

CIRQUE DU SOLEIL



OUR TEAM

STRATEGENIUS



RÉKA
IZSÁK

*Management
and Leadership*



STELLA
NAGY

*Management
and Leadership*



NÓRA
KOZMA

*Management and
Leadership*



ATTILA
LÉGRÁDI

*Management and
Leadership*

EXECUTIVE SUMMARY



ANALYSIS

Cirque du Soleil
Digital solutions
Customer profiles
Key question



ALTERNATIVES

Live entertainer
Extended live experience
Virtual entertainer



RECOMMENDATIONS

Content
Channel
Revenue streams



IMPLEMENTATION

24% ancillary revenue by 2026
199 million total revenue by 2026

STRUCTURE



ANALYSIS



**DEVELOPMENT OF
ALTERNATIVES**



RECOMMENDATIONS



IMPLEMENTATION

STRUCTURE



ANALYSIS



**DEVELOPMENT OF
ALTERNATIVES**



RECOMMENDATIONS



IMPLEMENTATION

Values of Cirque du Soleil

Cirque du Soleil is a leader in entertainment whose values align with the values of generation Z & Y.



“We are the leaders of **live entertainment**”



“We are **rule breakers** and **moment makers**”



“We live in **diversity**”



“We **reinvent ourselves** all the time”



HAVE MORE DIALOGUE!



EXPRESS INDIVIDUAL TRUTH!



BE INCLUSIVE!



SELF-ACTUALIZE!

**DRIVERS FOR
GENERATIONS
Z & Y**

Opportunities for Cirque du Soleil

There are several challenges in the case of the company that can be turned into opportunities.



Severe impact of COVID-19



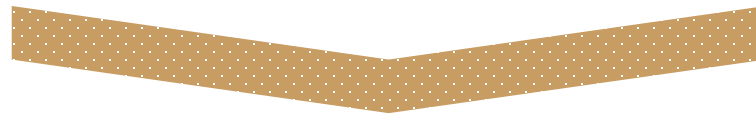
Huge power of the brand



**LACK OF OFFLINE SHOWS →
MOVE TOWARDS DIGITAL CHANNELS**



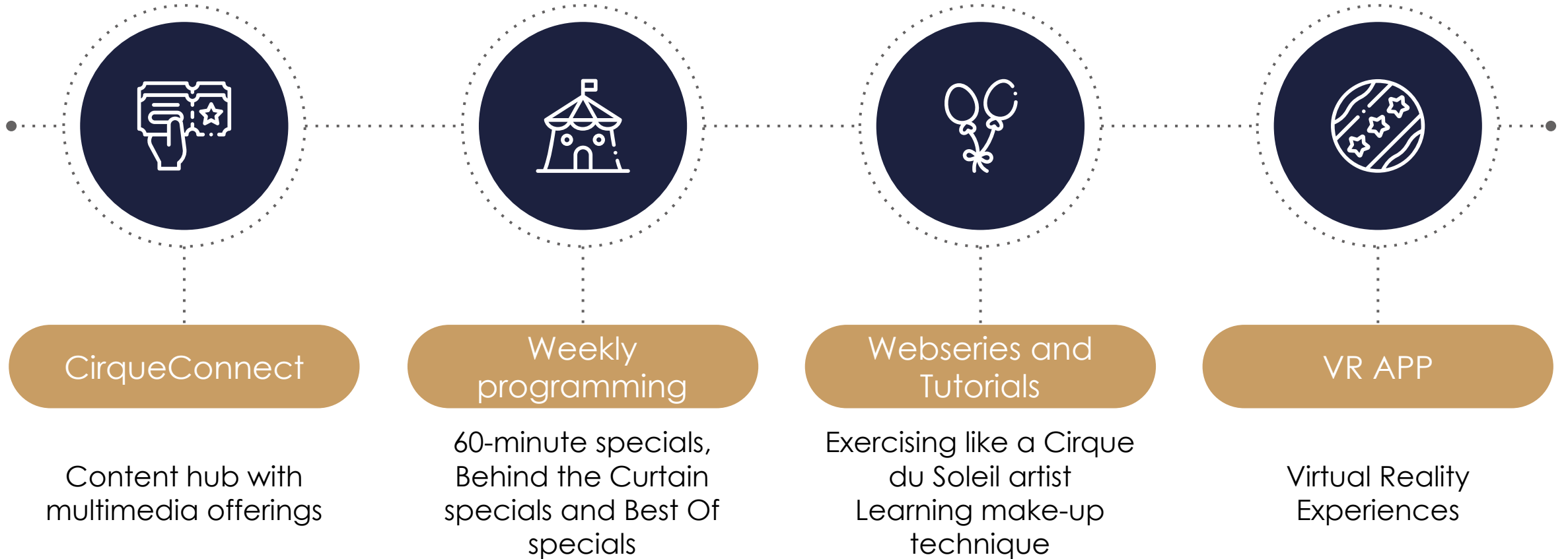
**LACK OF BRAND MONETIZATION →
BUILD CONTENT BEHIND THE BRAND**



TAKE THE **DIGITAL SPHERE** OFFERED OPPORTUNITIES INTO THE **COMPANY'S STRIDE**

Current digital solutions of Cirque du Soleil

A digital platform and contents were created to engage the audience during the pandemic period, however a long-term and integrated digital strategy is needed.

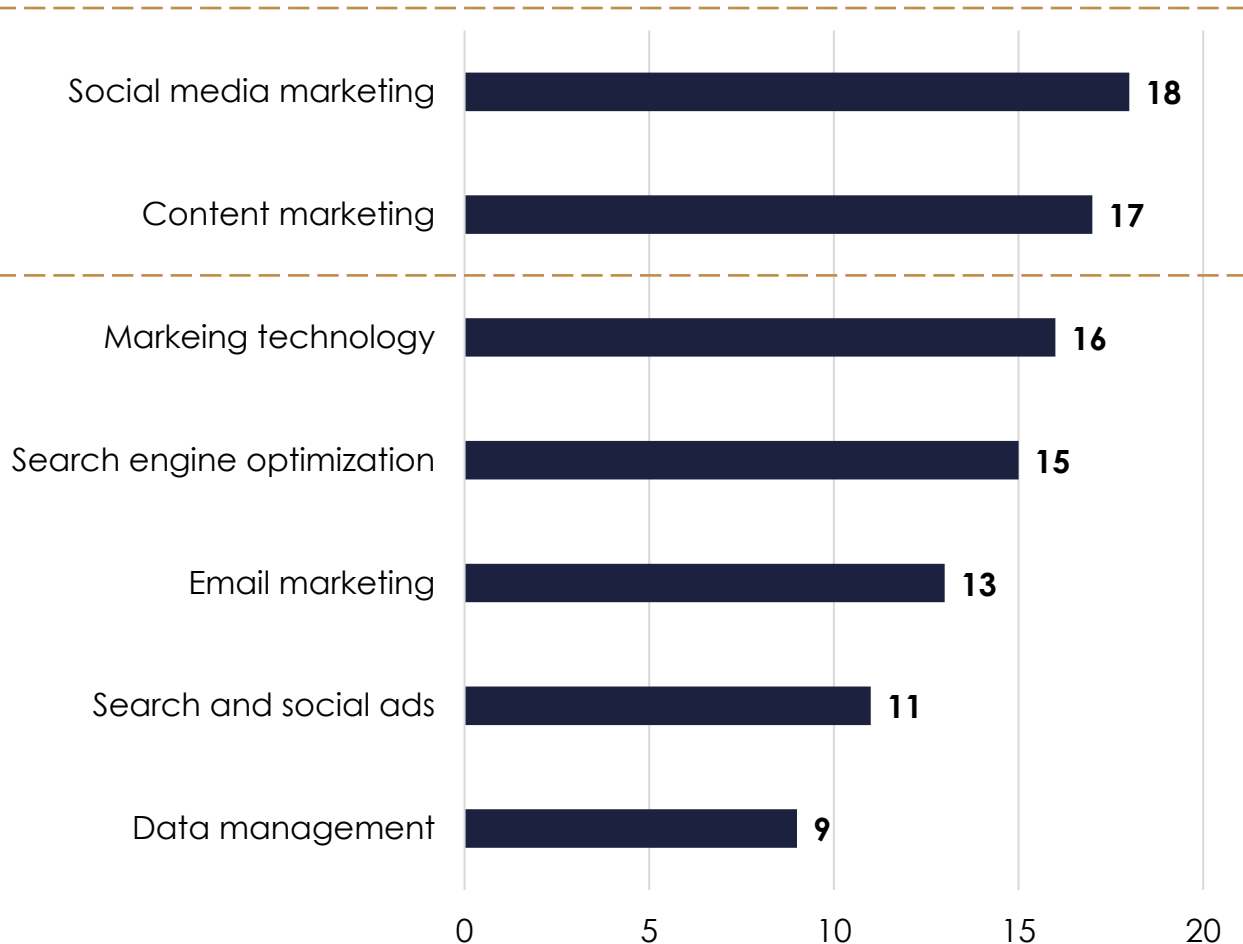


By leveraging the existing digital opportunities an integrated digital strategy is essential in the long run.

Possible digital solutions for Cirque du Soleil

There are several digital channels and methods through which engagement can be boosted.

The most effective digital marketing tactics in 2018 (%)

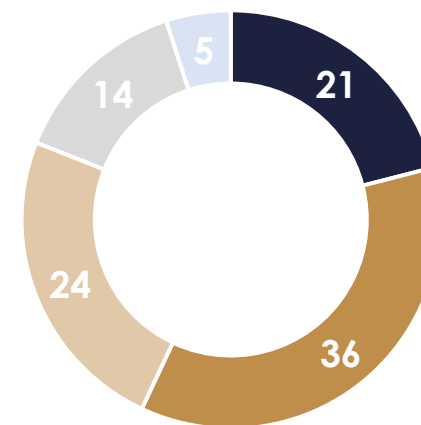


Social media challenges

Influencer marketing

Presence on streaming platforms

Users by age in the Video Streaming segment, 2019 (%)



■ 18-24 years ■ 25-34 years ■ 35-44 years
■ 45-54 years ■ 55-64 years

CIRQUE DU SOLEIL
=
UNFORGETTABLE LIVE EXPERIENCE



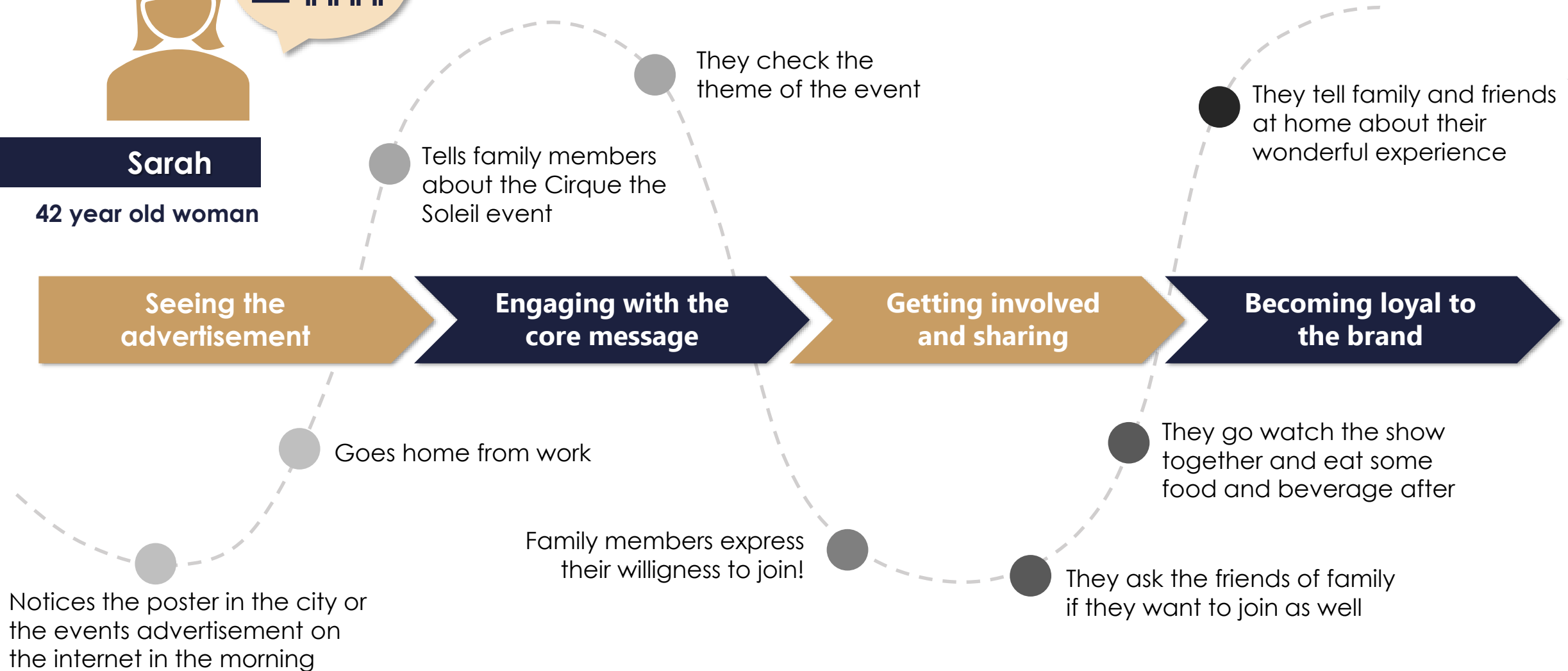
CIRQUE DU SOLEIL
=
UNFORGETTABLE OMNICHANNEL EXPERIENCE

Customer profile – Offline environment

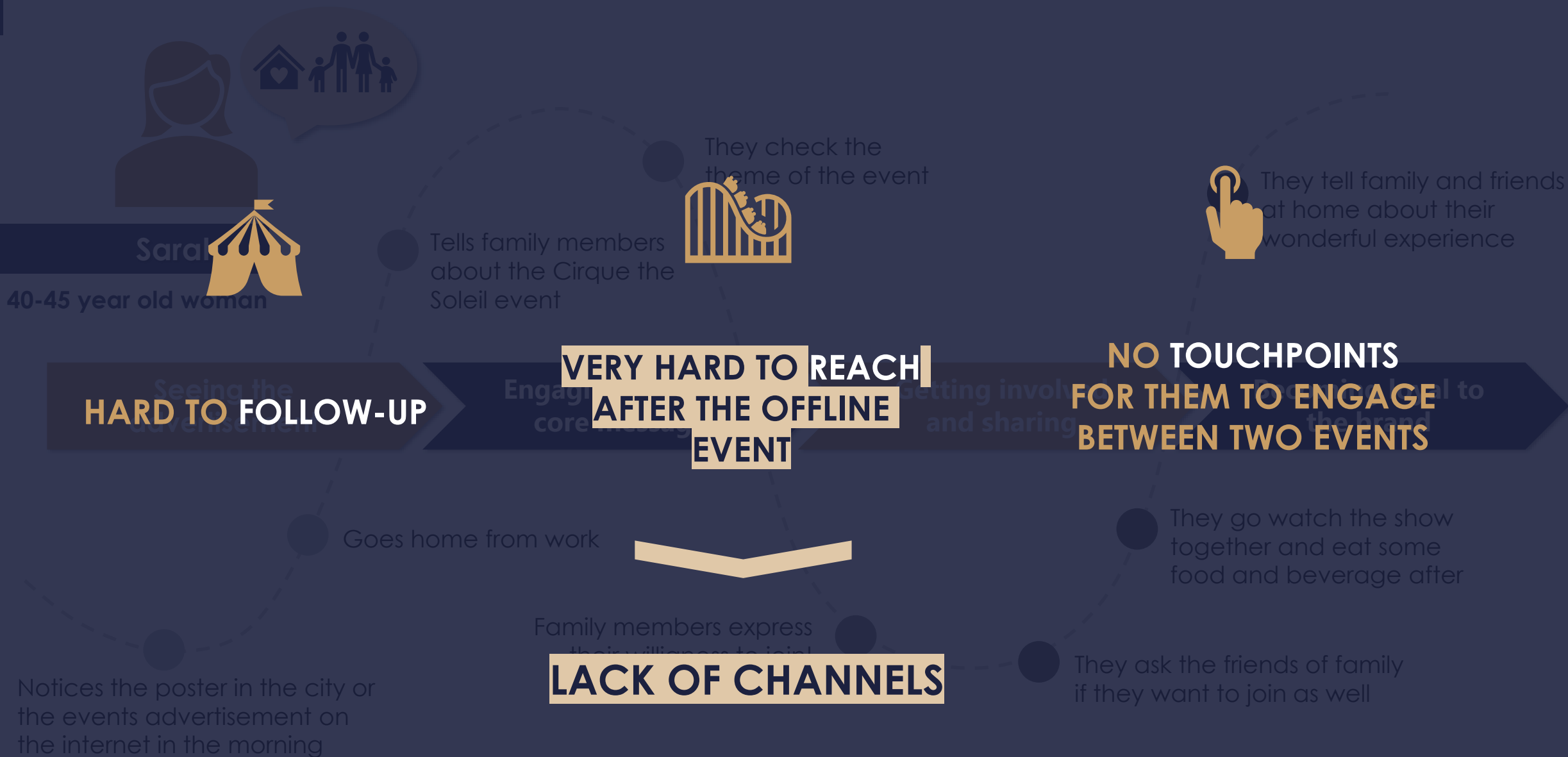


Sarah

42 year old woman



Customer profile characteristics – Offline environment



Customer profile – Online environment



Daniel

20 year old guy

Seeing the advertisement

Engaging with the core message

Getting involved and sharing

Becoming loyal to the brand

A Cirque du Soleil Youtube video appears for him

Visits Cirque de Soleils social media page

He watches the performance and asks question on the live Q&A platform

As he was very engaged he visited the website and ordered some merch

Feels amazed by what they can do

Checks when they will have a virtual event

Followed the company on all social platforms and started thinking about even visiting an offline show

Shared his experience with his friends through a TikTok short

Customer profile characteristics – Online environment



WE HAVE TOUCHPOINTS

BATTLE FOR ATTENTION

**NEED FOR
ENGAGEMENT
DIVERSITY**

SELF-ACTUALIZATION

**EASIER TO FOLLOW-UP
AFTER OFFLINE/ONLINE
EXPERIENCE**

CONTENT IS THE KEY FACTOR

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Visits Cirque de Soleils social media page

He watches the performance
Q&A platform

Checks if they will have an event

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As he was very engaged he visited the website and ordered some merch

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Becoming loyal to the brand

KEY QUESTION

How can Cirque du Soleil create a sustainable omnichannel experience strategy while monetizing its brand?

STRUCTURE



ANALYSIS



**DEVELOPMENT OF
ALTERNATIVES**



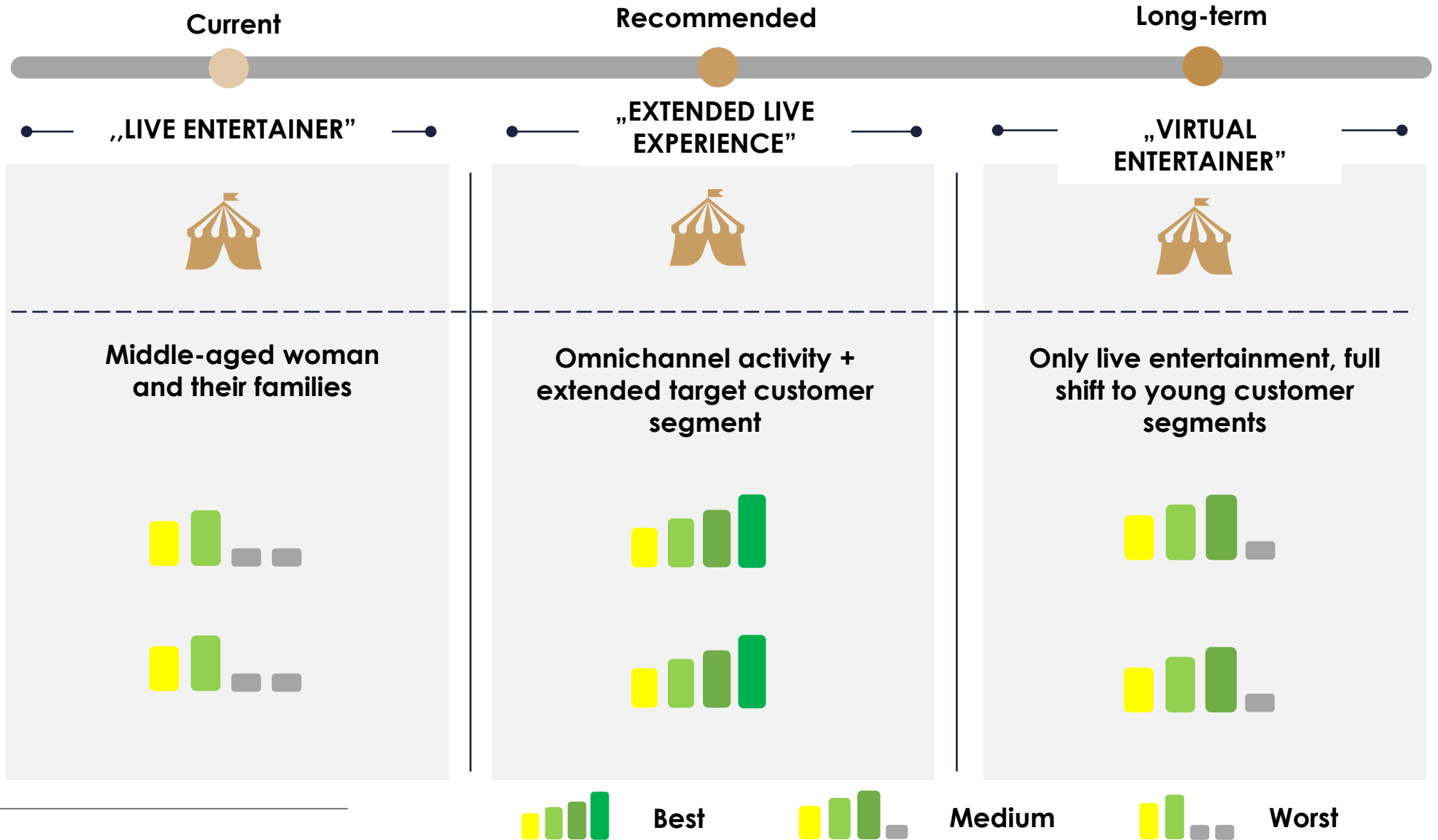
RECOMMENDATIONS



IMPLEMENTATION

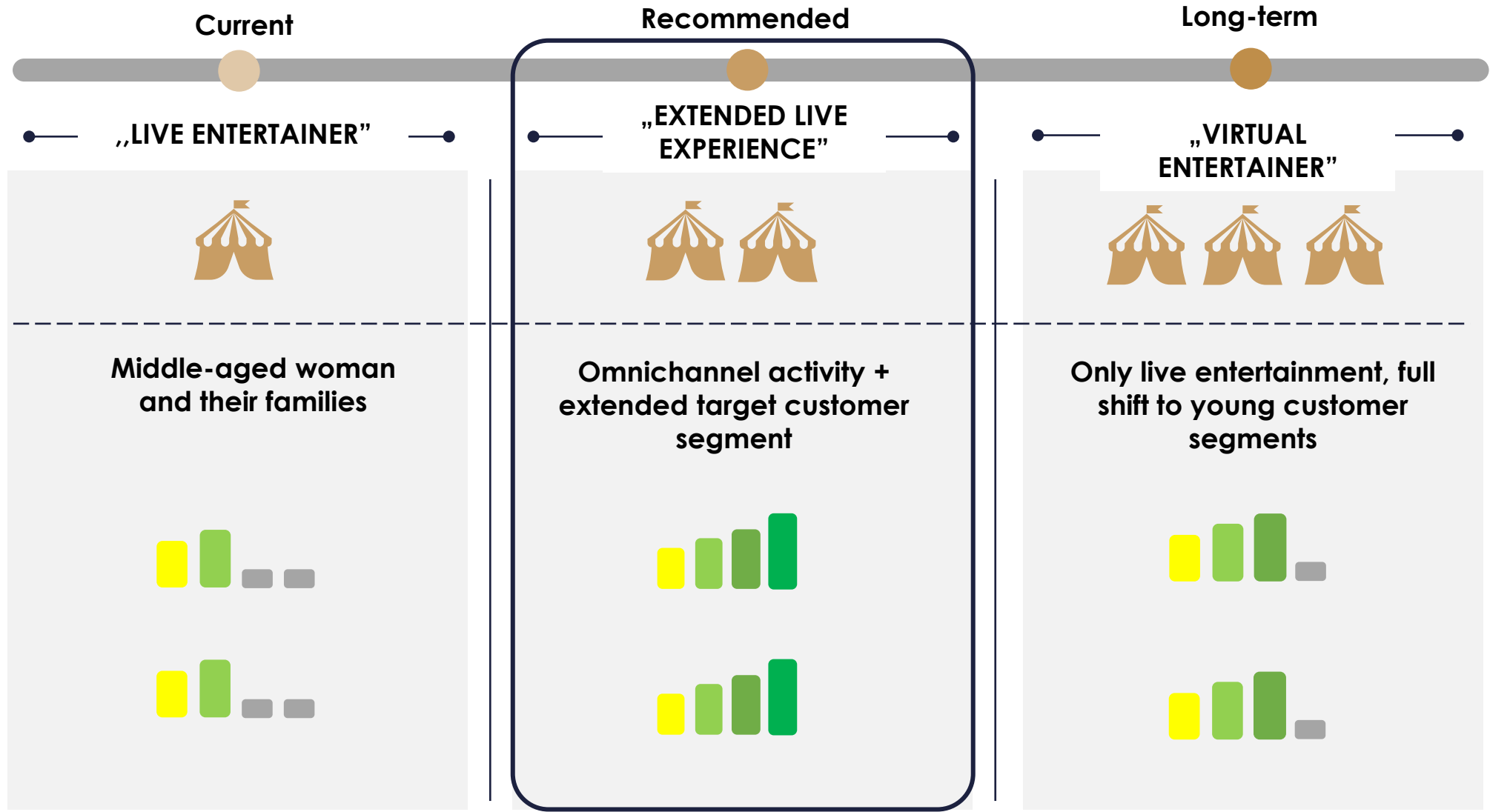
Development of alternatives

We see three different models in which Cirque du Soleil could operate. The best option considering the given environment is the shift to Extended Live Experience model.



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**DEVELOPMENT OF
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RECOMMENDATIONS



IMPLEMENTATION

INNER STRUCTURE

CONTENT

CHANNELS

REVENUE STREAMS

INNER STRUCTURE

CONTENT

CHANNELS

REVENUE STREAMS

From artist to influencer

By highlighting actual performers of Cirque de Soleil, people will feel a personal attachment which enables several opportunities to create digital content.



The Founder



Contortionist
Twins



The Madame


IDENTITY
RECOGNITION


OWN STORIES
PERSONAL ATTACHMENT


NETFLIX SERIES
WIDER ENGAGEMENT


BECOMING INFLUENCER
BUILDING A COMMUNITY



Streaming service platforms – Scoring system

In order to determine which streaming platform is the most suitable for the launch of the series, we have made a thorough analysis in the form of a scoring system.

VALUES	Netflix	Disney+, Hulu, ESPN	Amazon Prime	HBO Max	Apple TV+	Weight
<i>Subscribers 2020</i>	186.6	46.7	100.5	17.4	2.9	0.3
<i>Subscribers 2025*</i>	258	202	141	25	14	0.3
<i>Docuseries no.</i>	371	246	364	73	3	0.2
<i>Accessibility (avg. price/month – EUR)</i>	10	10	9.75	13.36	5.55	0.15
<i>Approachability (score)</i>	4.5	3.5	3.5	2	2	0.05

SCORES	Netflix	Disney+, Hulu, ESPN	Amazon Prime	HBO Max	Apple TV+	Weight
<i>Subscribers 2020</i>	1	0.24	0.53	0.08	0	0.3
<i>Subscribers 2025*</i>	1	0.77	0.52	0.05	0	0.3
<i>Docuseries no.</i>	1	0.66	0.98	0.19	0	0.2
<i>Accessibility (avg. price/month – EUR)</i>	0.43	0.43	0.46	0	1	0.15
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SCORE	0.91	0.53	0.61	0.07	0.15	

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Influencer Marketing - Briefing

As performers become influencers, the message and values will be recognised by a world-wide audience.

LEO & LEA - Contortionist Twins



INFLUENCERS

Cirque de Soleil Influencers

Influencers devoted to promote **the magical experience** and concerned about inclusivity.

Gaining more followers on several platforms

Co-productions with singers/actors:

WIDER ENGAGEMENT, MORE CONENT

Platforms



2.5 billion monthly active users



1 billion monthly active users

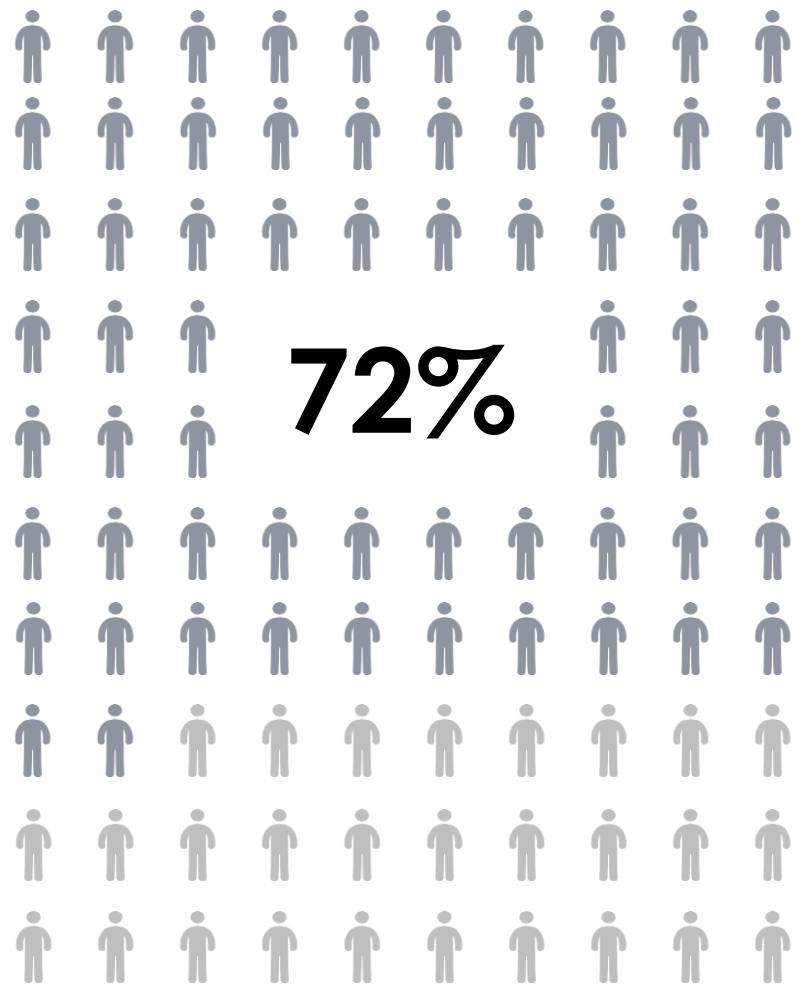


0.8 billion monthly active users

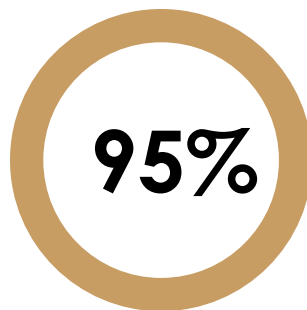
CROSS-PLATFORM SHARING

Influencer Marketing – Benefits of video content

By infulencer video content, both Millenials and Gen Z will have a stronger emotional attachment and can be involved by challenges and games.



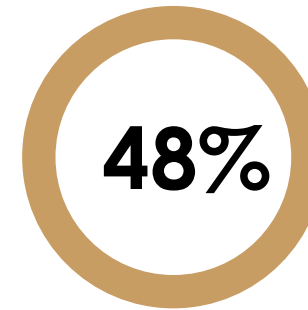
of customers prefer to gain information by video



of **message retained** from watching a video



of **Millennials** devoted to watch **influencer videos**



more views of social media posts with video



SHOW YOUR OWN MAGIC ★★

INSTAGRAM & TIKTOK CHALLENGES & SURVEYS

World Tour: Local Stories, Local Faces

Merchandising on a next level



**MERCHANDISE PRODUCTS
WITH MASS CUSTOMIZATION**

*Interactive platform where basic
elements will enable to personalize
your chosen merch product*

„Show your own magic!”



INNER STRUCTURE

CONTENT

CHANNELS

REVENUE STREAMS

Channels

Four main channels will enable the company to shift to the Extended Live Experience Model



EXTENDING THE LIVE EXPERIENCE



INNER STRUCTURE

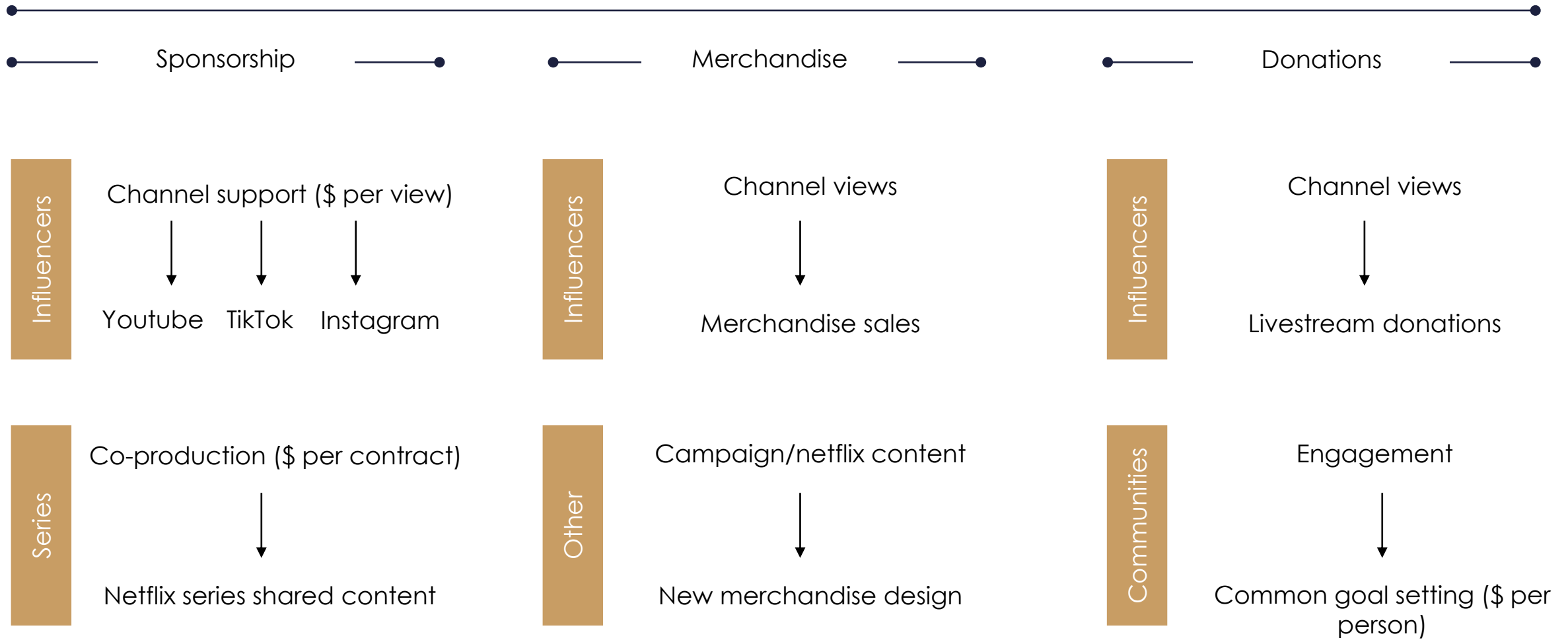
CONTENT

CHANNELS

REVENUE STREAMS

Upselling

The new omnichannel approach enables multiple monetizations



STRUCTURE



ANALYSIS



**DEVELOPMENT OF
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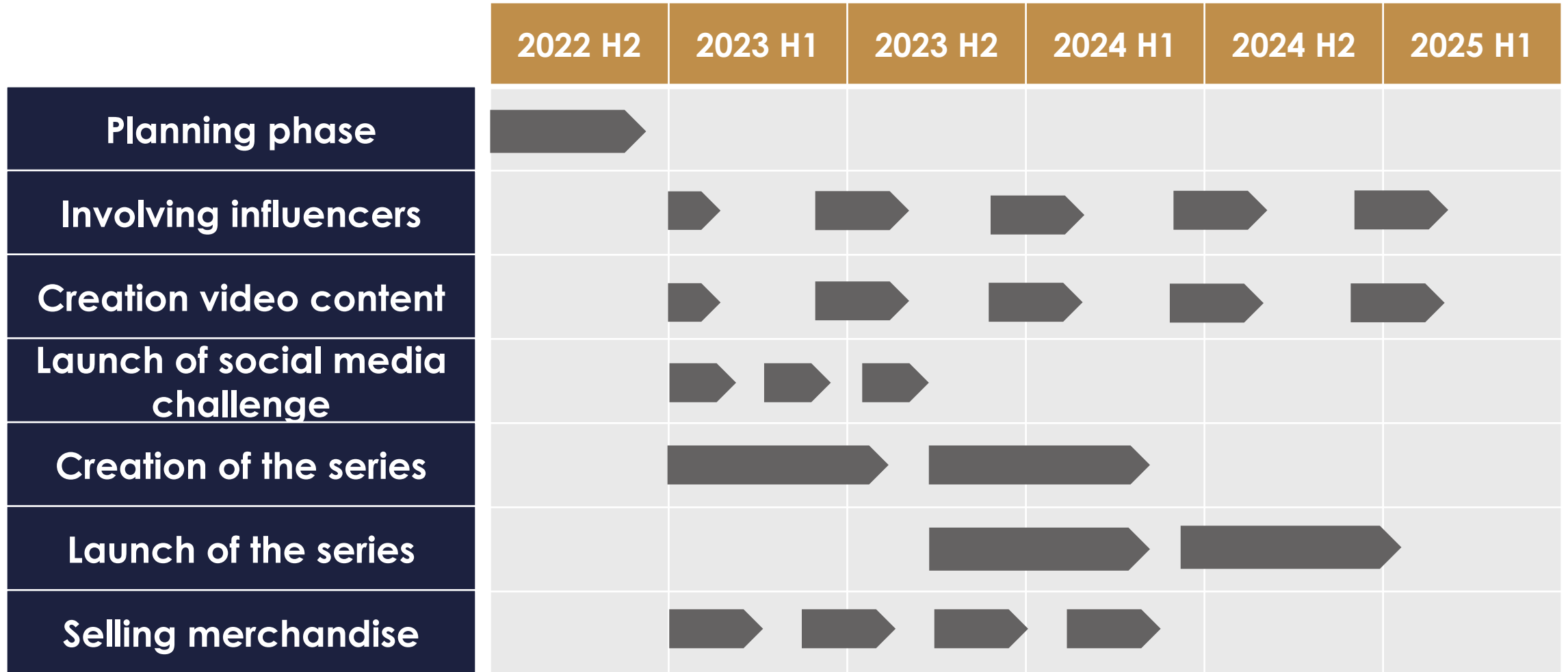
RECOMMENDATIONS



IMPLEMENTATION

Implementation plan

The timeline below represents the implementation of the strategy.



KPIs & financial impact

The strategy aims at improving the proportion of ancillary revenues

Targets and value drivers

Target



Ancillary revenue (2022)

Ancillary revenue (2026)

15%



24%

Value drivers

Number of influencer

25

Fans per influencer

100 000

Episodes of show

10

Revenue of strategy (2022-2026)

Influencer, Netflix sponsorship

Influencer, Netflix merchandise

Support donations

\$199 million

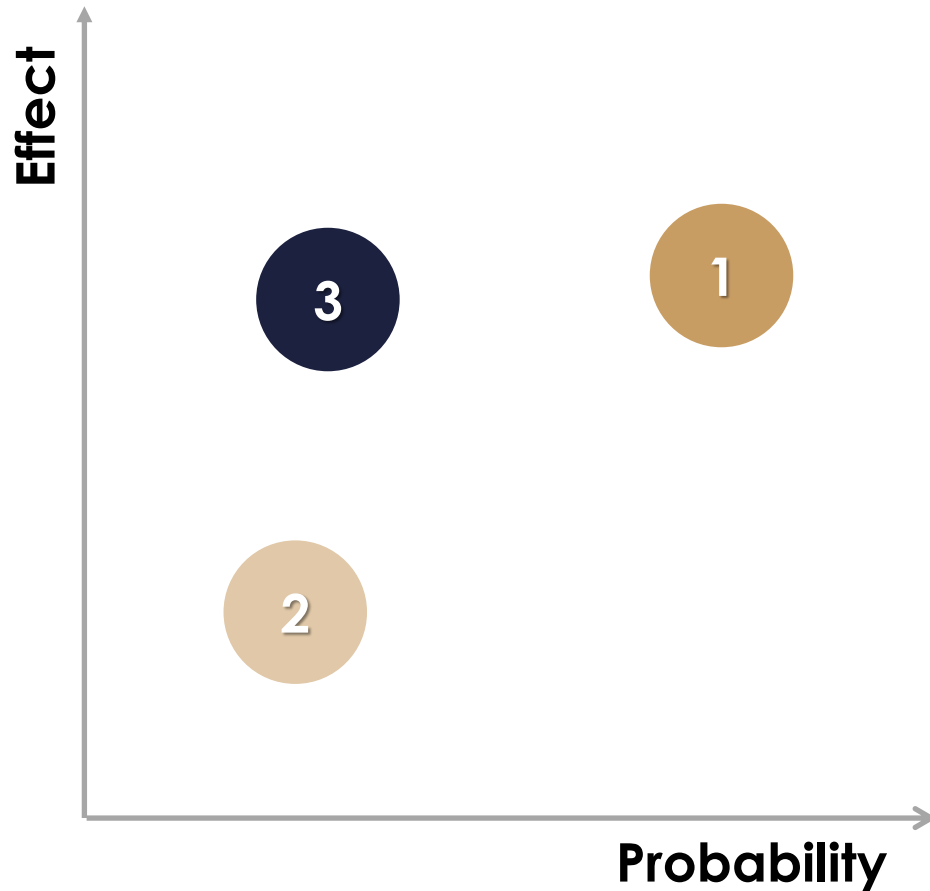
Capex of strategy (2022-2026)

Influencer buildup, marketing, netflix

\$169 million

Risks & mitigations

Alternative solutions are provided to the considerable risks of the strategy.



Risks	Mitigation	Solutions
1. The influencers will not reach the expected number of people.		Involving not only micro-influencers, but famous people as well.
2. The challenge will not be a success.		Partnering up with TikTok stars to come up with a dance.
3. The series will not be attractive to many of the people.		Involve people into the plot of an episode – ex. Black Mirror.

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Revenue streams



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24% ancillary revenue by 2026
199 million total revenue by 2026

CIRQUE DU SOLEIL



Finance

Total

	2,022.00	2,023.00	2,024.00	2,025.00	2,026.00
Base	650,000,000.00	682,500,000.00	716,625,000.00	752,456,250.00	790,079,062.50
Influencer		6,600,000.00	13,200,000.00	26,400,000.00	33,000,000.00
Netflix		105,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00
		111,600,000.00	18,200,000.00	31,400,000.00	38,000,000.00
Tickets		580,125,000.00	609,131,250.00	639,587,812.50	671,567,203.13
Other		213,975,000.00	125,693,750.00	144,268,437.50	156,511,859.38
		0.368842922	0.206349206	0.225564707	0.23305465

Revenue influencer	1320000
Sponsorship	1000000
Merchandise	120000
Donations	200000

Netflix show	
Netflix	40
Sponsorship	60
Merchandise	5000000

Influencer marketing

PRICES OF INFLUENCER MARKETING	
Influencers	
Facebook - price/post (euro)	
Influencer with 10,000 followers	230
Influencer with 100,000 followers	2,300
Influencer with 1,000,000 followers	23,000
Instagram - price/post (euro)	
Influencer with 10,000 followers	91
Influencer with 100,000 followers	910
Influencer with 1,000,000 followers	9,100
Youtube - price/post (euro)	
Influencer with 10,000 followers	182
Influencer with 100,000 followers	1,820
Influencer with 1,000,000 followers	18,200