



## Building Audiences For Panto

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The aim of the 'Aladdin' 06/07 campaign was to increase revenue. Specific objectives included:

- **Improve retention of panto attenders**
- **Introduce new panto attenders**

By using Vital Statistics to interrogate audience data for last year's panto, Cinderella, we achieved these aims. Audience retention increased from 20% to 30% - our highest ever retention rate for a panto - and 515 new panto attenders came to the show.

### **How did we do it?**

Firstly, I built a profile in VS for both Aladdin and Cinderella. For each of these profiles, I did some further analysis to look at:

- Postal Groups
- Mosaic groups & Types
- Previous events attended

Based on this information we planned two main mailings and divided the lists for them:

### **Mailing 1 – Panto Attenders**

This list comprised previous panto attenders, a total of 3200. The letter we sent was personalised in tone and salutation. From this mailing alone we achieved a staggering 21% response rate, generating £88,000 from 7900 tickets sold. With our potential audience profiled we split the data into internet and phone/in person bookers. The internet potential bookers have regularly been emailed with panto e-alerts using VS Email, promoting new content on the website reviews etc. The targeted emails have had an 8.5% response rate at a fraction of the cost of a traditional mailing.

### **Mailing 2 – Non Panto Attenders**

For this mailing we mined our own database, extracting a list of people who had not attended panto before but displayed similar characteristics to panto attenders such as demographic profile, postal area and previous events attended. The list we generated using VS based on these criteria was 2400 strong. These people received a letter encouraging them to 'try panto'. To date we have achieved a 6.5% response rate, generating sales of £7000c and introducing 515 new people to panto.





## **List Purchase**

In addition to the two main mailings, we also did a list purchase to capture people new to the area. We used the demographic profile to buy a list of prospects that match the demographic and geographic profile of potential attendees but have moved into the area in the last 3 years. This cold list has generated a 3% response rate so far, which we consider fairly high for a cold list.

## **Surprise Statistics**

In Addition to achieving our aims for the Aladdin campaign, we had some surprises along the way. Through undertaking the profiling, we discovered that every year 50% of our panto audience has never been to any of our venues before so for them, Panto is their first experience of us. 10% of these customers go on to book again within the next year. We also found that our panto audience is an affluent demographic with Symbols of Success being the top Mosaic group. This turned the focus of our mailing from being offer specific to concentrating on promoting a high quality family product

## **Moving Forward**

We will use the analysis this year to further adapt our marketing campaign for the panto next year, again trying to increase retention and make mailings even more effective. We also expect 30% of customers to book online this year with this figure a third up on last year, if this pattern continues we will see 40% booking online next year.

