

NIGERIAN THEATRE AND THE CREATIVE SPACE; THE MARKETING, PUBLICITY AND ADVERTISING EXTRACTION

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ABSTRACT

The nomenclature ‘Nigerian Theatre’ is a means of creating a niche by looking inward and uncovering the traditional and cultural attributes that distinguishes us as a people. This notion is a deviation from the total dependence on Western culture to a local content concept. Employing marketing, publicity and advertising as a driving force to achieve economic viability, self- sustenance and cultural relevance in the Nigerian theatre has become crucial and necessary. This is done by adapting the local cultural content thereby creating a synergetic and methodological approach. In today’s business world, by empirical observation it is evident that any art that introduces new ideas, methods and indigenous materials into the business space is widely accepted. The creative environment in Nigeria is endowed with diverse theatrical and creative natural aptitude that must be showcased to the world through the medium of marketing and publicity. Marketing and publicity have the capacity to enhance organizational goals by increasing the sales cycles of the company. Its effectiveness is determined by the influx of viewers, whose patronage is measured by the positive impact on sales. This paper x-rays how adopting rigorous marketing and publicity methods can enhance the economic viabilities of the creative space. It is in this regard, that the old ‘Learning theory’ was adopted to show how advertising can positively stimulate creative patronages.

KEYWORDS: Advertisement, Creative Space Publicity, Marketing, Nigerian Theatre

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