



Case Study: Audience Engagement Platform (Non-Profit)



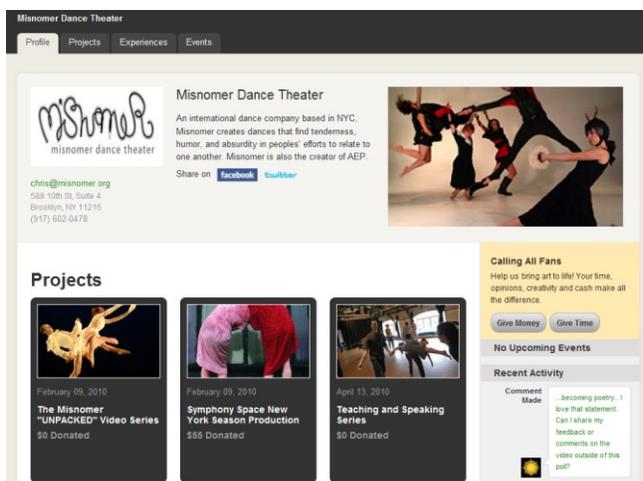
Background

Misnomer Dance Theater, a non-profit dance studio led by a technology and social visionary, received significant grant funding from major donors - including The Rockefeller Foundation, Nonprofit Finance Fund, Andrew W. Mellon Foundation, Doris Duke Charitable Foundation, and Dance/USA - to build a new web-based platform for artist companies to connect and engage in an ongoing dialogue with their audiences: the Audience Engagement Platform (AEP).

Orcasci was engaged as a strategy and marketing agency to review and refine the project vision, to support decision making in the early design phase, and to advise on the roll-out strategy.

The Method

The initial consultation covered an outline of the relevant aspects of the Science of Spread™, focusing on insights from behavioral and network science. Key considerations were how to attract artists and patrons, how to make use of the system valuable and engaging for all parties, and how to plan the eventual deployment and spread of the platform.



Over a month-long period, the AEP team then shared their extensive research, ideation and planning materials as well as the alpha version of the software with the Orcasci team.

Orcasci confirmed and validated the program objectives, and ensured that these were in effect taken into consideration and met as the project evolved.

Orcasci directed the AEP team to conduct further rapid research to

AEP Alpha Website

validate key questions, and to evaluate competitive services.

Orcasci gave feedback on the approach taken for the alpha website, provided advice on the core feature set, and discussed elements of the planned user experience from a behavioral science perspective.

Both teams also conducted an ideation session to explore 'big ideas' that might reshape the vision. Upon later research and validation, the new concepts developed during this session were scaled down to additional features rather than leading to a radically different approach.

The project drew to a conclusion with a simple, implementable project plan, developed as a synthesis of the original work and the exploratory work, that covered the business model, roll-out approach, and core feature set.

The Results

The final platform design is based on a robust business model, is considered to be highly attractive for its visitors, and will make a significant difference to those who create art and those who appreciate it.

The platform enters the beta phase in January 2011 and is scheduled to go live in selected geographic markets in March 2011.

The principal of the AEP project, Chris Elam of Misnomer Dance Theater, described the process and the interaction with Orcasci as 'exceptional', with its input exceeding all expectations.

“The Orcasci team is phenomenal. Every minute that we worked together produced value. They methodologically identified and focused on the most essential elements to which they then applied their creative and scientific methods, leading to an actionable roadmap. Their outstanding analytical skills, knowledge, and formidable capacity are matched only by the depth of their curiosity, their genuine playfulness, and their commitment to the challenge at hand. I look forward to our continued work together.”

– Chris Elam, Founding Artistic Director & CEO, Misnomer Dance Theater

Orcasci continues to support the project team at key decision points, and is prepared to design a more comprehensive marketing plan in a future phase.

Contact

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Misnomer Dance Theater