

FAMILY-FRIENDLY ARTS

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Audience profile

Drama and musical are popular genres for parents because the bar to enjoy the performance is low.

Genres participation

Mainstream	Occasional participation	Low participation
<ul style="list-style-type: none"> • Drama • Musical 	<ul style="list-style-type: none"> • Music • Dance (e.g. children ballet performance) 	<ul style="list-style-type: none"> • Chinese performance arts

Despite frequency of participation, respondents share some common views and characteristics.

- Majority are parents with kids in early primary school age. Parents often take the initiative to bring kids into performance and select which shows to watch.
- Participation declines as kids grow, unless the kids are involved in the practice of relevant art forms (e.g. one attended dance performance with daughter who was 14-year-old as she was aspired to become a dancer). 10-12 years old is a turning point when kids are mature enough to appreciate art performances primarily targeted at adult audience with stronger emotional messages.
- Fulfilling academic/ assignment requirements is the major reason parents bring kids to performing art shows, followed by a desire for cultural family leisure activities.
- Compared to other art forms, audience are less explorative and tend to prefer classic plays more (e.g. Rapunzel and The Nutcracker).
- Overall, engagement with drama and musical is the highest. These art forms integrate a wide range of theatrical elements to provide a rich experience that is easy to appreciate even for small kids.




“我個小朋友成熟啲，譬如10歲啦，會識得點樣欣賞音樂，同埋可以比較返佢平時學音樂學到嘅嘢，咁佢就識得評鑑一個表演/表演者。”

合家歡表演參與者

All respondents (N=6) are parents aged under 14 and have participated in >2 paid performing arts performances in past 1 year. Frequency of participation varies across group.

Triggers of initial engagement

Schools often take the initiative in encouraging pupils' art participation. Many parents agree it is an educational hangout activity.



School activities/
homework

- A mandatory requirement that students need to participate, e.g. to fulfill an academic/ homework requirements or as part of the school's field trip/ outing activities
- The trial experience then becomes a talking point and triggers future participation



Nurturing

- Parents see arts participation as a learning opportunity and a way to stand out in school application.
- One of the goals is to explore children's interests and potential.
- Art performers serve as a role model in terms of "hard work" and "confidence".



Leisure/
family activity

- The entire family can spend time together in a group.
- It is also a static activity that parents can relax and enjoy.
- Some parents use it as a reward of good behaviors.



“我個細仔由幼稚園開始已經接觸藝術，然後佢將呢啲經歷同呀哥分享。呀哥因為咁都好想去睇SHOW。我哋之後都會一齊去呀。”



“學校推廣一生一體藝，所以我個女都有學中國舞，呢樣嘢可以幫到佢報中學。”

Show checklist centres on kids' preferences. Successful shows have to tick attractive stories and interactions.

Plays

- “Safe choice” is frequently mentioned and most associate “safe” with “classic” for its recognized and attractive plots
- To ensure it is a suitable play, parents would even research its background before deciding
- Cartoon characters have an edge as kids find it more relevant and cuter. Girls gravitate towards fairy characters/cartoon while boys prefer detective stories.
- Well-adapted plays with strong storyline and animal characters are appealing to both parents and small children .



“開頭睇，我會揀啲經典節目，例如《天方夜譚》，因為我知少少內容。男仔嘅話，《福爾摩斯》都多人睇，因為男仔通常鍾意偵探。呢啲選擇接受度都高。”

合家歡表演參與者



“《胡桃夾子》係大路嘢嚟，揀佢通常都okay。一般小朋友都係睇啲大路嘢先，慢慢可能10歲度先自己揀。”

合家歡表演參與者



“啲太細嘅細路仔可能唔識睇改編自小說啲啲，啲啲會啱10歲以上多啲。”

合家歡表演參與者

Suitability for kids

- Parents look for cues on interaction as it allows kids to feel themselves as a part of the performance
- Audience participation such as singing altogether, standing up, and counting down together
 - Post-show, photo time works well
- Specifying age limit to help parents to tick the checklist
- Avoid exam period / late show time (after 8pm)



“就算戴著口罩，當表演者叫大家企起身或者拍手啲陣，大家都好雀躍。”

合家歡表演參與者



“有一次，我哋排咗20分鐘去同《胡桃夾子》嘅表演者影相。”

合家歡表演參與者

To keep their kids attentive during the show, parents count on beautiful stage design and performers' acting (bold movement & body language).

Stage design

- “Looking nice and rich” is important. Both performers and backdrop grasp the most attention.
- Performers' bold movements catch attention. An example would be the jumps and swings by ballet dancers in “Nutcracker”.
- A respondent used the live band performance in “Arabian Dreams(天方夜譚)” to illustrate an impressive sound effect
- Lighting enhances show experience. A case mentioned is good spotlights on leading dancers with big lighting installation in Nezha: Untold Solitude(一個人的哪吒).
- ! Watchout: Exaggerated stunts/ effects (e.g. fire) could scare off younger kids



“《胡桃夾子》個佈景好靚，係閃下閃下嘅，好吸睛。”

合家歡表演參與者



“我哋睇《獅子王》睇到一半走咗，因為台上面有火嘅特技，我個7歲仔有啲驚。”

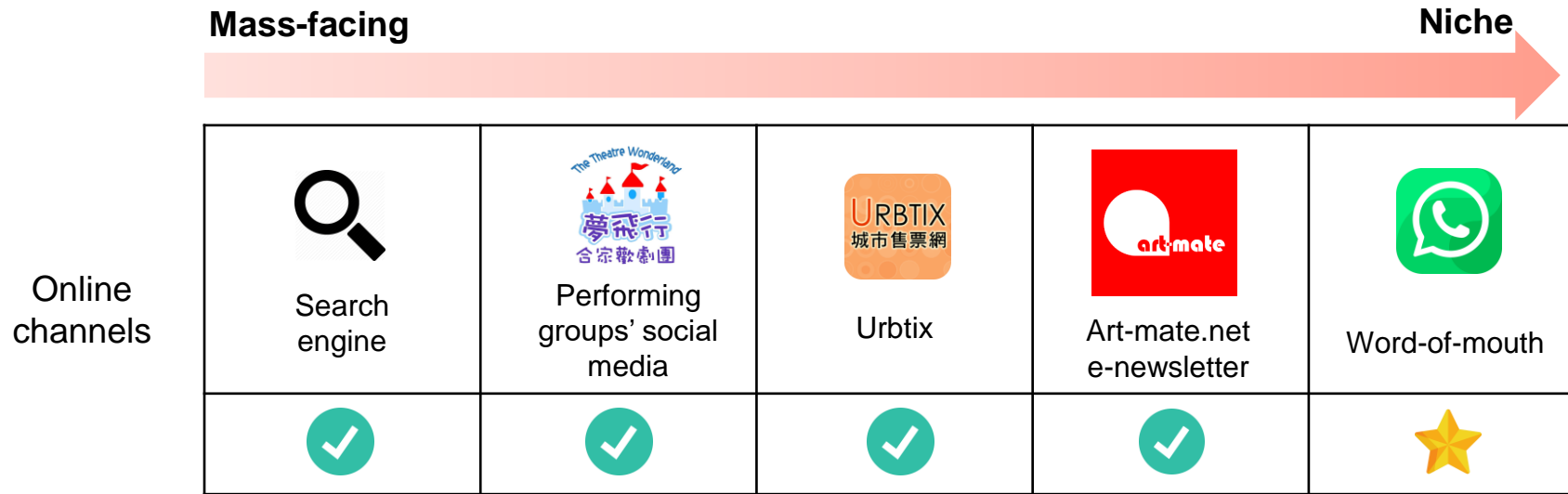
合家歡表演參與者

Location: Most parents would prioritise near venues. Travel effort has to be justified by show attractiveness.



Food for thoughts: Unlike other art forms, halo effect from sizeable groups and famous performers is less significant

Parents' information-seeking route has little to do with performing groups. Most stay in their own circle online for updates on leisure activities for kids.



Potential touchpoint

Parent-focused Facebook page

- While existing online channels face broad art audience, some respondents wish to see content targeting specifically to them, such as introducing family-friendly hangout activities
- Particularly for interactive events, it requires promotion to aid awareness

Note

- Most parents do not spontaneously recall performing groups' page despite they have liked the page after participation

“有啲媽媽會share試後活動上group，娛樂或者文娛活動都有嘅。我睇到有興趣先會搵入去睇或者自己search下，所以我鍾意有share埋link嘅，方便知多啲。”

合家歡表演參與者

★ Important information channel ✓ Information channel mentioned




Offline promotion channels + suggestions

Offline materials are usually delivered via third parties (schools/ institutions). Overall, offline information channels for parents are limited.




Offline channels

			
MTR ad/ billboards	Brochure onsite	Brochure offsite (arts institutions)	School teachers' recommendation
			


Potential touchpoint

Art classes

- Leverage art institutions as parents and students visit usually on a regular basis
- Art groups shall consider sending posters to these centres for effective distribution

 **Note**

- Limited reachability and impact as families visit art centres only after a show

 “學校老師推薦過一個節目，俾咗張poster呀女。佢12, 13歲，返到嚟屋企就話想睇喇。”

合家歡表演參與者

 Important information channel  Information channel mentioned



Poster design

Cartoon, and colorful posters appeal to most kids. Satisfy their parents by visualizing stage setting, story message and age requirement.

Featuring object



Cartoon

“卡通人物個樣要得意，公主得人鍾意”



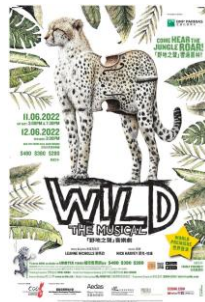
Real stage setting (esp. art tech shows)

“Poster如果展示到好靚嘅舞台係好吸引。”



Big animal

“太細嘅小朋友比較驚大隻嘅動物”



Story



Call out the message

“保護動物係一個吸引嘅主題。小朋友應該學習尊重生命，就算家長都係”



Well-known plays



Great story-telling

“小朋友應該會揀個好故仔多過出名嘅演員”



Design



Rich and bright colour



Too edgy/ Feels high-tech

“科幻元素適合大人多啲，小朋友唔係好鍾意呢啲前衛嘢”



Information



Age information



A good show for family participation shall be entertaining and educational at the same time. Yet from the groups' perspective, it has to tackle the upfront hurdle – low awareness.

Engaging

- An interesting script is the backbone for a good family-friendly show. A twist in plots could draw audience attention and intention of further watching.
- Bold body movements of performers are also eye-catching.
- Lastly, encouraging audience to participate in format such as singing altogether/ standing up could bring more fun and engagement

Entertaining

- Perception of the level of entertainment is highly subjective. Parents would prioritise shows they know already and find them interesting
- Opportunities lay within demonstrating nice stage effects, such as beautiful backdrop, nice-looking characters and stage effects. Such visuals might convince parents

Educational

- Carefully strike a balance between educational and difficult-to-understand. The latter also defeats the “entertaining” component.
- Message should be relevant to kids (e.g. filial piety)



“我對經典兒童戲劇好有信心，因為應該係好故仔又易明。好多時，我會為咗了解節目背景而做咗research先，咁樣我就可以易啲明白個message。”

合家歡表演參與者

Group purchase and instant price cut are the most appealing to parents, as compared to year-round ticket set.

Well-received approaches

Parent-kid sessions (親子專場)

- The concept sounds new to all parents and addresses one of their biggest desires – me time
- They are comfortable letting kids alone if they are being taken care like in the playgroups

Group purchase (團體購票)

- Group discounts can encourage parents to ask each other and purchase together
- Some would ask via online chat group, echoing previous findings
- Discount is the key, group participation is not a concern

Credit card offers

- Straightforward – instant price cut

Approaches with concerns

Year-round ticket set (全年套票)

- Bulk purchase implies risk as parents cannot foresee whether kids are up for shows on the scheduled date

Early bird

- Parents are fine with purchasing tickets shortly after release (~2 weeks)
- Major hindrances happen upon low awareness

Pricing for shows performed by kids

- Resonating among kids
- Parents concern more about the quality and thus, expect a lower price to justify the possibly less impressive show



我中意（家長無憂套票）呀，因為我有機會睇啱我嘅節目。我成日同小朋友、家人一齊睇

合家歡表演參與者

Most respondents lack motivation to keep the relation with performing groups/ performers. But they appreciate tangible objects to remind them of good show experiences.



- Follow/ like on social media
- Participants are open to following social media account
 - The spark happens within the theatre (i.e. very shortly after the show)



- Recommend to friends/ other parents/ school
- Parents' group would be one of the main information channels
 - Kids would also disseminate news and share experience with peers



- Post-show questionnaire
- Most do not fill in questionnaire as their hands are tied with kids



Suggestion– Photobooth/ Souvenir

- Photobooth spreads words in social media.
- A token of memory helps to recall the experience after the show. Merchandises like storybook help to continue the conversation at home.
- Souvenirs also serve as an incentive to “like” and “follow” on social media

Implications

- Despite yearning for interaction within the theatre, demand for off-site and long-term engagement is significantly lower than other show-goers.
- Most audience have hesitation to like/ follow/ give feedback to specific performing groups

The presence of performing groups is weaker among parents, “good show” comes as a strong memory point.

A respondent who has impressive experience with “Arabian Dreams(天方夜譚)” would keep the poster. The example pinpoints the importance of souvenirs as a token of memory.

Most respondents enjoy the learning/ creation process from interactive sessions. Collaborations and new topics need to be designed prudently.

Well-received approaches

Workshop

- Overall, the concept is well-picked up as it provides new exposure and reward
 - Tangible reward: self-made craftwork; intangible: knowledge
 - More information on the workshop outcome is needed as it helps to justify the price
- **Informative sessions**
 - Sharing sessions are educational as kids can know more about stage performance. It also cultivates their empathy.
 - Exhibition is a feasible format, as long as the theme matches kids' interest



“Poster睇落去當然吸引啦，但我要知去完呢個活動會得到啲咩囉。如果你只係一個15分鐘嘅活動，又有得動手做，就唔值一個咁高嘅價錢。”



“我去過春天搞嘅《福爾摩斯》。完咗show後，高志森有上台同觀眾分享製作經歷，例如佢哋點樣克服疫情嘅挑戰。呢樣嘢可以讓小朋友了解台前幕後嘅付出。”

Approaches are appealing to specific groups

Cross-category collaboration

- Matching context and dynamics/ vibrancy is important

Art-tech

- Bauhaus Magic Flute is tested in groups.
- Parents of younger kids like the idea as audience can play with props while it may not suit kids >10 years old

Deep/ Societal topics

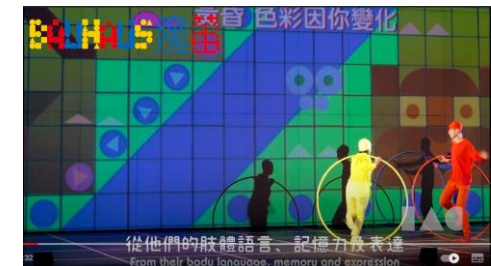
- Some concerns over the difficulty in understanding
- Some respondents find it beneficial to convey an educational message (e.g. environmental protection) through arts

Chinese art

- Very few families have attended Chinese arts performance (Xiqu, music, dance)
- Promotion and information channel is more confined compared to Western music

Good collaboration

- Chinese music performance with Chinese medicine illustration in the middle
- Playgroup (Song&play 唱遊) with drama



For family-friendly programs, small/medium groups are no less competitive than the larger ones as group size is not an important consideration factor.

Promotion – offline

- School campaigns
 - Promotion in schools to educate students on what arts participation is like prepares them for actual participation
 - Performance-related contests inspire students to learn more about performing arts
 - Expand capacity by collaborating with other S/M performing groups for large-scale events
- Public campaigns
 - Provide post-show workshops
- Poster
 - Distribute at places where parents and students visit often (e.g. schools/ tuition centers)
 - Including comprehensive information (esp. age limit)
 - Enable further research by providing QR code
 - Grasp the essentials of appealing posters aforementioned

Promotion – online

- Social media page promotion
 - YouTube advertisement on channels targeting kids
 - Feature themselves on web pages targeting parents
 - Keep updating their own page
- Online information
 - Information shall be comprehensive and able to deliver confidence on shows
 - Include QR code for more information

Topics

Use well-known stories/ songs to add hints of familiarity to the performance

Respondent profile

Demographics						Arts participation overview		
Gender	Age	Marital status; have kids	Occupation	Education level	Monthly household income	No. of arts event participated with kids in past 1 year	Genres participated with kids and frequency	
R1	F	41	Married/ 7, 9 Years	Design	Associate or equivalent	\$60,000- \$69,999	6	Cantonese drama 1 time Non-Cantonese drama 1 time; Puppet 1 time; Orchestral music 1 time; Chamber music 1 time; Chinese music 1 time
R2	F	36	Married/ 5 Years	Housewife	Bachelor	\$80,000- \$89,999	4	Cantonese musical 1 time; Orchestral music 1 time; Choir 1 time
R3	F	40	Married/ 4, 6 Years	Trading	Bachelor	\$30,000- \$39,999	2	Choir 1 time; Ballet 1 time
R4	M	41	Married/ 6, 10 Years	Trading	Master	\$70,000- \$79,999	2	Orchestral Music 1 time; Ballet 1 time
R5	F	38	Married/ 7 Years	Education	Bachelor	\$50,000- \$59,999	3	Cantonese Drama 2 times; Ballet 1 time
R6	M	45	Married/ 14 Years	Engineering	Associate or equivalent	\$50,000- \$59,999	2	Chinese Dance 1 time; Dance theatre 1 time

Definitions:

“Past 1 year” refers to period from Jul 2021 to Jun 2022

“Pre-COVID-19” refers to period before Jan 2020

Photo credits

Art-mate.net

1 image on slide 106, retrieved from
<https://www.art-mate.net/>



Time Out Hong Kong (Discover Hong Kong)

1 image on slide 107, retrieved from
<https://www.discoverhongkong.com/hk-tc/explore/arts/arts-by-the-harbour.html>



The Theatre Wonderland on Facebook (Facebook)

1 image on slide 106, retrieved from
<https://www.facebook.com/thetheatrewonderland/>



仙菲婭 (Facebook)

1 image on slide 107, retrieved from
<https://www.facebook.com/hashtag/%E8%B7%AF%E6%AF%94%E5%92%8C%E5%AB%B2%E5%AB%B2%E7%9A%84%E9%90%B5%E8%B7%AF5%E8%99%9F/>



IAC (HKSAR Government)

1 image on slide 108, retrieved from
<https://www.info.gov.hk/gia/general/202206/08/P2022060800325.htm>



Stalker Theatre (Australia) (Leisure and Cultural Services Department)

1 image on slide 108, retrieved from
<https://www.lcsd.gov.hk/tc/stth/programmes/stth35a/celebration.html>



Urbtix

1 image on slide 106, retrieved from
<https://www.urbtix.hk/>



International Arts Carnival (Youtube)

2 images on slide 112, retrieved from
<https://www.youtube.com/watch?v=4Vtn0knO9Ek>

