

# CIRQUE DU SOLEIL

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# 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

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**ANALYSIS**



**DEVELOPMENT OF  
ALTERNATIVES**



**RECOMMENDATIONS**



**IMPLEMENTATION**

# STRUCTURE

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**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*



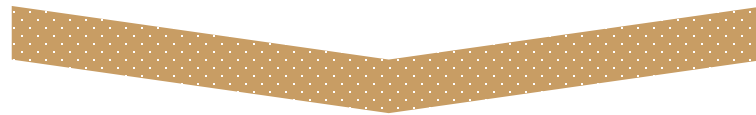
*Huge power of the brand*



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



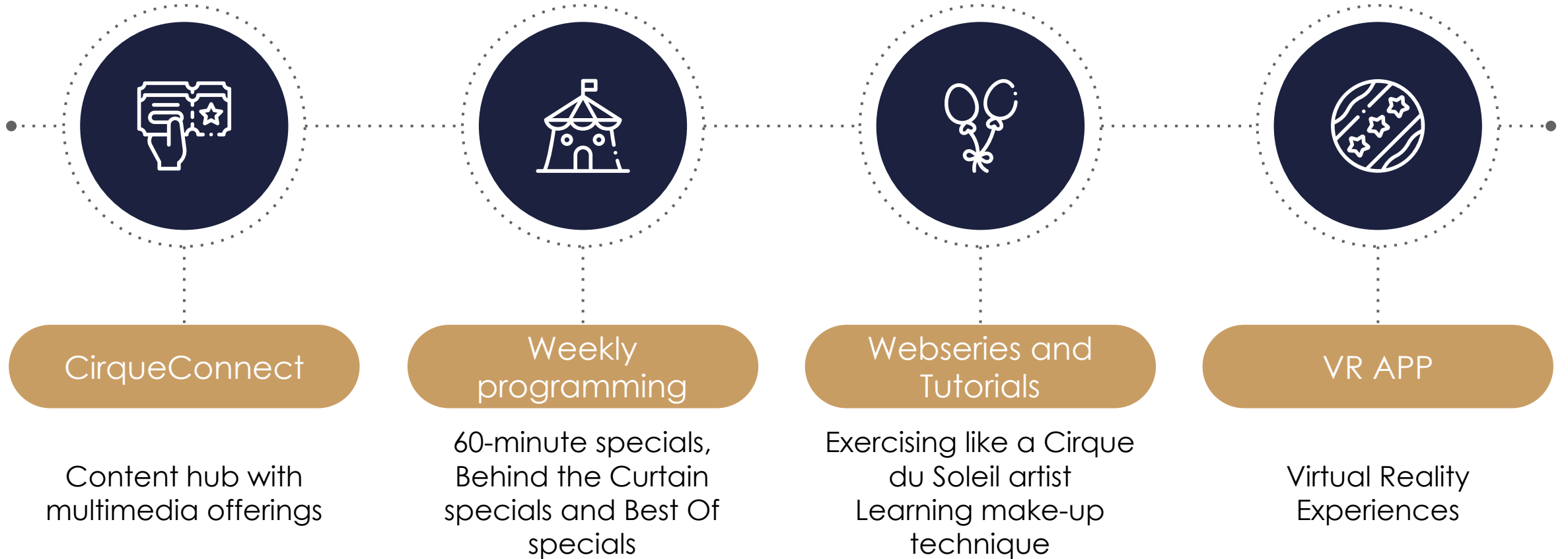
**LACK OF BRAND MONETIZATION →  
BUILD CONTENT BEHIND THE BRAND**



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.



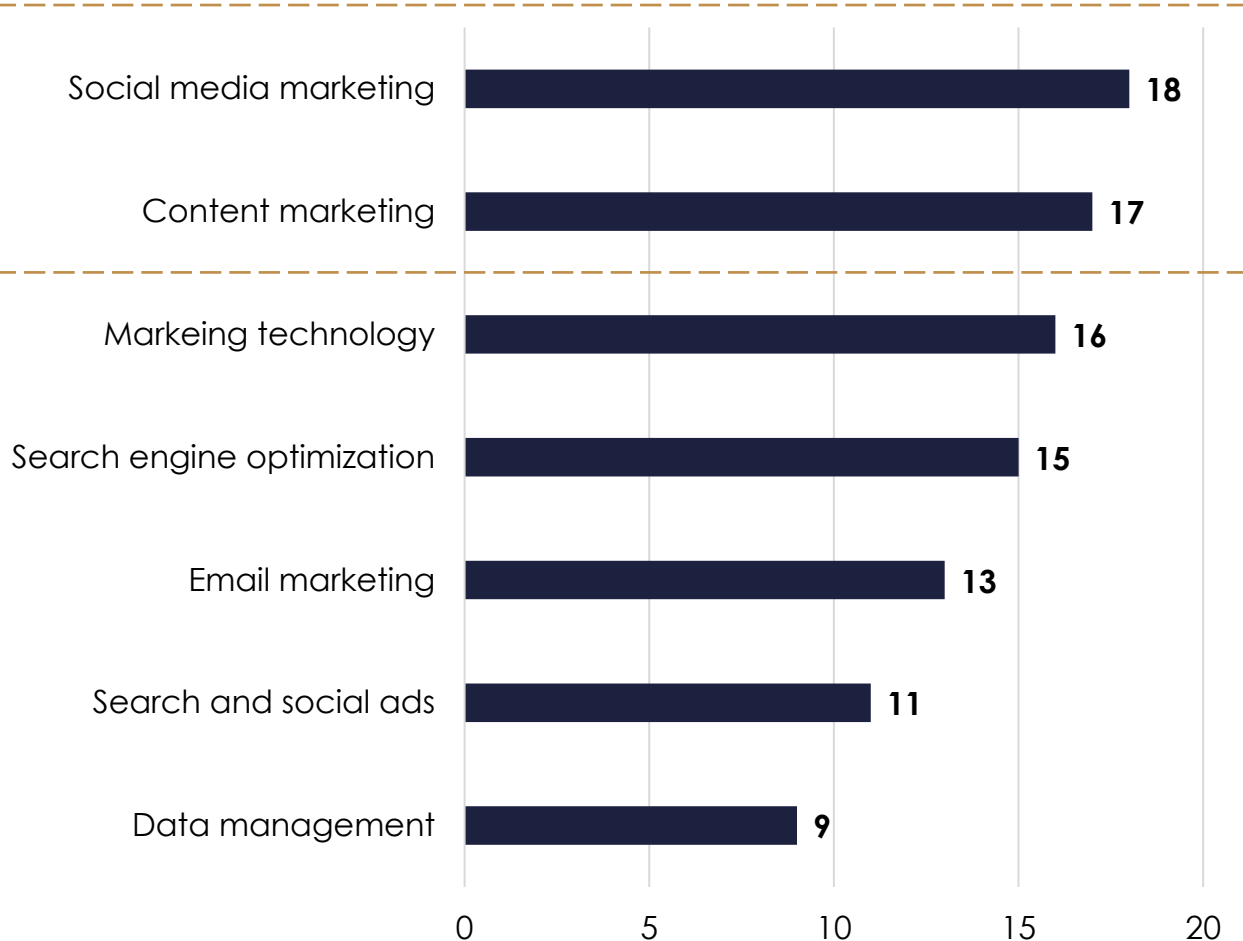
By leveraging the existing digital opportunities an integrated digital strategy is essential in the long run.



# 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 (%)**

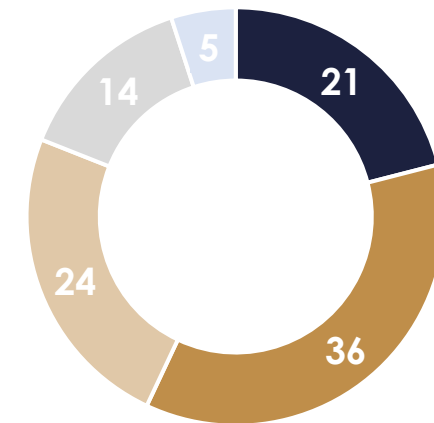


*Social media challenges*

*Influencer marketing*

*Presence on streaming platforms*

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



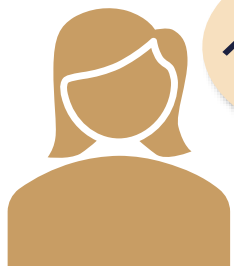
■ 18-24 years ■ 25-34 years ■ 35-44 years  
■ 45-54 years ■ 55-64 years

*CIRQUE DU SOLEIL*  
=  
*UNFORGETTABLE LIVE EXPERIENCE*



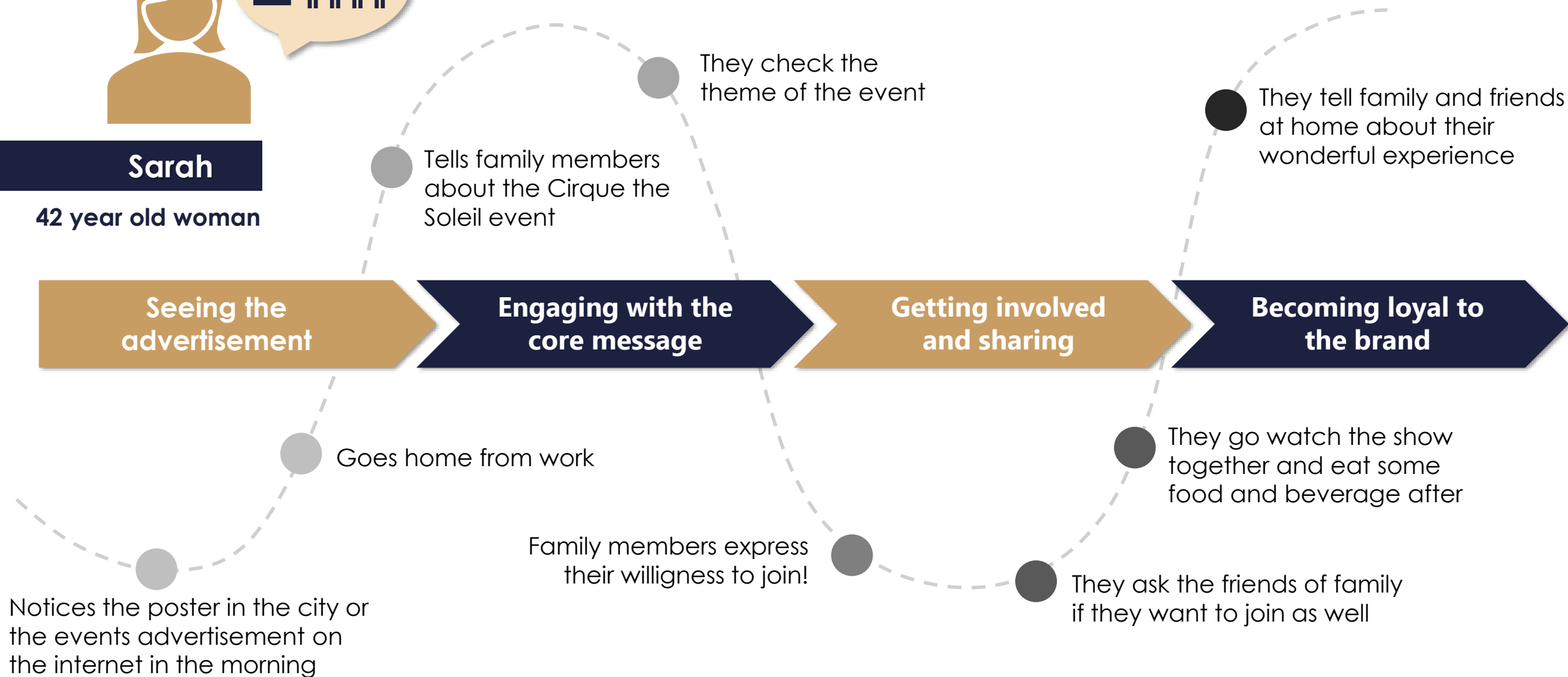
*CIRQUE DU SOLEIL*  
=  
*UNFORGETTABLE OMNICHANNEL EXPERIENCE*

# Customer profile – Offline environment

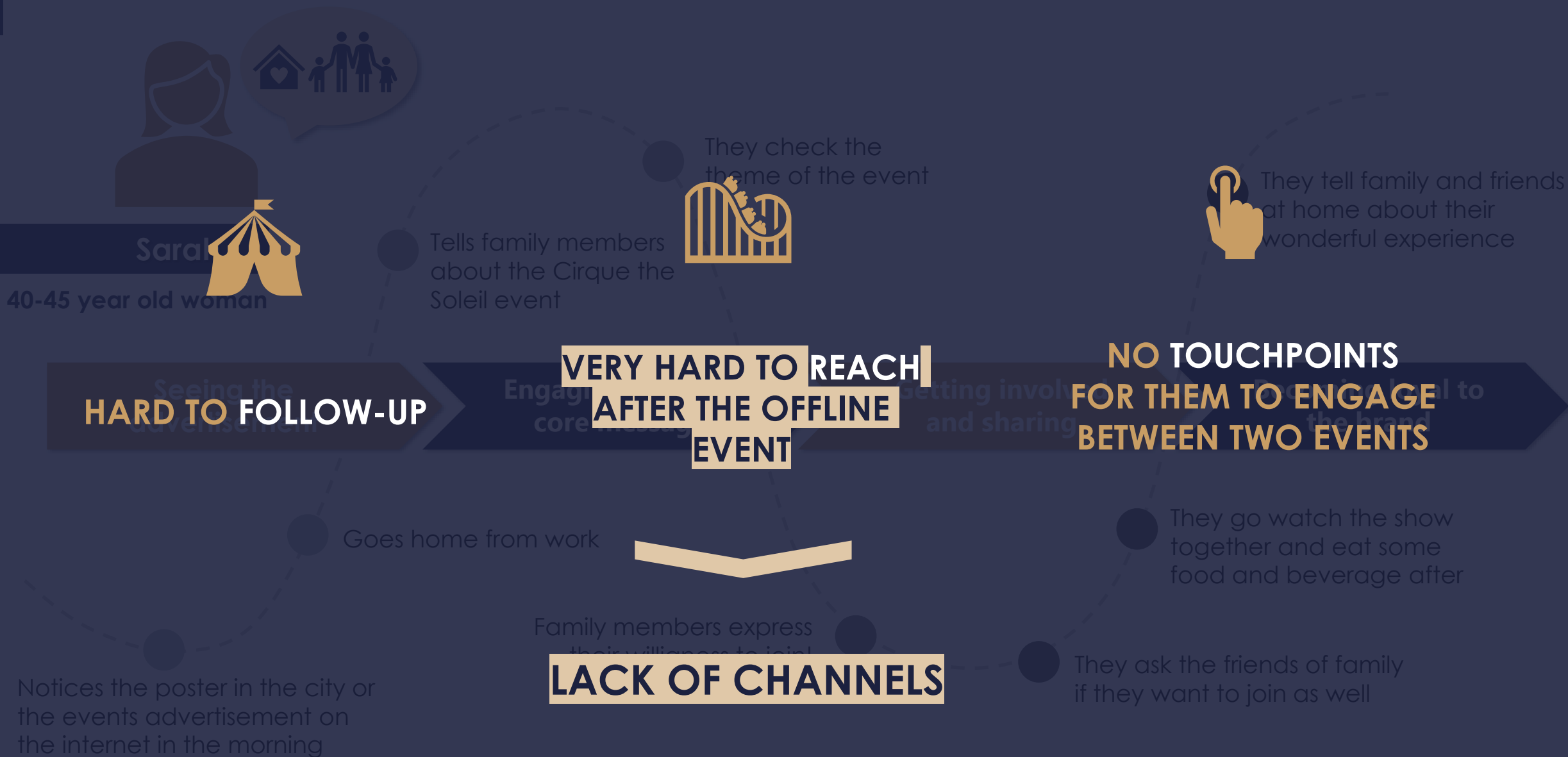


**Sarah**

42 year old woman



# Customer profile characteristics – Offline environment

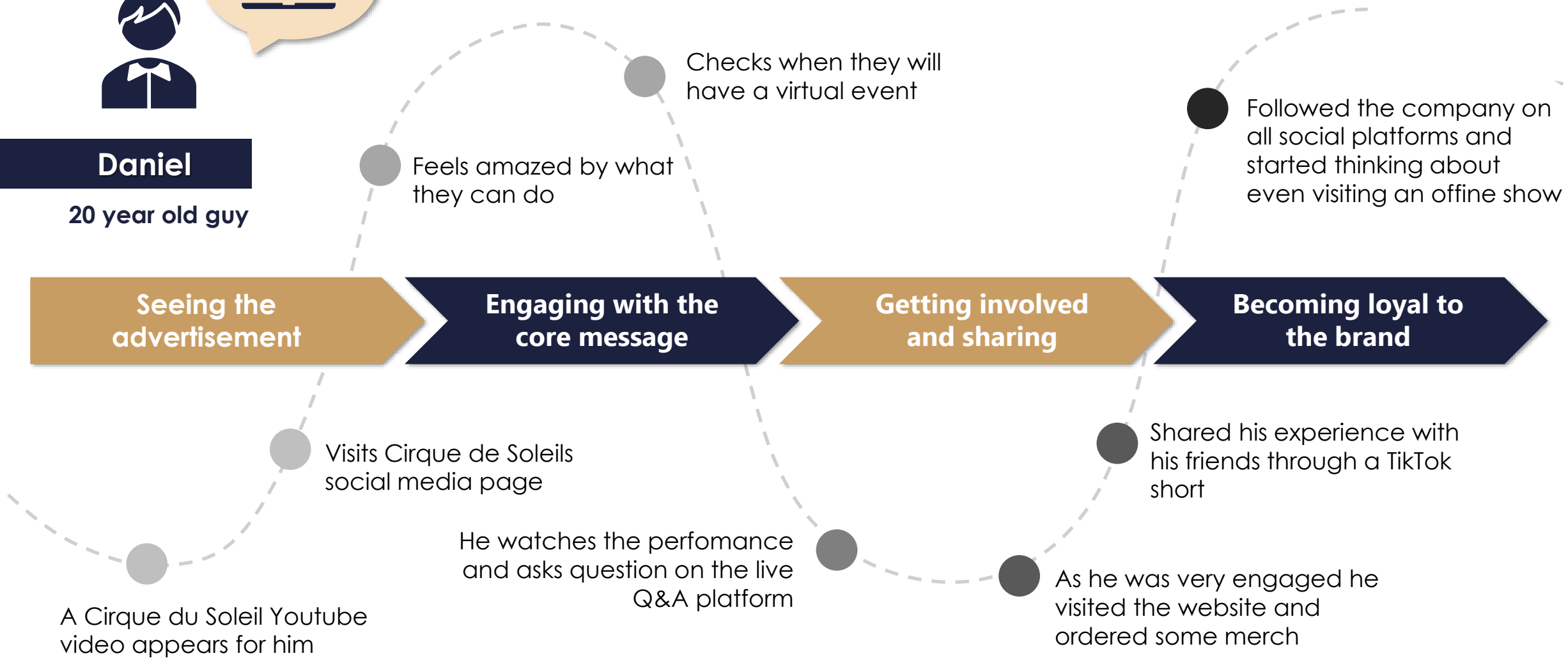


# Customer profile – Online environment



**Daniel**

20 year old guy



# 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**

A Cirque du Soleil Youtube video appears for him

Visits Cirque de Soleils social media page

He watches the performance  
Q&A platform

Checks if they will have an event

Shared his experience with his friends through a TikTok short

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

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

Becoming loyal to the brand

## KEY QUESTION

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

# STRUCTURE

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**ANALYSIS**



**DEVELOPMENT OF  
ALTERNATIVES**



**RECOMMENDATIONS**

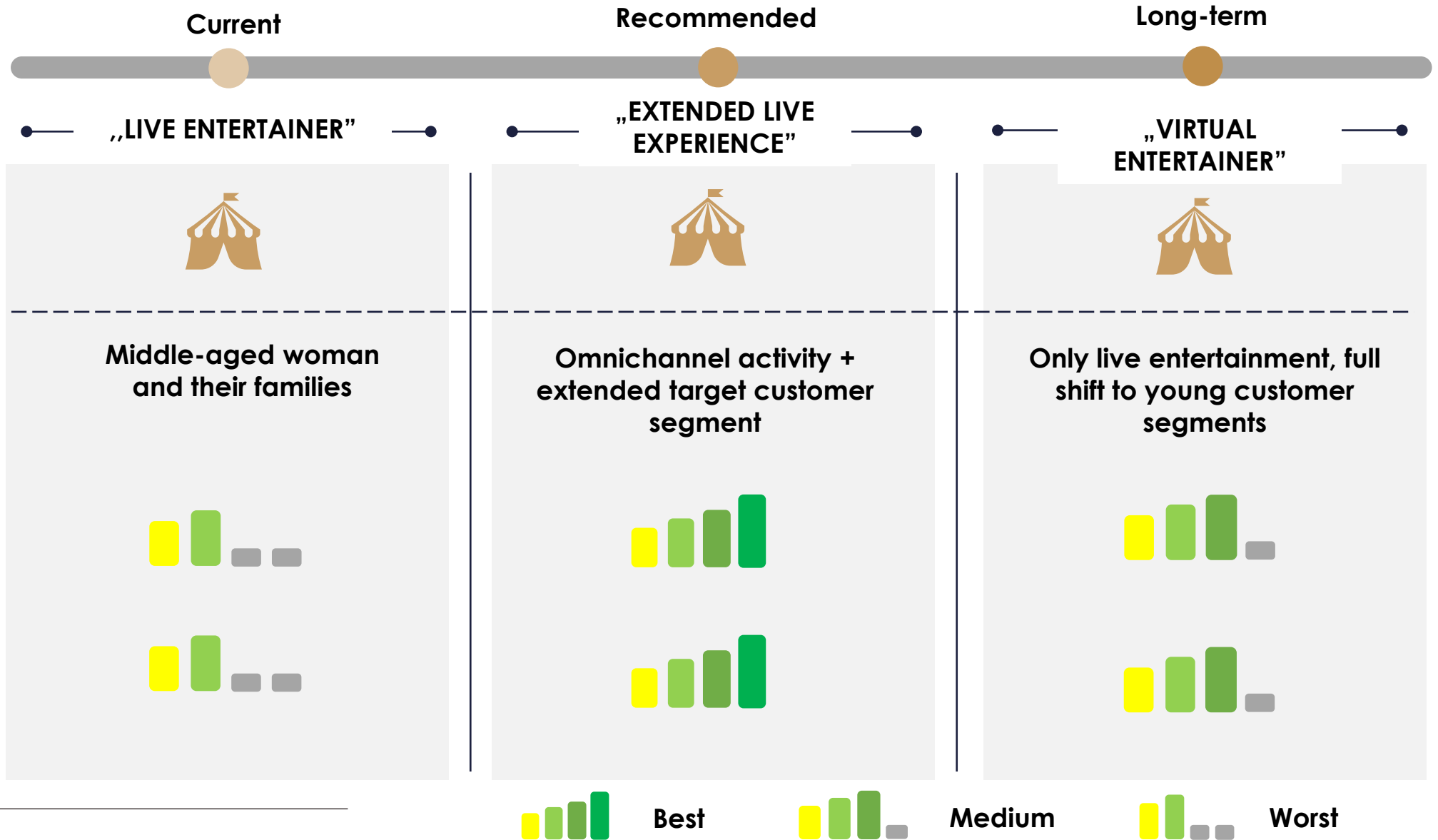


**IMPLEMENTATION**



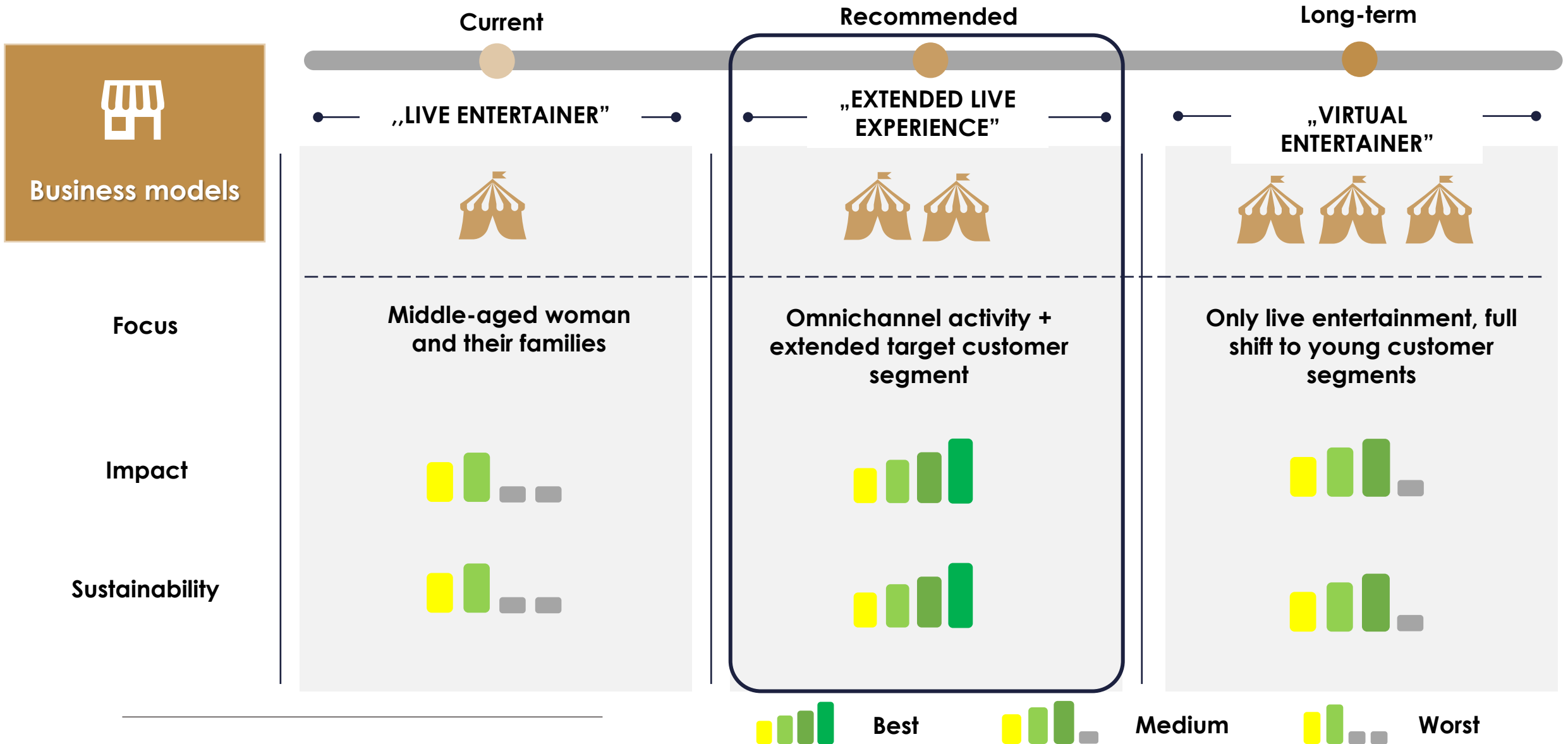
# Development of alternatives

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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**IMPLEMENTATION**

## INNER STRUCTURE

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**CONTENT**

**CHANNELS**

**REVENUE STREAMS**

## INNER STRUCTURE

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**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.

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

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<i>Subscribers 2020</i>	1	0.24	0.53	0.08	0	<b>0.3</b>
<i>Subscribers 2025*</i>	1	0.77	0.52	0.05	0	<b>0.3</b>
<i>Docuseries no.</i>	1	0.66	0.98	0.19	0	<b>0.2</b>
<i>Accessibility (avg. price/month – EUR)</i>	0.43	0.43	0.46	0	1	<b>0.15</b>
<i>Approachability (score)</i>	1	0.6	0.6	0	0	<b>0.05</b>
<b>SCORE</b>	<b>0.91</b>	<b>0.53</b>	<b>0.61</b>	<b>0.07</b>	<b>0.15</b>	

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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

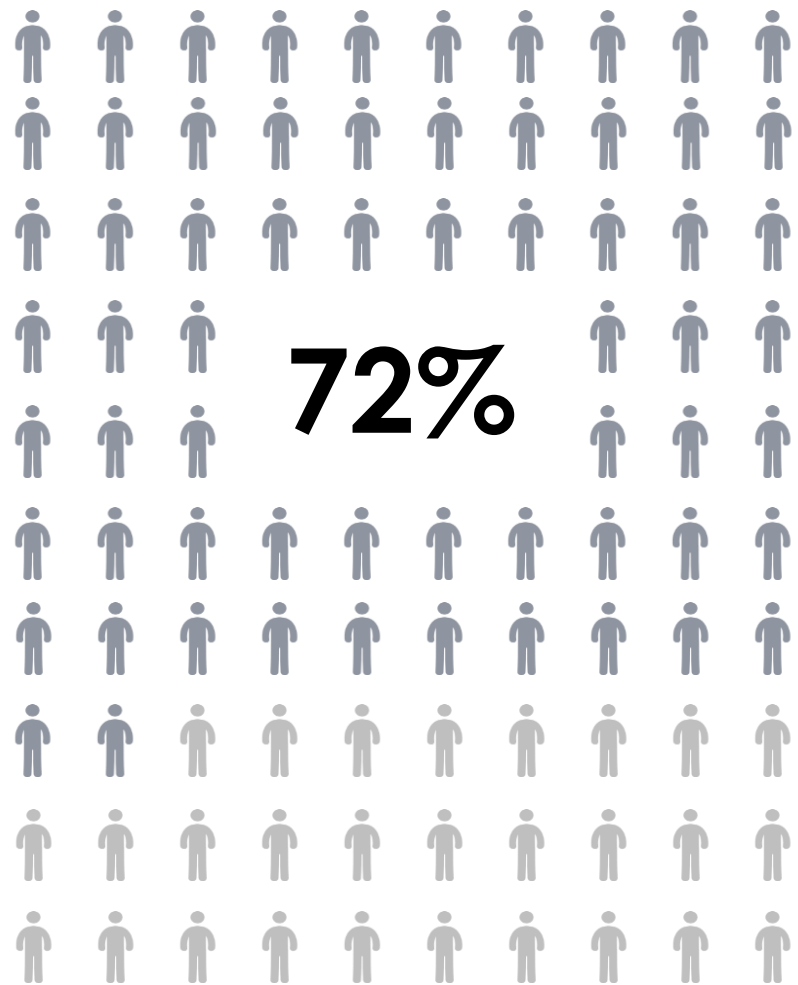


**0.8 billion** monthly active users

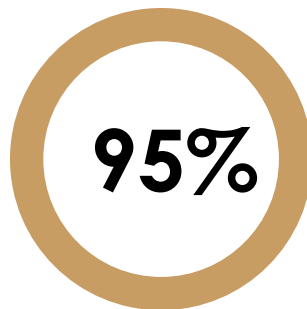
**CROSS-PLATFORM SHARING**

# 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.



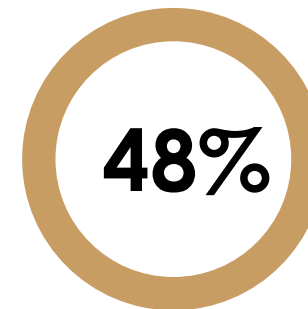
of customers prefer to gain information by video



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

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**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

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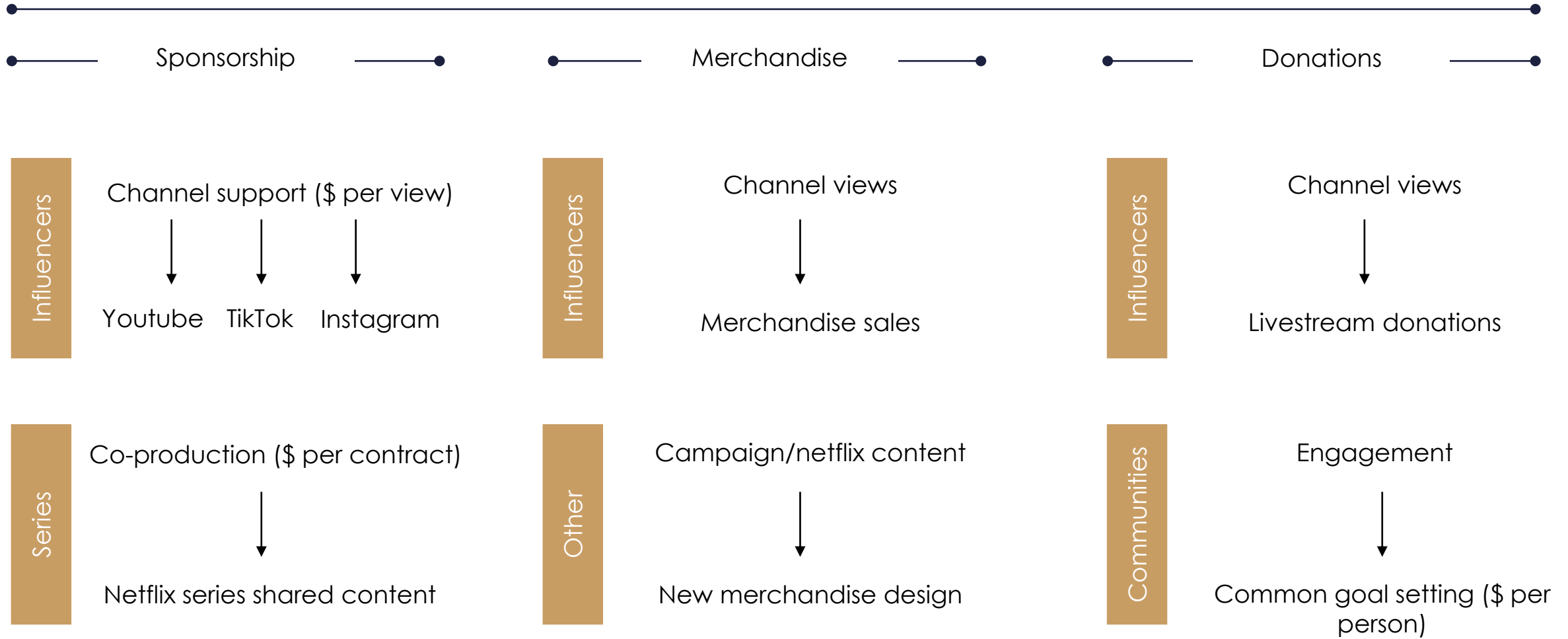
**CONTENT**

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# Upselling

The new omnichannel approach enables multiple monetizations



# STRUCTURE

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# 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

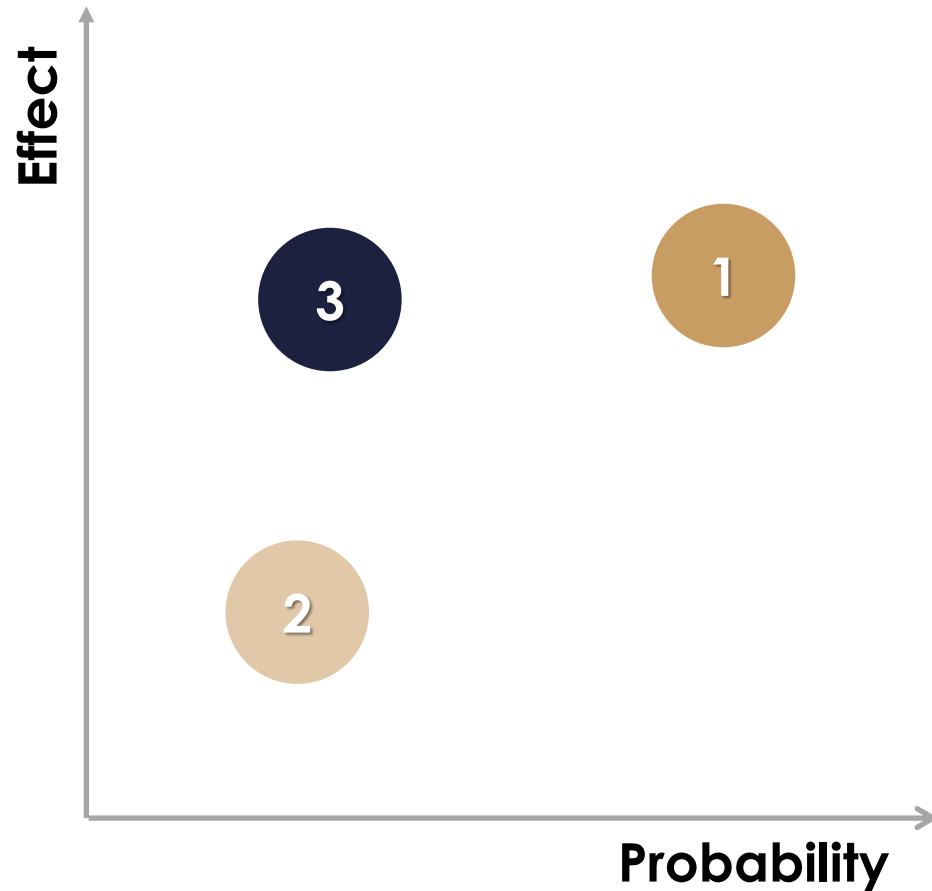
## Capex of strategy (2022-2026)

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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Key question



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Live entertainer  
Extended live experience  
Virtual entertainer



## RECOMMENDATIONS

Content  
Channel  
Revenue streams



## IMPLEMENTATION

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

# CIRQUE DU SOLEIL

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# 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