

Can we use ChatGPT and other AI tools to create a full marketing campaign for the performing arts?

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Abstract: The purpose of this article is to present a trial to create a marketing campaign for a theatre performance using some AI tools. ChatGPT, Fotor, Wepik, Kittl, Appypie and designs.ai were used to create a press release, a Facebook advertising post, a script for You Tube, a marketing strategy and a poster. They were compared with the real life marketing campaign that was created by a real marketing manager. The results show that ChatGPT presents some really good examples of marketing suggestions, while the images from AI platforms didn't cover the expectations of the customer. We discuss the ethical and legal limitations of using AI for marketing campaign purposes with AI.

Keywords: AI, ChatGPT, marketing campaign, digital marketing, performance arts, theatre

JEL: M39, Z11

1. INTRODUCTION AND LITERATURE REVIEW

In the recent years, there have been many changes in the arts industry due to the implementation of AI. There are numerous examples of AI used in the arts.

There are examples of face swaps, actors' roles played by other actors and then their faces put on using AI such as the cases with late Paul Wlaker whose face was put on his two brothers, Caleb and Cody, and the actor John Brotherton (Deruvo, 2023);

The actors from Star Wars Carrie Fisher and Peter Cushing were replaced by computer-generated versions 'Star Wars: The Rise of Skywalker' from the 'Star wars' film series just like they appeared in the 1977 original (Garde et al., 2022).

There were numerous attempts for script writing for movies, using robots as actors in movies (the example of Erica in the movie "B" (TheJakartaPost, 2020)), creating paintings and photos, using AI guides for festivals (Blazkova, 2022), etc.

Some other examples include the company metaphysic.ai which specializes in creating videos with the faces of famous people - actors and singers using ordinary people as a font – "real time photorealistic faceswaps". They have created such videos with the faces of Tom Cruise, Paris Hilton and Elvis Presley. (Metaphysic.ai, 2023).

ScriptBook is used for crafting scripts intended for both films and literature. Benjamin, an artificial intelligence software, authored the script for the fictional short film "Sunspring" in 2016. The subsequent work, "No Game," released in 2017, represented a collaborative effort between the AI and human contributors. Noteworthy instances of ScriptBook's application include the creation of a 6-minute movie trailer for the horror film "Morgan" and Benjamin's "Zone out," produced within a tight 48-hour timeframe. The latter involved innovative techniques such as face-swapping utilizing Generative Adversarial Networks (GAN) and voice-generation technologies. Notably, "Zone out" stands as one of the pioneering films directed exclusively by AI. (Anantrasirichai & Bull, 2022).

After the rise of ChatGPT starting from 30 November 2022 a lot of marketing specialists (Darius Lukas, 2023; coschedule, 2023) started to offer prompts for ChatGPT in terms of marketing incentives. They believe that ChatGPT could be very helpful for marketing experts in their work.

We wanted to know if this could be used for arts marketing purposes especially for the performing arts. On the 3rd of September 2023 we conducted a research on the sciencedirect.com and webofknowledge.com databases to search for articles about how AI can be used for the purposes of the performing arts for the creation of a full marketing campaign with small or no budget. Such kind of articles weren't find which means that there is a research gap on the topic.

The purpose of this article is to present a trial to create a marketing campaign for a theatre performance using some AI tools. Free AI tools will be used to create a press release, a Facebook advertising post, a script for You Tube, a marketing strategy and a poster. They will be compared with the real life marketing campaign for a theatre performance that was created by a real marketing manager.

2. RESEARCH METHODOLOGY

For the purposes of this article, we use the observation method, comparative analysis, experiment and the case study presentation methods. We use a real theatre performance (a monologue) by the actress Silviya Stanoeva. It was presented on 21st January 2023 at the Theater Argot in Rome.

A real marketing expert created a poster, a Facebook campaign, a video for the performance as a trailer and she also organized a radio campaign with interviews with the actress.

On 1st of September we used ChatGPT to replicate the marketing activities used by the real marketer and Fotor, Wepik, Kittl, Appypie and designs.ai to recreate the poster with the requirements of the client – the actress.

The results are presented in the next section.

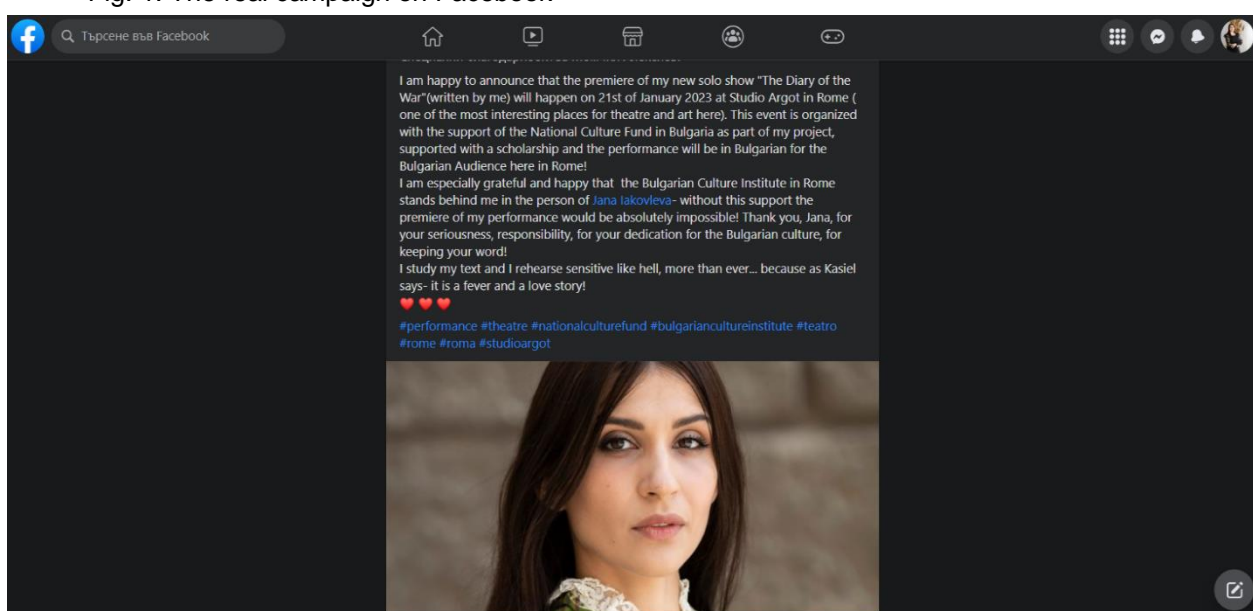
3. RESULTS AND DISCUSSION

First, we asked ChatGPT to create three Facebook advertisements about the event using the following prompt: “Act as a professional marketing manager with years of experience. Write three different Facebook ads to promote my event. The details of the event are as follows: Title: Diary of The War, Monologo in Bulgaro di Silviya Stanoeva Place: Teatro Argot, Rome via Natale del Grande 27 at 20 h on 21.01.2023”.

It returned three suggestions: one with emphasis at the actress, one for an event announcement and one for limited seats (see Appendices).

The real life campaign from January 2023 put the emphasis on the emotional relation between the audience, the actress and the performance putting the emphasis on the war and the spotlight onto the actress and her artistic expression (see fig. 1).

Fig. 1. The real campaign on Facebook



Source: Facebook page of the actress Silviya Stanoeva

The second task that was given to this AI tool was to write a press release for the campaign and it made some suggestions (see Appendices). In the real life campaign the marketer arranged some radio interviews using some personal contacts and the actress was contacted and invited to other interviews because of her post on the topic on Facebook.

The third task was that ChatGPT had to suggest a one-minute YouTube script for a video which had to be a trailer for the performance. It presented the idea for showing some scenes from the performance and for including more practical information about the event (see Appendices).

In reality the trailer included part of the performance, but with an emphasis on the emotional aspect of the performance without any narrative voice.

Finally, the ChatGPT had to create a marketing strategy for the performance (see Appendices). It suggested tactics for Facebook, Instagram, defining the target audience,

Email Marketing, Influencer Marketing, Event Website, Online Communities, Flyers and Posters, Local Media, Cultural Organizations, Community Events, PR and Press Releases, Partnerships and Sponsors, sales promotions, event countdown and analytics. While it suggested nice options, it sounded too general for an inexperienced person to follow the steps. It also missed some traditional media such as billboards, transport advertising and cinema advertising.

After the first stage, we searched for free online AI tools to create a poster for the performance. We used the most popular ones such as Canva, Fotor, Wepik, Kittl, Appypie and designs.ai .

Canva, Kittl, Appypie and designs.ai presented tools for creating the poster, but still a human interference was needed because they presented only the canvas.

Fotor and Wepik were very useful in terms of creating image from text, so we used the requirements of the client which were the same as the ones presented to the real marketing expert. We used the prompt “Create a Poster with the actress Silvia Stanoeva, a mysterious man with a suit and the Eiffel tower”. Both turned different results (see fig. 2 and fig. 3). You can see the original post created by human on fig. 4.

Fig. 2. Posters generated from Fotor



Fig. 3. A poster generated from Wepik



Fig. 4 The original poster created by human and used for the performance



As it can be seen the AI platforms create very standart and commercial illustration based posters. They couldn't find the real person in this case the actress. They also lack creativity and they still can not fulfill the client's requirements especially in terms of creativity.

As a result of this experiments and comparisons, we can point out the following observations:

- ChatGPT is a really good tool for writing posts, press releases and scripts. It can write and suggest a full marketing strategy for offline and online purposes, but it is too general and it lacks details and it can not be applied for every case.
- The AI tools for creating images based on text are still not good enough to replace a graphic designer. They are also too general and lack creativity. They can not fulfill the customer's requirements and look like taken stock photos from Internet. They can not use photos of famous people from Internet.
- If these photos are used there is still legal and ethical implications on whose rights are they.
- Still, AI can be used as a basic frame for experienced marketer, but they won't be very useful for somebody without any prior marketing knowledge.

In conclusion, we can summarize that AI tools can be used to support marketing efforts to create different marketing campaigns. However, we believe that it could not be possible for now to replace a good marketer or a human interference in terms of creating a full marketing campaign for the performing arts.

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Appendices:

Link to the ChatGPT: <https://chat.openai.com/share/bd51e86f-6d29-4e64-a249-aa5e1bc58a52>

IN

Act as a professional marketing manager with years of experience. Write three different Facebook ads to promote my event. The details of the event are as follows:

Title: Diary of The War, Monologo in Bulgaro di Silviya Stanoeva Place: Teatro Argot, Rome via Natale del Grande 27 at 20 h on 21.01.2023

ChatGPT

Certainly, here are three Facebook ads tailored to promote your event, "Diary of The War, Monologo in Bulgaro di Silviya Stanoeva," at Teatro Argot in Rome on January 21, 2023:

Ad 1: Event Announcement

Image: Eye-catching image of Silviya Stanoeva performing on stage

Text: 🎭 Join us for a captivating evening of theater! 📅 Date: January 21, 2023 ⌚ Time: 20:00 📍 Venue: Teatro Argot, Rome 🎟️ Get your tickets now!

Description: Experience the mesmerizing performance of "Diary of The War" by Silviya Stanoeva in Bulgarian at the renowned Teatro Argot in Rome. Secure your seats for an unforgettable night of theater!

Ad 2: Silviya Stanoeva Spotlight

Image: A stunning portrait of Silviya Stanoeva

Text: ✨ Witness the brilliance of Silviya Stanoeva! 📅 Date: January 21, 2023 ⌚ Time: 20:00 📍 Venue: Teatro Argot, Rome 🎭 "Diary of The War" - A monologue in Bulgarian

Description: Don't miss the chance to witness the incredible talent of Silviya Stanoeva as she performs "Diary of The War" in Bulgarian. An evening filled with emotion and artistry awaits you at Teatro Argot in Rome!

Ad 3: Limited Seats Available

Image: Teatro Argot illuminated at night

Text: 🎫 Limited Seats Available! 📅 Date: January 21, 2023 🕒 Time: 20:00 📍 Venue: Teatro Argot, Rome 🎭 "Diary of The War" - Monologo in Bulgaro

Description: Hurry, seats are filling up fast for "Diary of The War" by Silviya Stanoeva. Reserve your spot at Teatro Argot in Rome and immerse yourself in a powerful and moving performance. Don't wait, book now!

These ads highlight key event details, showcase the performer, and create a sense of urgency to encourage potential attendees to secure their tickets. Make sure to replace placeholders with the actual event image and ensure the visuals and messaging align with the event's theme and the audience you want to target on Facebook.

IN

Act as a professional marketing manager with years of experience. Write a press release for the media to promote my event. The details of the event are as follows:

Title: Diary of The War, Monologo in Bulgaro di Silviya Stanoeva Place: Teatro Argot, Rome via Natale del Grande 27 at 20 h on 21.01.2023

ChatGPT

Certainly, here's a press release to promote your event, "Diary of The War, Monologo in Bulgaro di Silviya Stanoeva," at Teatro Argot in Rome on January 21, 2023:

FOR IMMEDIATE RELEASE

Captivating Theater Event "Diary of The War" Comes to Rome: Silviya Stanoeva's Monologue in Bulgarian

Rome, [Date] — The enchanting city of Rome is set to host a remarkable theatrical experience on January 21, 2023, as the renowned Teatro Argot proudly presents "Diary of The War," a powerful monologue performed by the exceptionally talented Silviya Stanoeva.

Event Details:

- **Title:** Diary of The War, Monologo in Bulgaro di Silviya Stanoeva
- **Date:** January 21, 2023
- **Time:** 20:00
- **Venue:** Teatro Argot, via Natale del Grande 27, Rome

"Diary of The War" is a gripping and emotionally charged performance that promises to transport the audience into a world of raw human experiences and profound storytelling. Silviya Stanoeva, a luminary in the world of theater, takes center stage to deliver a monologue in Bulgarian that has garnered acclaim for its depth and intensity.

The event is set to take place at the iconic Teatro Argot, known for hosting exceptional performances and creating memorable theatrical moments. With its intimate setting and state-of-the-art facilities, Teatro Argot provides the perfect backdrop for an evening of artistic brilliance.

This exceptional theatrical event is a testament to the enduring power of the arts to connect, inspire, and provoke thought. "Diary of The War" is a reflection on the human condition, war, and the resilience of the human spirit, making it a must-see for theater enthusiasts and those seeking a thought-provoking cultural experience.

Tickets for "Diary of The War" are available now, and with limited seating, it's advisable to secure your spot early. Tickets can be purchased through the official Teatro Argot website, or at the theater's box office.

This event promises to be a highlight of the cultural calendar in Rome, and media coverage is encouraged to capture the essence of this extraordinary evening.

For media inquiries, press passes, or interviews with Silviya Stanoeva, please contact:

[Your Name] [Your Title] [Your Contact Information]

About Teatro Argot: Teatro Argot is a revered cultural institution in Rome, dedicated to bringing world-class theater to its audience. With a history of hosting exceptional performances, it continues to be a hub for artistic expression and cultural enrichment.

About Silviya Stanoeva: Silviya Stanoeva is a highly acclaimed actress known for her exceptional talent and compelling performances. Her portrayal of "Diary of The War" has received critical acclaim and touched the hearts of audiences worldwide.

For more information about the event, please visit [event website link].

Follow us on social media: [Social media links]

Feel free to adapt and customize this press release to suit your specific needs and audience. Ensure that you include relevant contact information, ticketing details, and any additional information that will pique the interest of the media and potential attendees.

IN

Act as a professional marketing manager with years of experience. Create one-minute video script for a trailer on YouTube. The details of the event are as follows:

Title: Diary of The War, Monologo in Bulgaro di Silviya Stanoeva Place: Teatro Argot, Rome via Natale del Grande 27 at 20 h on 21.01.2023

ChatGPT

Creating an engaging one-minute YouTube video script for a trailer requires a balance of information and intrigue. Here's a script to promote your event, "Diary of The War, Monologo in Bulgaro di Silviya Stanoeva," at Teatro Argot in Rome on January 21, 2023:

[Opening shot: A captivating view of Teatro Argot's marquee sign illuminated against the night sky]

Narrator (Voiceover): "Get ready for an unforgettable night of theater in the heart of Rome!"

[Cut to shots of Teatro Argot's exterior and interior, showcasing its charm and ambiance]

Narrator (Voiceover): "On January 21, 2023, at 20:00, join us at the iconic Teatro Argot, located at via Natale del Grande 27."

[Transition to a spotlighted stage with a chair and a striking visual of Silviya Stanoeva]

Narrator (Voiceover): "Experience the mesmerizing performance of 'Diary of The War' by the incredibly talented Silviya Stanoeva."

[Clip of Silviya Stanoeva in a powerful monologue scene, conveying emotion and intensity]

Narrator (Voiceover): "This is more than just a play; it's an emotional journey, a reflection on humanity, war, and resilience."

[Quick montage of enthusiastic audience reactions and applause]

Narrator (Voiceover): "Join us for an evening of thought-provoking artistry and profound storytelling."

[Closing shot: Teatro Argot's marquee sign with event details]

Narrator (Voiceover): "Mark your calendars and secure your tickets now for 'Diary of The War, Monologo in Bulgaro di Silviya Stanoeva' at Teatro Argot, Rome."

[Text on screen: Event Date, Time, Venue, and Ticketing Information]

Narrator (Voiceover): "Don't miss this one-of-a-kind theatrical experience. Get your tickets today!"

[Text on screen: Event Website and Social Media Links]

Narrator (Voiceover): "Visit our website and follow us on social media for updates and exclusive behind-the-scenes content."

[Closing shot: A captivating image of Silviya Stanoeva in character, overlaid with event details]

Narrator (Voiceover): "Join us for 'Diary of The War.' Embrace the art. Feel the emotions. Experience the magic."

[End with the event's logo and ticket information]

This script aims to capture the essence of your event, highlight its emotional depth, and create anticipation among potential attendees. Ensure that the visuals and music in the video align with the script to create a compelling and immersive experience for the audience.

IN

Act as a professional marketing manager with years of experience. Create a marketing strategy to promote the event offline and online targeting Bulgarians who live in Rome. The details of the event are as follows: Title: Diary of The War, Monologo in Bulgaro di Silviya Stanoeva Place: Teatro Argot, Rome via Natale del Grande 27 at 20 h on 21.01.2023

ChatGPT

To effectively promote the event, "Diary of The War, Monologo in Bulgaro di Silviya Stanoeva," targeting Bulgarians living in Rome, you'll need a comprehensive marketing strategy that combines both online and offline tactics. Here's a step-by-step plan:

1. Identify Your Target Audience:

- Define your target audience clearly: Bulgarians living in Rome who are interested in theater and cultural events.

2. Online Marketing:

A. Social Media Advertising:

- Utilize Facebook, Instagram, and other social media platforms to create targeted ads for Bulgarians in Rome.
- Use eye-catching visuals, event details, and ticket links in ad creatives.
- Run a series of ads leading up to the event, highlighting different aspects of the performance.

B. Email Marketing:

- Build an email list of Bulgarians in Rome who have expressed interest in cultural events.
- Send out regular newsletters and event updates, including special offers or discounts.

C. Influencer Marketing:

- Collaborate with local Bulgarian influencers or cultural enthusiasts to promote the event through their channels.

D. Event Website:

- Create a dedicated event website or landing page with event details, ticketing information, and a blog section for updates and behind-the-scenes content.

E. Online Communities:

- Join Bulgarian expat groups on social media and forums and actively engage with the community to promote the event.

3. Offline Marketing:

A. Flyers and Posters:

- Design and distribute flyers and posters in Bulgarian community centers, cafes, and businesses in Rome.
- Ensure they contain event details, eye-catching visuals, and QR codes or URLs for online ticket purchases.

B. Local Media:

- Contact local newspapers, magazines, and radio stations that cater to the Bulgarian community in Rome for event coverage and interviews.

C. Cultural Organizations:

- Partner with Bulgarian cultural organizations and associations in Rome to promote the event through their networks.

D. Community Events:

- Attend and promote the event at other community gatherings or cultural events leading up to the performance.

4. PR and Press Releases:

- Write and distribute press releases to Italian and Bulgarian media outlets, highlighting the uniqueness of the event and the performer.

5. Partnerships and Sponsors:

- Seek partnerships with local businesses, especially Bulgarian restaurants or stores, for cross-promotion and sponsorship opportunities.

6. Early Bird Discounts and Contests:

- Create a sense of urgency and engagement by offering early bird discounts or running contests with event tickets as prizes.

7. Event Countdown:

- Start a countdown on social media and your website to build anticipation as the event date approaches.

8. Analytics and Feedback:

- Continuously monitor the effectiveness of your online and offline marketing efforts through analytics tools.
- Collect feedback from attendees after the event to improve future promotions.

Remember to maintain a consistent brand message and visual identity across all marketing channels, and adapt your strategy as needed based on real-time data and audience engagement. The key is to create a buzz within the Bulgarian community in Rome and make attending the event an appealing and memorable experience.