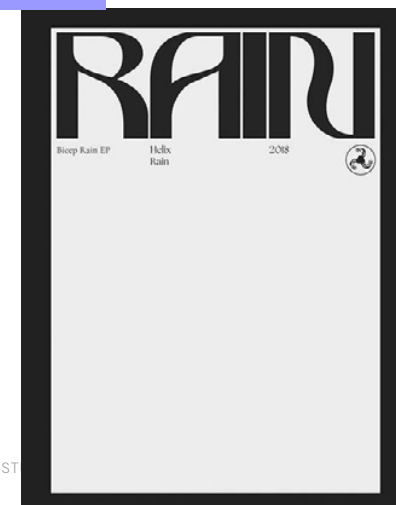
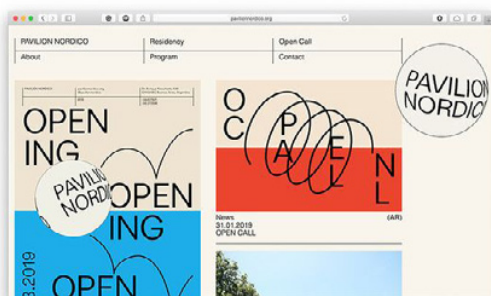
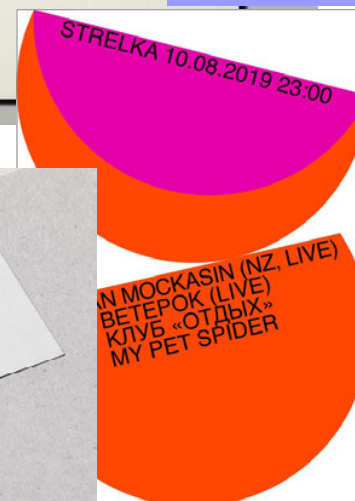
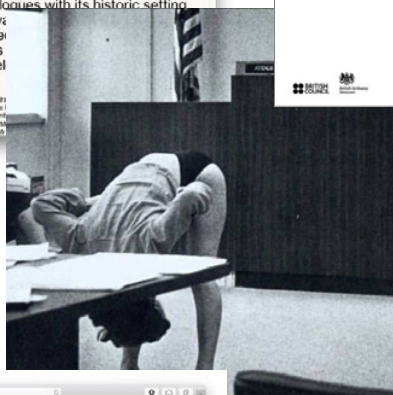
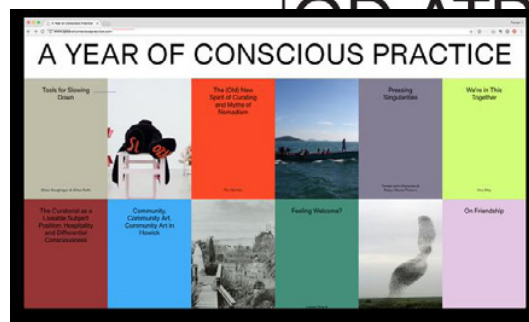
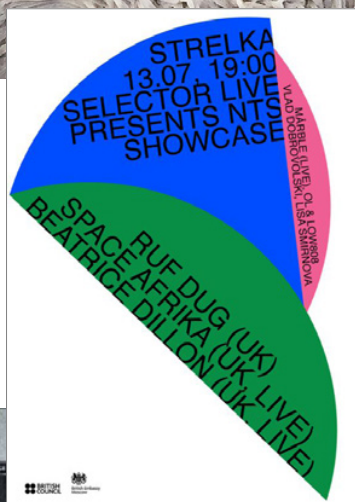
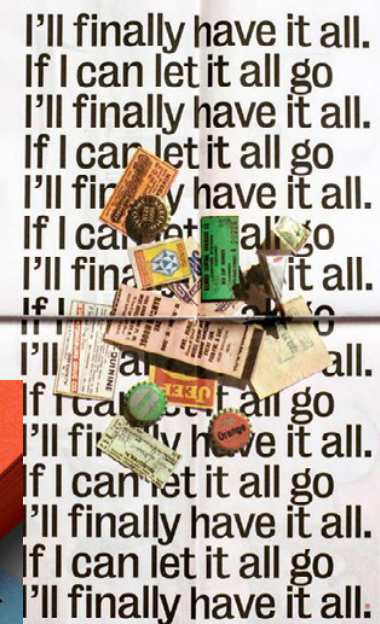
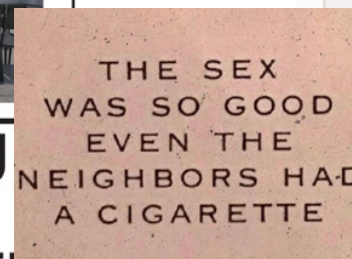
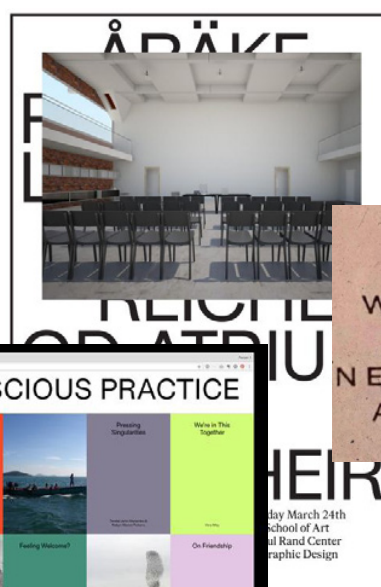
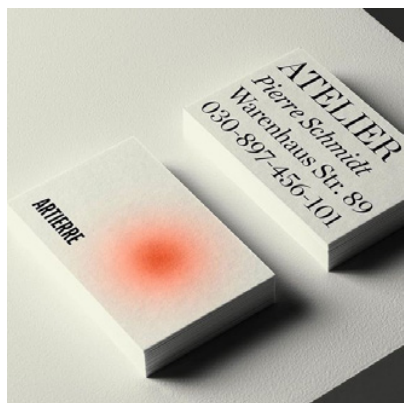
COY



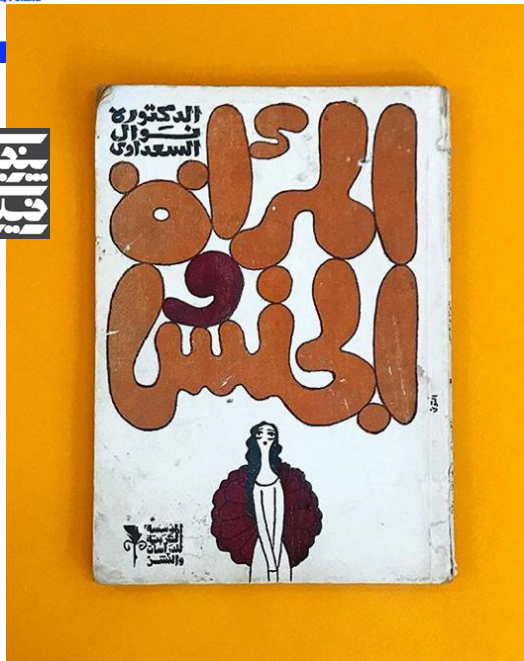
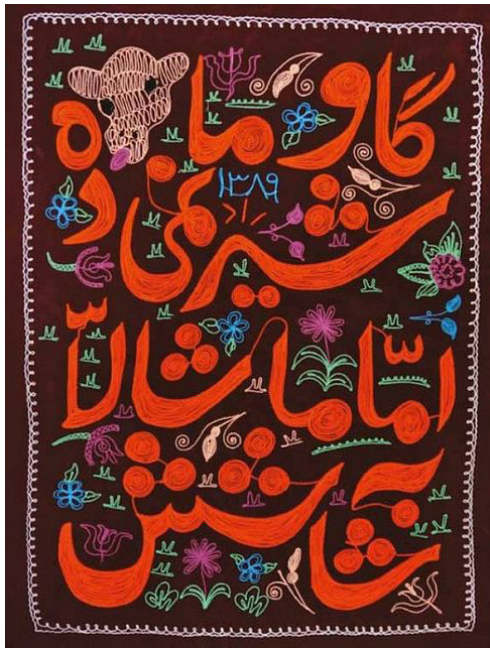
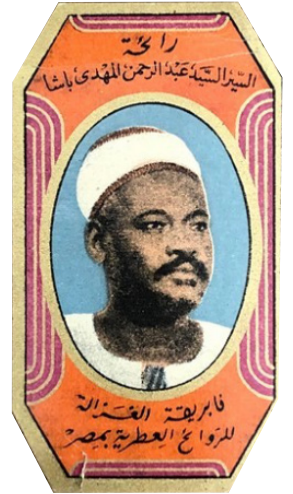
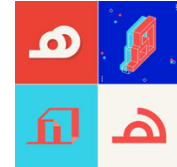
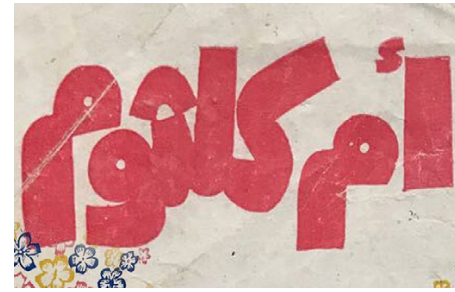














# Deployment

ONLINE

# Deployment



ONLINE

# Deployment

OFFLINE

facebook

instagram

twitter

youtube

website

email newsletter

linkedin

**ONLINE**

# Deployment

**OFFLINE**

facebook

instagram

youtube

website

email newsletter

linkedin

**ONLINE**

# Deployment

**OFFLINE**

flyer

zine/program

press ad

brochure

poster

# Timeline

**WHEN?**

**HOW OFTEN?**

# Timeline

**FOR HOW LONG?**



Start a free trial

Log in

Buffer Marketing Library > [Facebook Marketing](#)

# The Social Media Frequency Guide: How Often to Post to Facebook, Twitter, LinkedIn And More



**Kevan Lee**  
VP of Marketing @ Buffer

🕒 11 min read



## **The optimal frequency for posting on social media**

**“To ‘know’ the BEST is an impossibility.  
You can only predict and measure.”**



**One of the keys is consistency**





Search Facebook



Hatem



## Manage Page



Studio Safar



Home



Inbox

1 new message and 21 new comments



Resources & Tools



Manage jobs



Notifications

35 new



Insights



Publishing Tools



Ad Centre



Page quality

Promote

### Overview

Ads

Followers

Likes

Reach

Page views

Page previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

### Page summary Last 7 days

Export Data

Results from 16 Jul 2020-22 Jul 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

#### Actions on Page

16 July - 22 July

1

Total actions on Page ▲100%



#### Page Views

16 July - 22 July

41

Total Page views ▼2%



#### Page previews

16 July - 22 July

1

Page previews ▼67%



#### Page Likes

16 July - 22 July

11

Page likes ▲1000%



#### Post reach

16 July - 22 July

1,528

People reached ▲631%



#### Story reach

16 July - 22 July

#### Get story insights

See stats on how your Page's recent stories have performed.

Learn More

#### Recommendations

16 July - 22 July


#### Post engagement

16 July - 22 July

#### Responsiveness

As of 20 July 2020

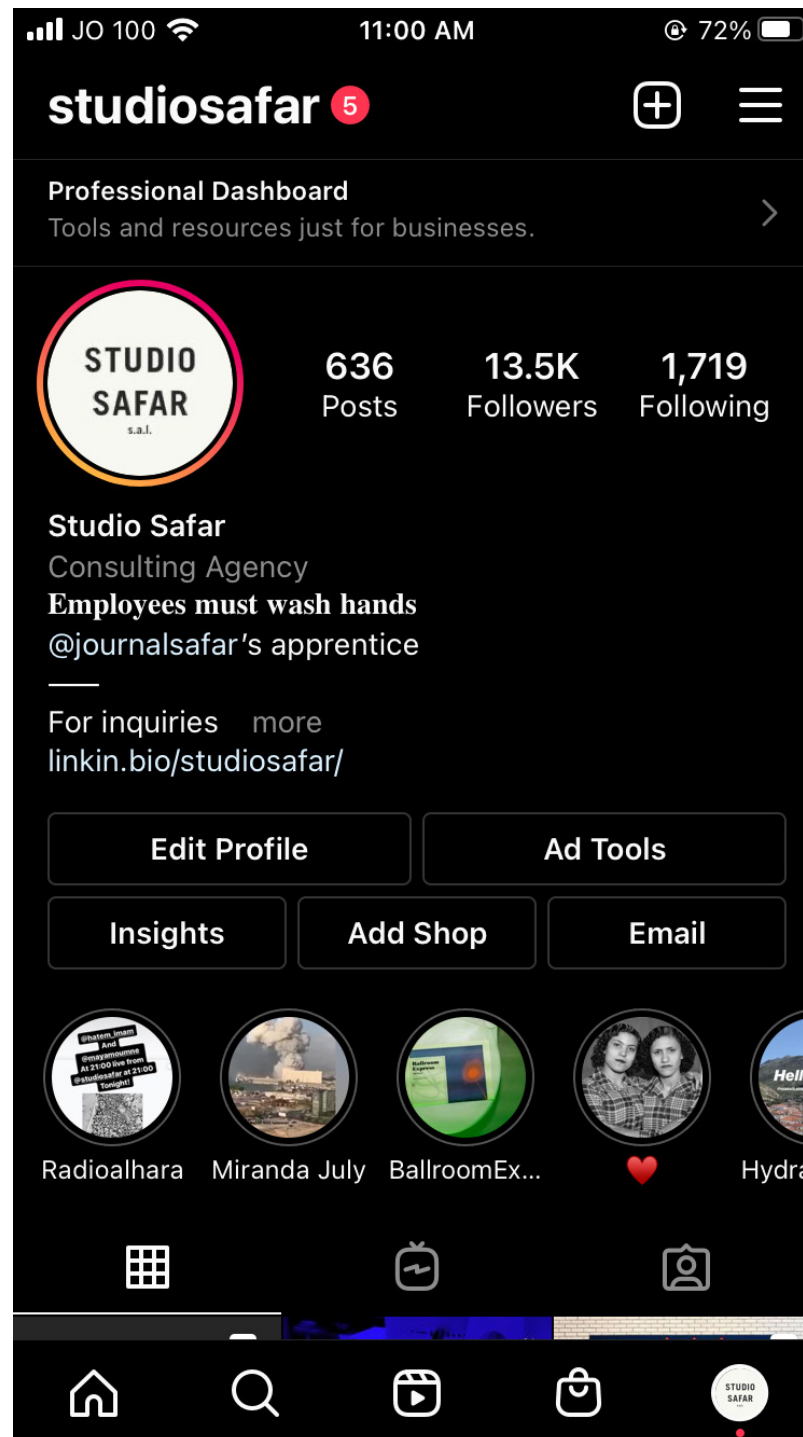
## Your 5 Most Recent Posts

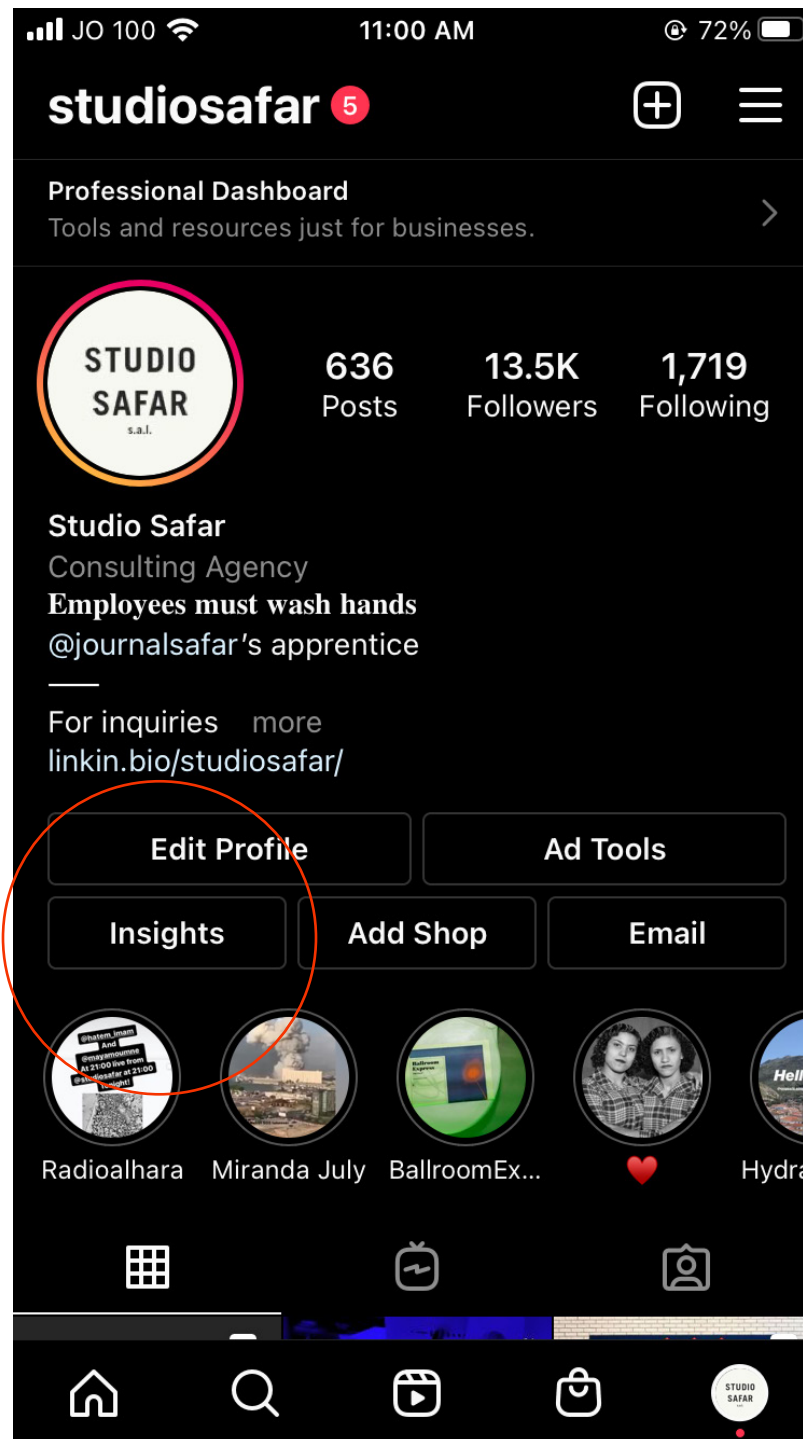
 [Create Post](#)

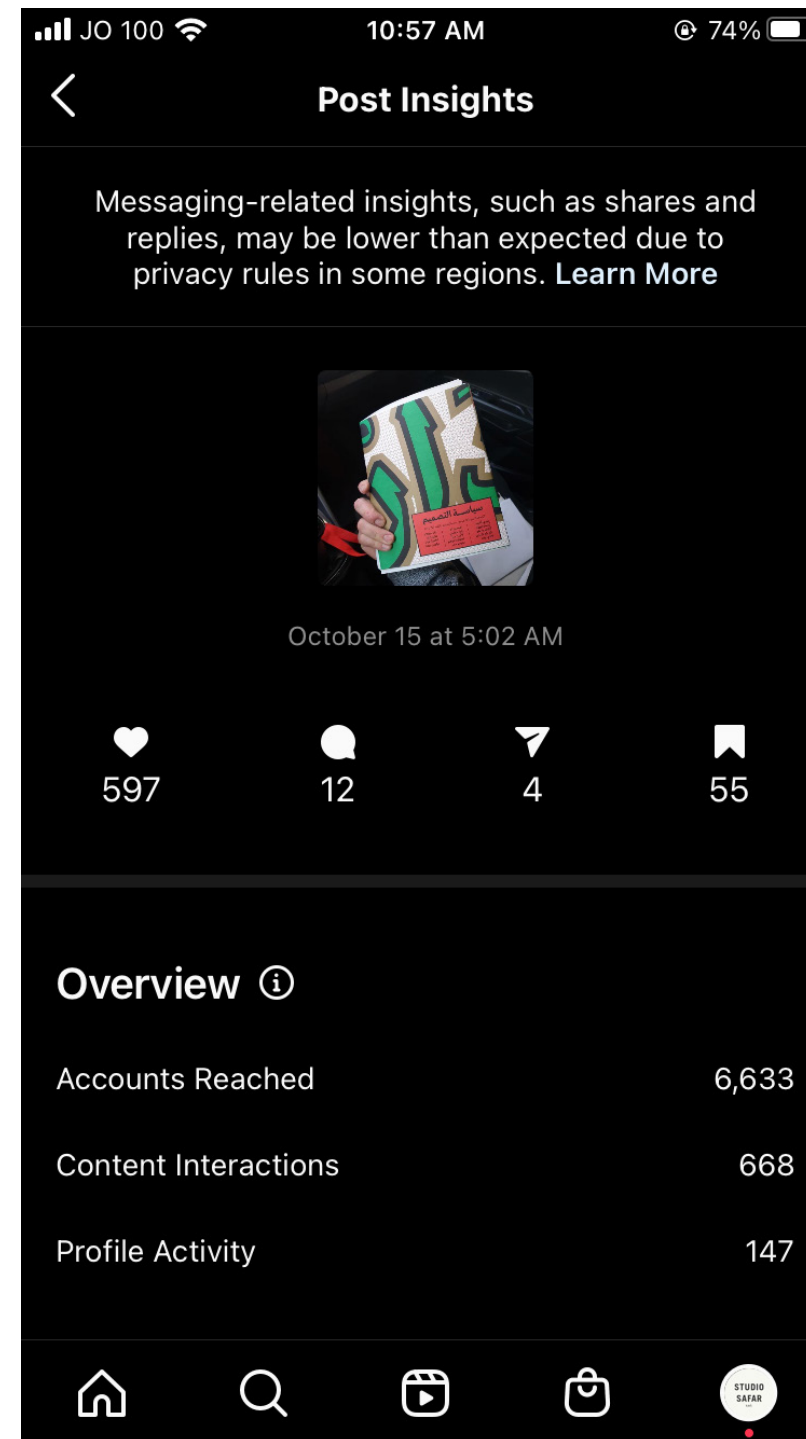
 Reach: Organic/Paid  Post clicks  Reactions, comments & shares 

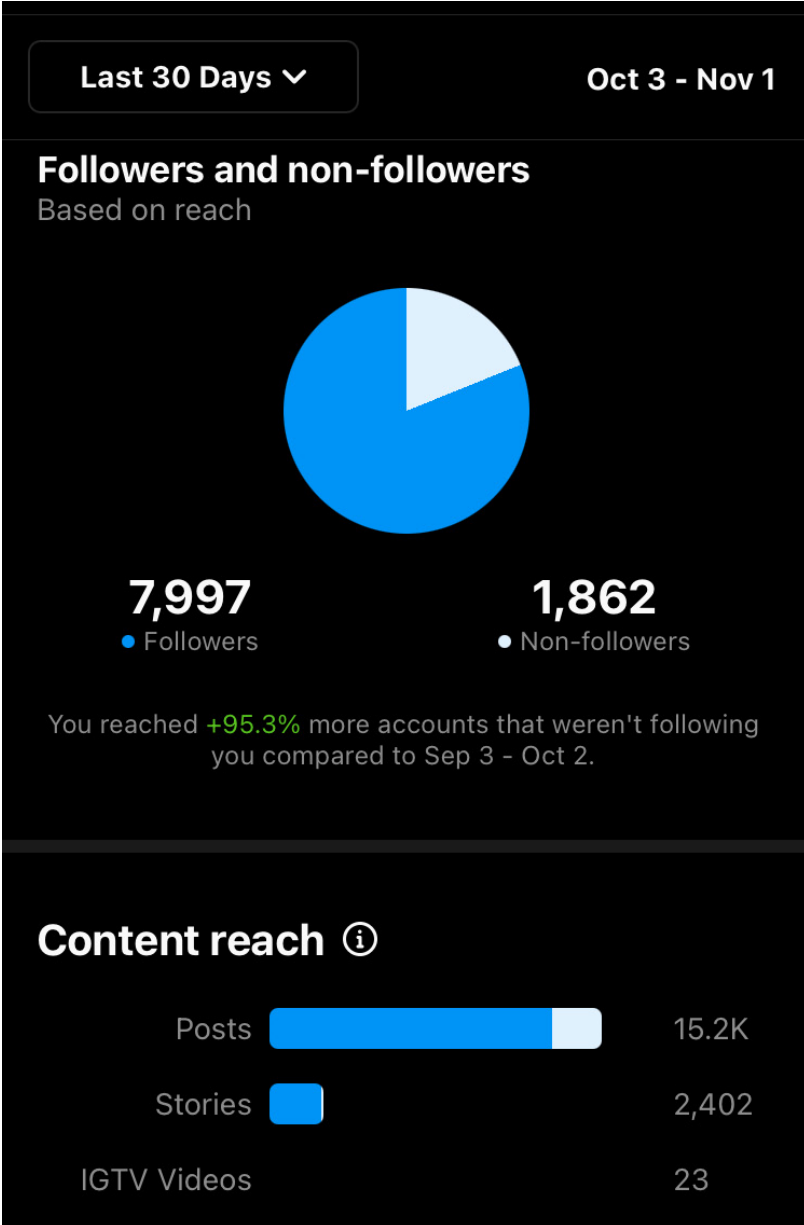
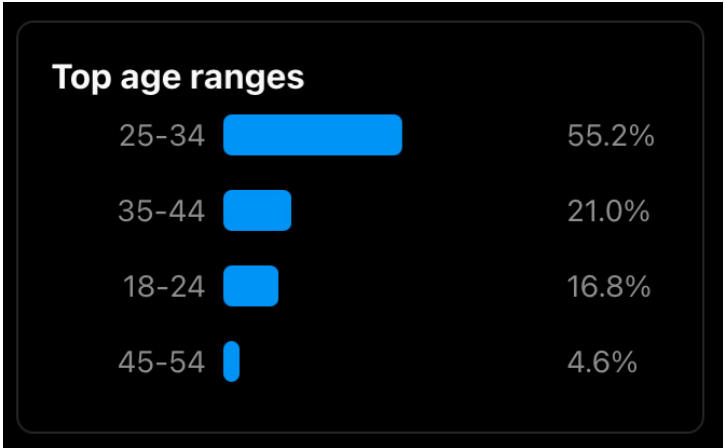
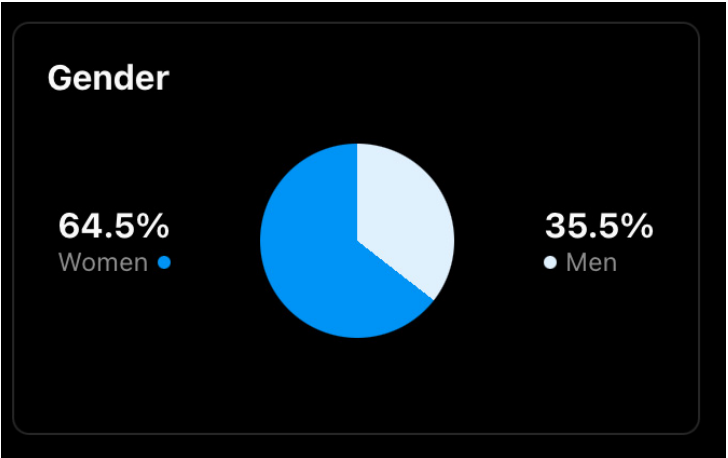
Published	Post	Type	Targeting	Reach	Engagement	Promote
17/07/2020 12:36	 Pandemics, policy, and economics try to dampen the fact that we have			1.3K 	48 70 	<a href="#">Boost post</a>
16/07/2020 08:32	 Issue 5, Migrations, has finally reached the homeland. Stay tuned			344 	11 9 	<a href="#">Boost post</a>
24/06/2020 19:51	 Yes— Some logos are still designed, drawn, lettered and			616 	93 17 	<a href="#">Boost post</a>
14/04/2020 13:32	 We've decided to share our Statement of Accounts with			2.4K 	372 75 	<a href="#">Boost post</a>
18/03/2020 12:23	 Everything under Covid control (Missing @sneaverbeaver)			299 	14 3 	<a href="#">Boost post</a>

[See All Posts](#)









**SOME EXAMPLES**









HELMUT LANG

A/W 2016

COAT

NEW YORK



THANK YOU