

La Jolla Playhouse: WOW Festival Team

THE CHALLENGE

How Do We Know What's Working?

WOW Festival is an open 4-day interactive arts festival managed by La Jolla Playhouse happening on UCSD's campus.

- Open format meant attendee data is hard to capture on a 50,000-person campus
- Marketing budget spread across posters, emails, monitors, banners — with no attribution

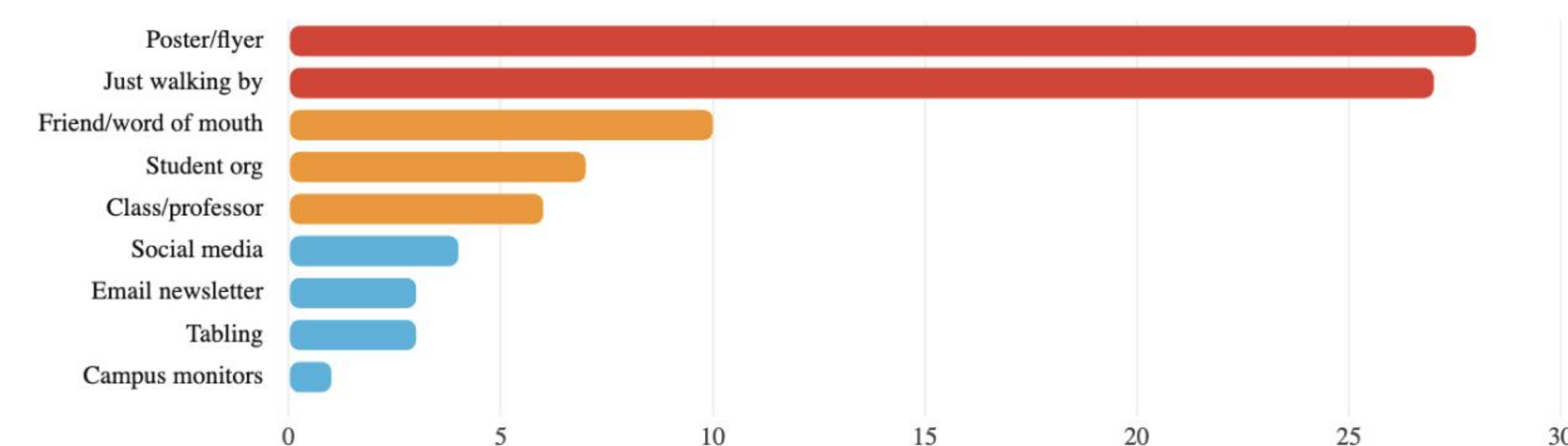
→ Increase awareness and engagement of the WOW Festival among UCSD students by improving how the event is marketed on campus and identify effective marketing channels

OUTCOMES

Results: 64 Survey Responses

72% UNDERGRAD STUDENTS
45% FIRST-TIME ATTENDEES
48% AWARE BUT NEVER ATTENDED
2.9/5 LIKELIHOOD TO RETURN

HOW DID YOU HEAR ABOUT WOW FESTIVAL?



"I've seen the festival but I had no idea what time things were happening or where to go."

"I didn't know who was performing or what the show was actually about."

— UCSD STUDENT INTERVIEWS

UCSD Marketing Recommendations:

- Social media + newsletters are student preferred channels
- Posters + organic discovery drive primary awareness
- Awareness exists, but *intent to attend requires specifics*
 - Current marketing assets lack time, location, and details
 - Create attention around specific performances
 - Students don't know what WOW is or who is performing



OUR APPROACH

Test → Collect → Analyze

- Designed RSVP for singular festival performance to understand target market of students/staff/faculty through [sample survey](#)
- Created outreach campaign: posters, newsletters, student orgs, i4X cohort
- Deployed on-site survey to capture demographics + channel attribution; secured funds for incentives to drive engagement

NEXT STEPS

Improve Marketing Strategy

- Marketing time, location, and performer/show details; generate curiosity and connection through artist highlights
- Prioritize social media and UCSD email newsletters as untapped channels for 2027
- Scale on-site survey as a repeatable tool for future festival years
- Explore formal partnerships with ASCE UCSD and student orgs for broader reach

Learning Outcomes: user research, stakeholder communication, data collection design, and cross-channel marketing strategy.

