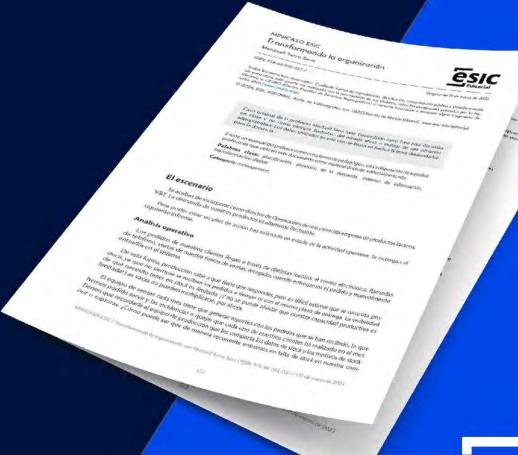
MINICASO ESIC



ESIC

MINICASE ESIC

Mamma Mia! What a Business!

Arturo Gómez Quijano



ISBN: 978-84-1192-063-6

Original February 28th, 2024

All rights reserved. Any form of reproduction, distribution, communication to the public or transformation of this work may only be performed with authorisation from its copyright holders, unless exempt by law. Should you need to photocopy or scan an excerpt of this work, please contact CEDRO (www.cedro.org).

© 2024, ESIC EDITORIAL. Avda. de Valdenigriales, s/n. 28223 Pozuelo de Alarcón (Madrid). www.esic.edu/editorial.

Original case by Professor **Arturo Gómez Quijano**, developed as a basis for class discussion and not as an illustrative example of a business process. The data used in this case is based on public information from reference companies obtained through their website and other sources of information. The characters and situations are real from public sources.

A teacher's manual is available as a pedagogical supplement; it is available to teachers who use this document as teaching material: editorial@esic.edu.

Key words: entrepreneurship, business, branding, PR, communication plan.

Category: communication.

The setting/scenery

You have just joined as communication manager (PR) of the production company that is going to bring the musical *Mamma Mia!* back to your city.

In order to create a communication plan for the launch of the musical, you are given the following report.

Background

The original idea came from the producer Judy Craymer who, in the mid-1980s, proposed a musical to Björn Ulvaeus and Benny Andersson - the two ABBA composers - but they were not convinced. He was 27 years old and had started collaborating with them on the musical *Chess*, as she was working for Tim Rice.

After ten years of hard persistence, they accepted the proposal (1995), but gave her a conditional yes: "if you bring us a good story, we'll say yes". The idea was not to do a homage to the Swedish quartet ABBA (1972-1982) through their greatest hits, but to tell a story threaded with the lyrics of some of their songs. Judy observed the fact that everyone had danced to their music, but hardly anyone had paid attention to the dramatic lyrics. The track, *The Winner Takes It All*, and the story behind that song, drove her crazy.

She became obsessed with the idea. She listened to the songs day and night. She filled her flat with small Post-it notes. She even quit her job and sold her flat to be focused on the musical. She set up her own company, *Littlestar*, for this project.