

# LET MUSIC SET YOU FREE



CAMPING AT BETHEL WOODS!



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## ABOUT BETHEL WOODS

Bethel Woods is a music and event venue, with a museum focusing on the social, cultural, and political environment of the 1960s, particularly the 1969 Woodstock festival, which was held on their grounds. Bethel Woods prides themselves on being a creative, lively, and community oriented center for arts. They promote themes of love and peace, which are inspired by Woodstock. Their main messaging includes Woodstock remembrance/education, arts appreciation, spirituality, and destination events. Their current main audiences are art lovers (specifically music lovers), Woodstock fans, and “hippies” (those into meditation, yoga, and spirituality). This audience values them, giving a 4.7/5 rating on Google and 3.5/5 on Yelp.

Bethel Woods’ current traditional media coverage is in outlets having to do with upstate New York, live music, and arts. Most of this traditional media coverage includes lists recommending their venue and others or promoting upcoming high-profile performers. Their social media engagement boasts 30.6k Instagram followers and 117k Facebook followers. Though most posts receive 15-30 likes, posts announcing events get several hundred, indicating the success of their current events. About two-thirds of Bethel Woods’ social media content is promoting either the museum or the venue itself, while the remaining one-third is promoting upcoming events.

Bethel Woods’ revenue is generated from corporate sponsors/advertising, donations, facility rentals (weddings, etc), museum memberships (\$169-\$9k), festival lawn passes (\$579+), concert tickets (\$30-\$400), art classes/events (\$15), and more. Now, though, they are looking to expand to one more: camping at concerts.

## OBJECTIVES

KBsynRG's goal is to sell enough tickets to average filling **at least a half of the Initial-Phase camping sites (264/528) per week**. This would constitute **at least 4,752 camping-specific tickets sold** in the 18 week period of July through October.

## MESSAGING

### PICTURE THIS:

You're sleeping under the stars. You're with your friends and family on the site of the historic Woodstock festival, making the most of the concert by creating your own unique, idyllic experience. You've escaped from the confines of your busy, everyday life for a weekend at Bethel Woods, where you can recreate an experience of peace and love and sing along to your favorite artists with your friends.

### SLOGAN:

***Let Music Set You Free - A Bethel Woods Camping Experience.***

***#LetMusicSetYouFree***





## AUDIENCE

Younger demographics (**ages 18-34**) have increased camping interest by 140% (Kampgrounds of America, 2021). The age range 18-35 is the largest percentage of Bethel Woods' current audience (SimilarWeb, n.d.), and also incorporates much of the audience that typically attends music festivals, of which 46% are under 35 years old (Nielsen, 2015).

Research from Live Nation shows that 59% of concertgoers plan a get-together event either before or after a concert (Wallach, 2018), which incentivizes friends to attend concerts in which they can camp with their friends close by before and afterward.

Only about 10% of concertgoers travel over 100 miles (Ticketmaster, 2015), so this audience will be focused on the **Northeastern United States**.

Festival and concert attendees are also more friends and social media oriented, with 70% relying on friends for information about concerts (Grate, 2016), 59% planning a get-together with friends before or after the concert, and 68% posting on social media about the concert (Wallach, 2018). Therefore, our communications strategy will focus heavily on social media, and by proxy, Gen Z.

Gen Z and Millennials are struggling with their work-life balance and **looking for a way to break free**. According to Gallup, Gen Z and Millennials have a significantly higher rate of workplace stress than other generations, with 65% looking to have a better work-life balance for their emotional wellbeing (Pendell & Helm, 2022). According to a Commercial Cafe study, 90% of respondents feel like their workplace stress is affecting their personal life, and the majority of them turn to friends and family to destress.

Moreover, as work returns to the office as COVID-19 precautions decrease, over a third of millennials feel they have a worse work-life balance, compared to less than a quarter last year. Gen Z and Millennial workers are looking for a way to break free, with 23% wanting to spend time with their friends and family and 17% looking to travel (Alixandrescu, 2022), both of which Bethel Woods can offer.

With all of this taken into consideration, Bethel Woods' messaging under KBsynRG's plan will lean towards breaking 18-35 year olds free of their workplace constraints, and giving them an outlet to travel and spend time with their friends. As for music specifically, 82% of Gen Z and Millennials use music to "alter their mood," (YPulse, 2022) with 76% using music specifically to cope with stress (Abraham, 2020).

## STRATEGY RESEARCH

Offering camping to concertgoers is especially unique. Because 59% of concertgoers plan an event with their friends either before or after (Wallach, 2018), marketing Bethel Woods' camping could serve as that get-together event, filling a previously ignored market.

This audience can be reached easily on social media, both because of Gen Z's online presence, and because 68% of concertgoers post about it on social media (Wallach, 2018). This is also an opportunity to make Bethel Woods' social media experience unique to drive even more interest after concertgoers post, as 70% of music festival attendees get their information from social media (Eventbrite, 2013). This would make social media marketing almost self-fulfilling and cyclical.

As mentioned, 70% of concertgoers rely on friends for information about concerts (Grate, 2016). Uncoincidentally, Gen Z and Millennials do as well. Gen Z and Millennials rely on their friends and other positive reviews (such as influencers) to make their decisions about events and activities (F-Trend, 2019). More specifically, 83% of Americans rely on word-of-mouth marketing (Rivera, 2022), prioritizing opinions they feel to be genuine. In fact, 84% of Americans check online reviews before making a purchasing decision (Biljman, 2023) and customer experiences are 12 times more trusted than content directly from the brand (Clark, 2023).

This makes user-generated content (UGC) all the more valuable, as it is 2.4 times more likely to achieve that feeling of genuineness (Wong, 2022) and 9.8 times more impactful than influencer marketing (Nosto, 2022). In other words, the best way to gear messaging towards 18-35 year olds is to emphasize the opportunity to spend time with friends, and getting information from friends, peers, and trusted influencers. This is best done through TikTok, which the average user spends 45.8 minutes viewing per day, and Instagram Reels, which the average user spends 53 minutes viewing per day (Biljman, 2023).

Concerts are especially popular among social media trends, with 68% of concertgoers posting on social media about the concert (Wallach, 2018). Text messaging can also strongly contribute to word-of-mouth campaigning, with more text-based campaigns gaining popularity, such as Nudge, which has a majority millennial (and growing Gen Z) audience (Lomas, 2018). Text open rates can be up to 98% also, making them much more effective than email marketing (Majewski, 2021). This type of campaigning is also typically location-based, making it perfect for targeting Northeastern Americans.

Other trends in Gen Z and Millennial marketing include astrotourism (planning trips specifically around celestial events) and friendship-building opportunities, such as on Bumble BFF (Bumble, n.d.), which has campaigns across the country on college campuses. To gear the camping experience

towards Gen Z and Millennials' desire for friends-based activities, and to account for the 59% of concertgoers that plan a get-together with friends before or after the concert (Wallach, 2018), we curated the above message.


## STRATEGY 1:

**Convince 18-35 year-old concertgoers through social media tactics that reserving a camping-concert spot at Bethel Woods will be a unique, fun experience.**

### TACTIC 1A: INFLUENCERS

Our first social media tactic will be to reach out to Trout and Coffee, Slow Car Fast Home, Carsie Blanton, and Caelyn and Dean from *Bachelor in Paradise*.

Influencer	Followers	Focus	Audience
Trout & Coffee	65.7 K	Northeast Nature	Northeast, Nature Lovers
Slow Car, Fast Home	130 K	Car Camping	Travelers / Campers
Carsie Blanton	11.1 K	Political Folk Music	Woodstock fans
Caelyn & Dean from Bachelor in Paradise	2.5 M	Car Camping	General Public



All of these influencers will be invited to Bethel Woods for concert weekends to post videos relaxing, singing with friends at the concerts,

and taking pictures. The influencers will use *#LetMusicBreakYouFree* in order to compile all Bethel Woods Camping content into one space.

The success of this tactic will be measured in influencers used, number of followers, likes, and tickets purchased. We estimate this tactic will reach roughly 1,406,800 people. With the most conservative estimate of influencers having a 1.9% purchase rate (Bleu, 2023), even half of that



would bring 7,000 campers to Bethel Woods with just one video each. Without the reach of Caelyn and Dean, this would still have a **1% success rate of 2,000 camping groups.**

#### TACTIC 1B: PHOTO RECREATION

Our second social media tactic will be set up directly at Bethel Woods, meaning attendees will be driving more ticket purchases just by participating. KBsynRG has reviewed the photos of Woodstock attendees,

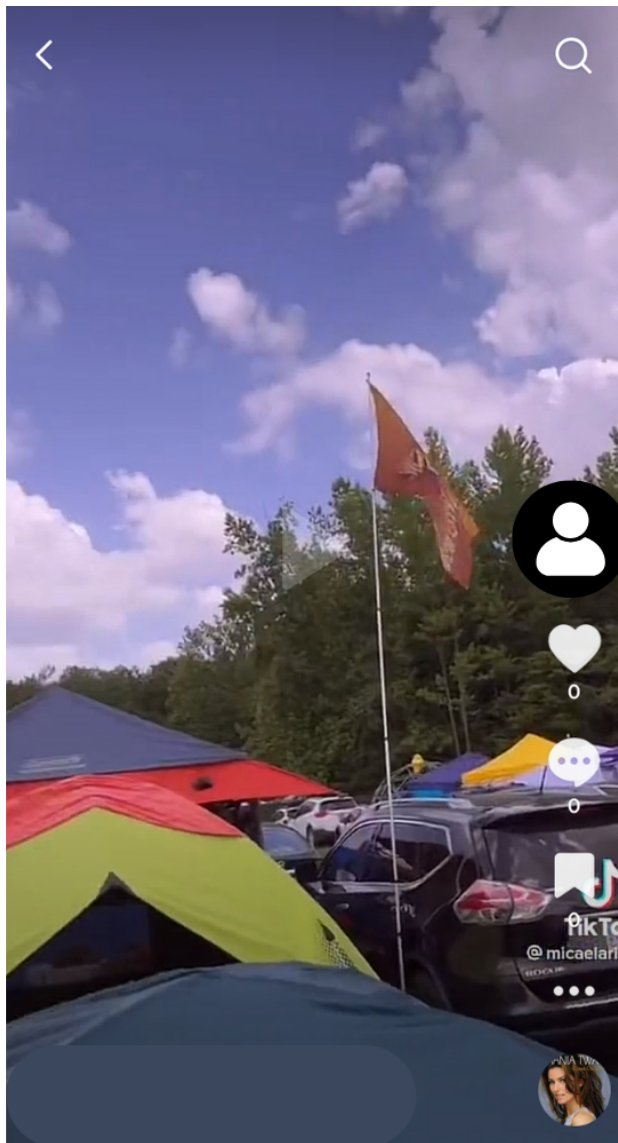
and will set up photo recreation stations for campers only, so they can post side-by-side photos of themselves with Woodstock-era photo editing to Instagram and Pinterest. This will inspire friends and followers to purchase tickets and recreate the photos themselves. We will encourage all posts to be tagged under *#LetMusicBreakYouFree*.

The success of this tactic would be measured in the number of posts and tickets purchased. **If just the amount of attendees who can fill Pavilion Section 4 post photos, and only a quarter of them inspire one friend or**

**follower to purchase tickets, an additional 20+ camping groups will attend the next concert-camping event.** This trend will continue exponentially.

### TACTIC 1C: TIKTOK TRENDS

Our third social media tactic will be to create social media trends, particularly on TikTok. TikTok functions by each video creating “sounds” that others can then apply to their own videos. These sounds often become trends to use.



KBsynRG will create usable concert soundbites and CapCut templates to give Bethel Woods an idyllic image. TikTok users can then create their own videos using these soundbites and templates, which will be labeled with *#LetMusicBreakYouFree* to drive engagement to Bethel Woods.

Bethel Woods could then produce the sound along with idyllic videos of campers, ensuring anyone who hears the sound can learn about Bethel Woods camping. For example, a soundbite could be posted

from the upcoming Shania Twain concert along with camping videos, concertgoers and campers alike can use the sound to show their weekend, and the sound would spread to non-attendees as well.

This is a larger-scale version of the photo-recreation tactic in which anyone could recreate the trend, not just Bethel Woods attendees, which would spread to more people than just the immediate followers of attendees.

The success of this tactic would be measured in the number of videos, likes, and tickets purchased. If just one concert per month got 100 videos posted under the soundbite, even if each got only 50 views, that is an extra reach of 5,000 people per month. **A 1% purchase rate** with that little engagement **would constitute an extra 50 camping groups per month.** KBSynRG estimates this would continue to grow as camping does.

## STRATEGY 2:

**Convince Northeasterners through camping trends and contests that Bethel Woods camping is a fun group experience with their friends.**

### TACTIC 2A: SEASON PASS RAFFLE

For the opening weekend of Bethel Woods camping, we will host an in-person raffle for one camping group to win a reserved camping site that comes with a season pass.

The purpose of this is to drive more campers to Bethel Woods, placing the raffle in magazines to reach those not on social media. Raffle contestants will need to be in a group of three or more and must enter as a group in order to win the prize. KBSynRG will employ media relations tactics to



promote this raffle in New York Magazine, Yankee Magazine, and Narc Magazine.

**New York Magazine** has had 36 camping-related articles in the past three years (New York Magazine, n.d.), but none have been marketed as an



## Free Weekend Trips in the Northeast



activity near New York City, making this a unique opportunity. New York Magazine has 1.8 million weekly readers (New York Magazine, n.d.). This outlet will target New Yorkers looking for a weekend activity.

**Yankee Magazine** gives roughly 330,000 readers lists of activities in and around New

England (Yankee Magazine, n.d.). They have had camping articles published before, but none with the unique added experience of music or concerts. This outlet will target New Englanders looking for a day trip.

**Narc Magazine** describes themselves as an “independent guide to alternative music and culture for the North East.” Though their readership numbers are unclear, this outlet would target specifically young music-lovers in the Northeast.

The success of this tactic would be measured in number of publications, reach, and tickets purchased. These publications have a cumulative



readership of 2.1 million readers, not counting Narc Magazine. If just 0.12% of readers attend opening weekend, this tactic alone will bring 2,662 camping groups. Even a **0.12% success rate in Yankee Magazine alone would bring 825 camping groups**. The success of this tactic will cover the costs of reserving the camping space for the raffle.

### TACTIC 2B: TICKET RAFFLE

Our second group tactic will be a smaller version of the first: one concert ticket per month will come with a chance to win a camping spot along with it. Chances of winning will increase if the individual has camped at Bethel Woods before and if more than 3 tickets are purchased (i.e. their name will be placed in the raffle more times). This will incentivize individuals to gather friends to purchase tickets as well as previous campers to return. The mini raffle will also raise awareness for Bethel Woods camping in general.

KBsynRG will promote this raffle in local radio programs in order to increase attendance likelihood. To save on advertising costs, interviews with Bethel Woods executives will be pitched alongside regular advertising. KBsynRG will pitch to Radio Woodstock 100.1, 96.1 KISS-FM, 98.5 The Cat, and Z93.

Radio Woodstock is an upstate New York station focusing on modern rock, and they also promote live events. Their listenership is unclear, but they have at least 1,000 loyal listeners (WDST, 2022). 96.1 KISS-FM is a Pittsburgh music station that also promotes concert contests and promotions. Their listenership is unclear. 98.5 The Cat and Z93 are both upstate New York iHeart radio stations that also promote concert contests and promotions. Their reach is also unclear.

The success of this tactic would be measured in the number of radio programs, reach, and tickets purchased. Though the total number of cumulative listeners for these stations cannot be calculated, we expect a minimum of 10,000 listeners. **If 1% of this (under) estimate purchase tickets, this tactic alone will bring 100 campers to Bethel Woods, which will cover the costs of the one free camping space.**



### CAMPING AT BETHEL WOODS

In July 2023, Bethel Woods Center for the Arts is rolling out its combined camping and music festival experience. For 18 weeks, concertgoers can camp on the same historic grounds where the original 1969 Woodstock festival took place. One of the biggest draws is the summer night sky and the astrotourism wave that is taking over the camping scene in 2023. Attendees from this background including Neil DeGrasse Tyson, Tali and Ophira Edut, and Chani Nicholas will be in attendance through out the summer as a part of the Let Music Set You Free rollout.

Bethel Woods will offer various camping experiences, including car camping, RV sites, and Glamping. Each camping reservation can be made with a purchase to the corresponding concert.



The campgrounds are within walking distance from the concert fields and give a sense of home while staying on the stunning landscape of Bethel Woods. The stars will be shining at all the summer night concerts and festivals at Bethel Woods, and crowds participating in the new excitement for astrotourism can combine their love for the stars, camping, and music.

Like nowhere else on the east coast, there is so much history and magic to experience at Bethel Woods under the stars.

A complete list of concerts and tickets is available at [bethelwoodscenter.org](http://bethelwoodscenter.org) and [@bethelwoods](https://www.instagram.com/bethelwoods) on social.

**Media Contact:**  
[kbsynrg@bethelwoods.com](mailto:kbsynrg@bethelwoods.com)

### TACTIC 2C: ASTROTOURISM

Our third group tactic will focus on trends in the camping industry, namely astrotourism— in which campers seek out dark skies and stargazing. The message here will be to market Bethel Woods as a magical weekend getaway. To do this, KBsynRG will reach out to important voices in astronomy and astrology to stargaze at Bethel Woods, including Neil DeGrasse Tyson, Tali and Ophira Edut, and Chani Nicholas. Neil DeGrasse Tyson is one of the most well-known modern

American astronomers, with massive name recognition across age groups and 1.8 million Instagram followers. Tali and Ophira Edut, also known as

“The Astro Twins” are astrology columnists for Elle (with 986,000 readers) (Alliance for Audited Media, 2022) and have 123,000 Instagram followers (Murphy, 2020). Chani Nicholas was named the internet’s most popular astrologer by Vanity Fair (Murphy, 2020), with 555,000 Instagram followers.

They will be encouraged to share their opinions of Bethel Woods stargazing on social media, and media will then be invited to cover their trip as well. Astrotourism has been promoted in several publications, including USA Today (with a readership of 7 million) and Travel Pulse (with a readership of 500,000). All of this will position Bethel Woods as a destination for astrotourism that comes with a musical concert experience.

The success of this tactic would be measured in social media impressions, number of publications, and tickets sold. Above is an example of a press release sharing the excitement over the attendees, and the draw of astro tourism in the Northeast in 2023. The above social media accounts and publications have a cumulative reach of 10.9 million. The social media accounts alone have a reach of 2.4 million. The publications alone have a reach of 8.4 million. If just the astrologers are invited and only they only use media platforms they control, the reach would be 1.6 million, and a **0.03% success rate would bring 520 camping groups.**

#### TACTIC 2D: VAN LIFE COMPETITION

Our third group tactic will focus on trends in the camping industry, namely – and traveling homes, buses, and RVs. Traveling homes, revamped buses, and RVs have been growing in popularity, especially since quarantine, with a national growth rate of 3% per year (ResearchAndMarkets.com, 2021).

Due to this trend, we will host a “Van Life Competition,” in which those currently living in revamped vans or buses can travel to Bethel Woods to enter a competition for the best van, judged by other concert attendees. The winner will win a free season pass to camp at Bethel Woods. We will pitch this competition to specific publications such as Treehugger (with a readership of 2.6 million), The Dyrft Magazine (with a readership of 500,000), and Outside Magazine (with a consistent readership of 500,000) (SimilarWeb). Beyond marketing to those living in traveling homes, this will also bring nature lovers to judge the competition or enjoy camping like everyone else.

KBsynRG would also reach out to the aforementioned Caelyn Miller-Keyes and Dean Unglert, the couple on Bachelor in Paradise who now travel the country in a van.

The success of this tactic would be measured in number of publications, reach, number of contestants, and tickets purchased. The above publications have a cumulative readership of 3.6 million. This does not count the organic social media posts about the contest. If the influencer marketing is also used, this would bring an extra reach of 2.5 million. If solely publications are used, a success rate of 0.06%, this tactic would mean bringing 1,937 camping groups to Bethel Woods. With placements just in publications with less than 1 million readers, **a 0.06% success rate would bring 625 campers.**

### STRATEGY 3:

**Convince 18-35 year-olds and Northeasterners through partnerships with popular, local event brands that camping at Bethel Woods is a magical getaway experience.**

### TACTIC 3A: NUDGE

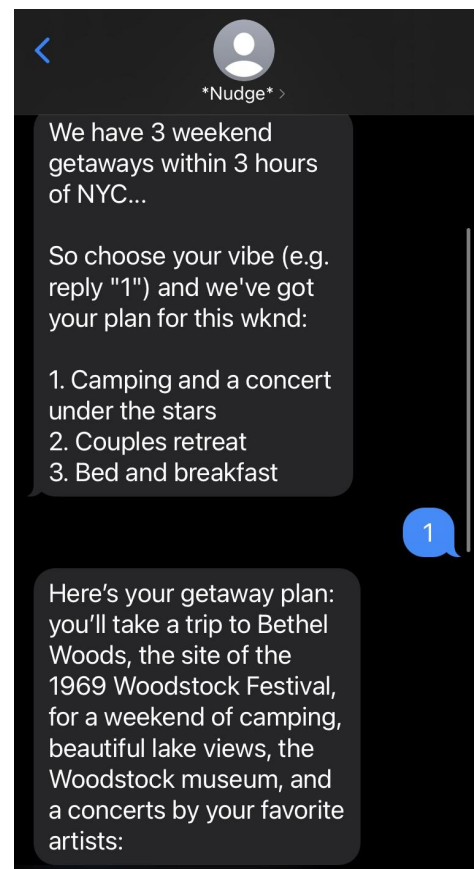
The app and texting service “Nudge” texts users about upcoming events local to them. Their business functions as a subscription service, with users either signing up for free updates or paying for exclusive Nudge events. According to their business plan, “[They] don't take money from the partners/businesses that [they] send out.” (The Nudge, n.d.), meaning this would be a free tactic.

Our first event promotion tactic will be to partner with Nudge to have Bethel Woods’ camping promoted to all New York users. This would look like all Nudge users in New York receiving the text on the following page to the right. .

The success of this tactic would be measured in reach, click rate, and tickets purchased. With one million users across ten cities, we can conservatively estimate a reach of 100,000 people with this tactic. Nudge boasts that in each city, roughly 30% of Gen Z and Millennials use their app. **A 0.5% success rate with this tactic would bring 500 camping groups to Bethel Woods.**

### TACTIC 3B: BUMBLE IRL

As of October 2020, dating app Bumble has over 100 million users with seventy-two percent of users between the ages of 18-35 (Jha, 2023). Recently, Bumble has launched



Bumble IRL, “a series of exclusive, in-person events for Bumble Date members” (Bumble, 2022). They have already hosted concerts in New York, and Bethel Woods camping could be marketed as an event for either successful Bumble matches or single individuals to meet at a concert under the stars. Groups of single friends would be able to reserve a camping space to enjoy the event and meet people all weekend long. KBSynRG plans to partner with Bumble IRL to do just that, playing into the idyllic and romantic messaging for Bethel Woods.

The success of this tactic would be measured in RSVPs (which would cost the same as a camping ticket). Bumble IRL events promote that 100 people will be able to enter without a ticket in advance. Given that number, we can assume the usual RSVP rate is at least double, meaning **this tactic, if even a quarter the size, would bring 50 camping groups to Bethel Woods per event.**

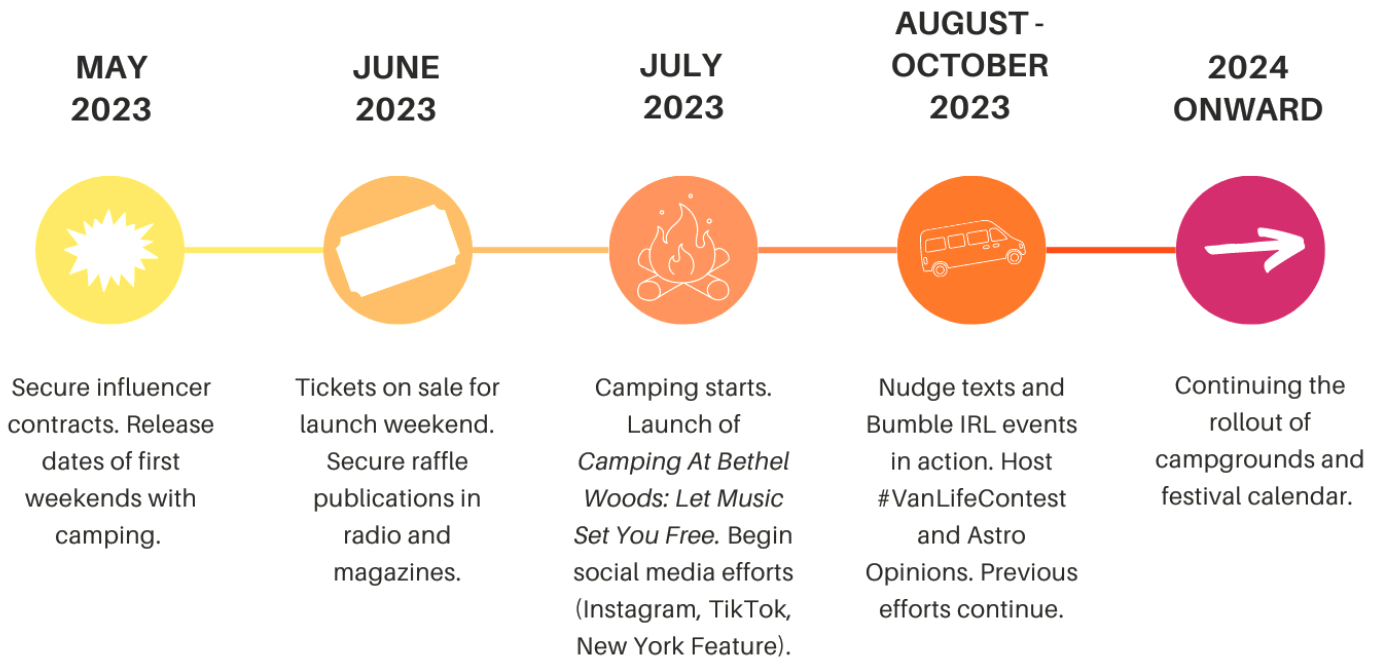
### TACTIC 3C: NEW YORK FEATURE

New York Feature is an Instagram account with 14,200 followers that shows restaurants and events around New York City. In partnership with this account, Bethel Woods could be marketed as a getaway destination for Gen Z and Millennials in New York City.

The success rate of this tactic would be measured in likes, shares, and ticket purchases. **A 1% success rate with this tactic would bring 142 camping groups to Bethel Woods.**

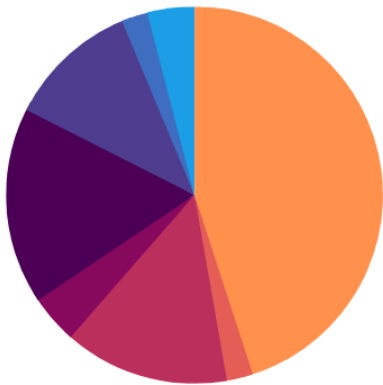
# TIMELINE

## #LetMusicSetYouFree



## BUDGET

# Budget \$ 44,450



## Expected Net ROI: \$1,034,950

- Influencers: \$20k cost / \$358k net return**  
\$5,000 max cost per post. Likely more along the lines of \$1000/post for 20 posts for an average of 1 post per week.
- Photo Recreation: \$1k cost / \$47k net return**  
\$1,000 max cost for optional materials, such as an extra professional camera. KBsynRG predicts this is not necessary, but added it as contingency.
- TikTok Soundbites: \$1.8k cost / \$28.2k net return**  
\$100/week reserved for recording costs for 18 weeks (July-October). KBsynRG predicts this is not necessary, but added it as contingency.
- Print Publications: Free / \$217.4k net return**  
Media relations techniques will be employed to ensure all placements are by writers, not advertising.
- Season Pass Giveaway: \$6.3k**  
Calculated as the price of 3x the cost of a lawn pass for 3 people.
- Radio Advertising: \$7.5k cost / \$2.5k net return**  
Cost calculated as 5 weeks of advertising for \$500/week in 3 stations.
- Monthly Campsite Giveaway: \$1,850**  
\$450/month. Calculated as 3 \$50 camping tickets for 3 days for 3 people for 4 months (July-October).
- Bumble IRL: \$5k cost / \$7.5k net return**  
KBsynRG predicts the cost will be less, but added it as contingency.
- New York Feature- \$1k cost / \$20.3k net return**  
KBsynRG predicts the cost will be less, but added it as contingency.
- Nudge: Free / \$75k net return**

This does not calculate Return on Investment, which KBsynRG estimates will be between **\$777,300 - \$1,985,850**. This was calculated using the most conservative of the above estimates, which would give a **minimum of 5,182 camping tickets sold** by October for an average of **287 camping tickets sold per week**. Using *all* of the above estimates, KBsynRG's plan would sell 13,239 camping tickets over a 18-week period for an average of 735 tickets per week. **We expect that actual sales will fall within the first quartile of this range, selling 7,196 tickets over a 18-week period for an average of 399 ticket sales per week.** This puts our **ROI estimate at \$1,079,400**. The dollar amount was calculated by assuming the cost is either one attendee spending \$150 for 3 days or three attendees each spending \$50 for 1 day of camping (not including the cost of concert tickets). Including \$200 concert tickets per person would put the ROI at a minimum of \$1,813,700 and an expected \$2,518,600. For camping tickets alone, would make **the net gain for the 2023 camping season a minimum of \$732,850 and an expected \$1,034,950.**



## CONCLUSION

In conclusion, the “Let Music Break You Free” campaign by KB SynRG will:

1. Sell a minimum of 5,182 tickets for a minimum of \$732,850 net gain for the 2023 camping season.
2. Make Bethel Woods a camping destination for Gen Z and Millennials across the Northeast.
3. Bring together music, Woodstock, and camping lovers together to ensure a successful future for Bethel Woods.
4. Raise awareness of Bethel Woods, the history of Woodstock and camping.
5. Increase awareness of Bethel Woods in the music-loving community, making Bethel Woods the concert venue with so much more to offer.
6. Create a community online and develop Bethel Woods’ online presence.

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