

Press release

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THE AUDIENCE AGENCY CREATES BESPOKE SEGMENTATION WITH SADLER'S WELLS

The Audience Agency embarks on new segmentation project with world-leading dance house Sadler's Wells...

The Audience Agency announce a new major segmentation project with Sadler's Wells. The Audience Agency will devise a bespoke segmentation model based on Audience Spectrum for Sadler's Wells, enabling them to understand their audiences in a deeper and more strategic way, in order to deliver their long-term business objectives

Sebastian Cheswright, Director of Marketing and Sales at Sadler's Wells says,

'This is an exciting time for Sadler's Wells, as we embrace data-driven decision-making, and commission audience segmentation modelling for the first time. We wanted to collaborate with an organisation that could give us a greater insight into our audience, benchmarked against the national profile, and supported with practical approaches to targeting them in our marketing campaign planning.

With their team of experienced data analysts The Audience Agency is well placed to provide this insight. Sadler's Wells is really looking forward to continuing our work in partnership with The Audience Agency and gaining a much deeper understanding of our audience than ever before.'

Leading The Audience Agency's work on the project, Area Director London, **Penny Mills** says,

'Sadler's Wells is a major London organisation and a national dance house with an international reputation. It engages local people and communities with dance as well as introducing London audiences to a wide range of UK and international work across its three London venues.

THE AUDIENCE AGENCY AND SADLER'S WELLS / continued...

We are delighted to be working with teams across the organisation to embed a holistic understanding of current and potential audiences.

Together, we are designing a segmentation approach specifically for Sadler's Wells which underpins its strategies and plans for realising audience engagement and sales targets.'

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For further information or interview requests please contact:

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NOTES

SADLER'S WELLS

Sadler's Wells is a world-leading dance house, committed to producing, commissioning and presenting new works and to bringing the best international and UK dance to London and worldwide audiences. Under the Artistic Directorship of Alistair Spalding, the theatre's acclaimed year-round programme spans dance of every kind, from contemporary to flamenco, Bollywood, ballet, salsa, street dance and tango.

Since 2005, it has helped to bring over 100 new dance works to the stage and its award-winning commissions and collaborative productions regularly tour internationally. Sadler's Wells supports 16 Associate Artists, three Resident Companies, an Associate Company and two International Associate Companies. It also nurtures the next generation of talent through its New Wave Associates and Summer University programmes, its Wild Card initiative and hosting of the National Youth Dance Company.

Located in Islington, north London, the current theatre is the sixth to have stood on the site since it was first built by Richard Sadler in 1683. The venue has played an illustrious role in the history of theatre ever since, with The Royal Ballet, Birmingham Royal Ballet and English National Opera all having started at Sadler's Wells. Sadler's Wells is an Arts Council National Portfolio Organisation and currently receives approximately 10% of its revenue from Arts Council England.

THE AUDIENCE AGENCY The Audience Agency helps cultural organisations and policymakers to plan and deliver audience and engagement strategies. We provide insight, consultancy, tools and research to support audience development, marketing and communications, business planning, evaluation, collaboration, advocacy, feasibility and provision-planning. We co-ordinate the national audience data-set, Audience Finder, and offer access for all to the insight it creates. We are not-for-profit and work across all cultural sectors, from organisations big and small, commercial and subsidised, to funders and agencies in England, Wales and internationally.

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