

# High Engagers in the South West

Regional picture, actions and an example

 the audience agency

Understand who your audiences are.  
Discover who they could be.

## A regional definition of highly engaged

- Bookers who attend six times or more, over two years
- Bookers who live in South West

compared to

- Highly engaged bookers who live outside South West
- What does that look like?

# Why are high engagers more important?

## South West

- 13% are highly engaged
  - 23,300, 6 or more in 2 yrs
- They buy 56% of tickets
- They spend 44% of £s
  - £8,200,000
- They use 81% of comps

## England

- 10% are highly engaged
  - 326,000, 6 or more in 2 yrs
- They buy 42% of tickets
- They spend 37% of £s
  - £159,000,000
- They use 71% of comps



# What's different about the South West?

## South West

### Art-forms

- 64% in 2 or more art-forms
- 32% in 3 or more art-forms

## England

### Art-forms

- 75% in 2 or more art-forms
- 50% in 3 or more art-forms

- SW high engagers attend fewer art-forms, so
- Pull strategy: focus on closely related art-forms
- Push strategy: cross-over could be encouraged



# What's different about the South West?

## South West

- Audience Spectrum
- **45%**
  - Metroculturals
  - Commuterland  
Culturebuffs
  - Experience Seekers

## England

- Audience Spectrum
- **50%**
  - Metroculturals
  - Commuterland  
Culturebuffs
  - Experience Seekers

- SW high engagers come from more segments, so
- Postal sector based, hot-spot, targeting can be wider
- The message needs to be narrower



# What is particular to the South West?

Frequency, looking over two years

Four groups, each one different

- 6-7 = 30% - the 'reliable' 7,000
  - 8-10 = 24%
  - 11-16 = 22%
  - 17+ = 24% - the 'compulsive' 5,000
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- The % of Metroculturals, Commuterland Culturebuffs & Experience Seekers increases
  - Home and Heritage also increases, why?



# What is particular to the South West?

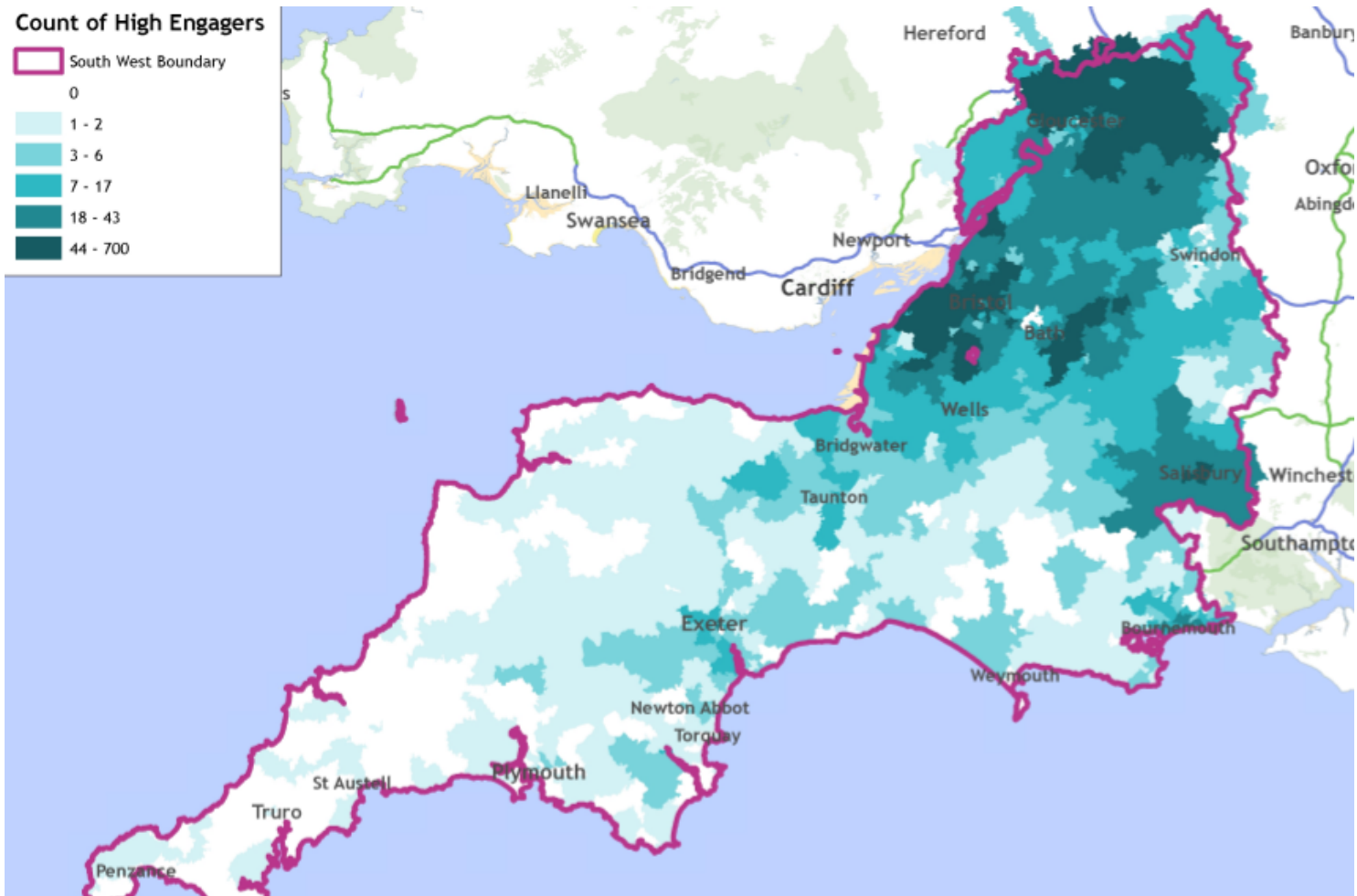
## Venues

- 41% (10K) attend one venue, higher than in England
- 25% two venues (6K)....6% five or more venues, (1,300)
- Home and Heritage and Trips and Treats are significant in high engagement at single venues
- Commuterland Culturebuffs & Dormitory Dependables increase most at multiple venues - the key 1,300
- Elsewhere, it's Experience Seekers that follow this pattern of increasing at multiple venues



# What is particular to the South West?

## Geography





## What does all that mean?

- High engagers matter
- Reliable high engagers can be targeted by venues
- Compulsive high engagers can be better targeted through partnerships
  
- Identify targets from behaviour
- Map those targets at postal sector level
- Build a psychographic picture from segmentation
  
- Pull on closely related art-forms at venues
- Push on wider offer in the conurbations



# Nuffield Southampton

Using Audience Finder to increase audiences

 the audience agency

Understand who your audiences are.  
Discover who they could be.

# Keeping it close!

Easy reference



# Segmentation

- Every show campaign - analysis of audience segments *in consultation with the programming team.*
- Convert this analysis into audience spectrum segments

## Finding a match

- Using Audience Finder, use the mapping tool to identify hot spots within a 60 minute drivetime
- Check these findings (hot spots) against key audience development postcode targets for lapsed attenders - and pick the top 2 for each segment based on the highest % of households

## Add some depth to the analysis, then act . . .

- Look at different genres (if appropriate) in hot spots in order to cross sell.
  - e.g. Success with comedy (stand-up) only bookers for comedy drama *Madame Bovary*
- Direct mailshot and e-shot these postcode areas using data from existing database.

## Key Findings: Madame Bovary (March 2016)

- At least 35% more tickets sold in ALL key target areas compared to Glass (Oct. 2015) & Hudsucker Proxy (March 2015)
- 24% increased conversion of first time bookers who had booked within the last 12 months
- 192 of *comedy stand-up only* bookers attended.

## And finally . . .

- Audience capacity for Nuffield Productions is growing - up 15% from Glass to Madame Bovary.





## Breakout questions

- ‘How do I use segmentation?’ Group A
- ‘What does this mean for communications?’ Group B
- ‘How do I broker the partnerships in the conurbations?’ Group C
- ‘How can venues outside conurbations work together?’ Group D