

¿A qué segmento perteneces?

mhminsight.com/segmentme



mhmin insight.com/segmentme

Culture Segments

Understanding audiences

Andrew McIntyre

Barcelona
November 2019

▶ morris
▶ hargreaves
▶ mcintyre




▶ morris
▶ hargreaves
▶ mcintyre

mhminight.com/segmentme



**Powerful insight
based on deep-seated
values and beliefs**

mhminsight.com/segmentme

A wide-angle, high-angle photograph of a large, ornate museum hall. The hall features high ceilings with exposed pipes and lights, and multiple levels with balconies. In the center, a large, realistic diorama of an elephant and its habitat is the focal point. Numerous visitors of various ages are seen walking around the exhibit, some looking at informational panels. The architecture is classical, with large columns and decorative moldings. Signs for various exhibits like 'Ocean Hall IMAX Theater' and 'Early Life Food Plants' are visible on the lower level.

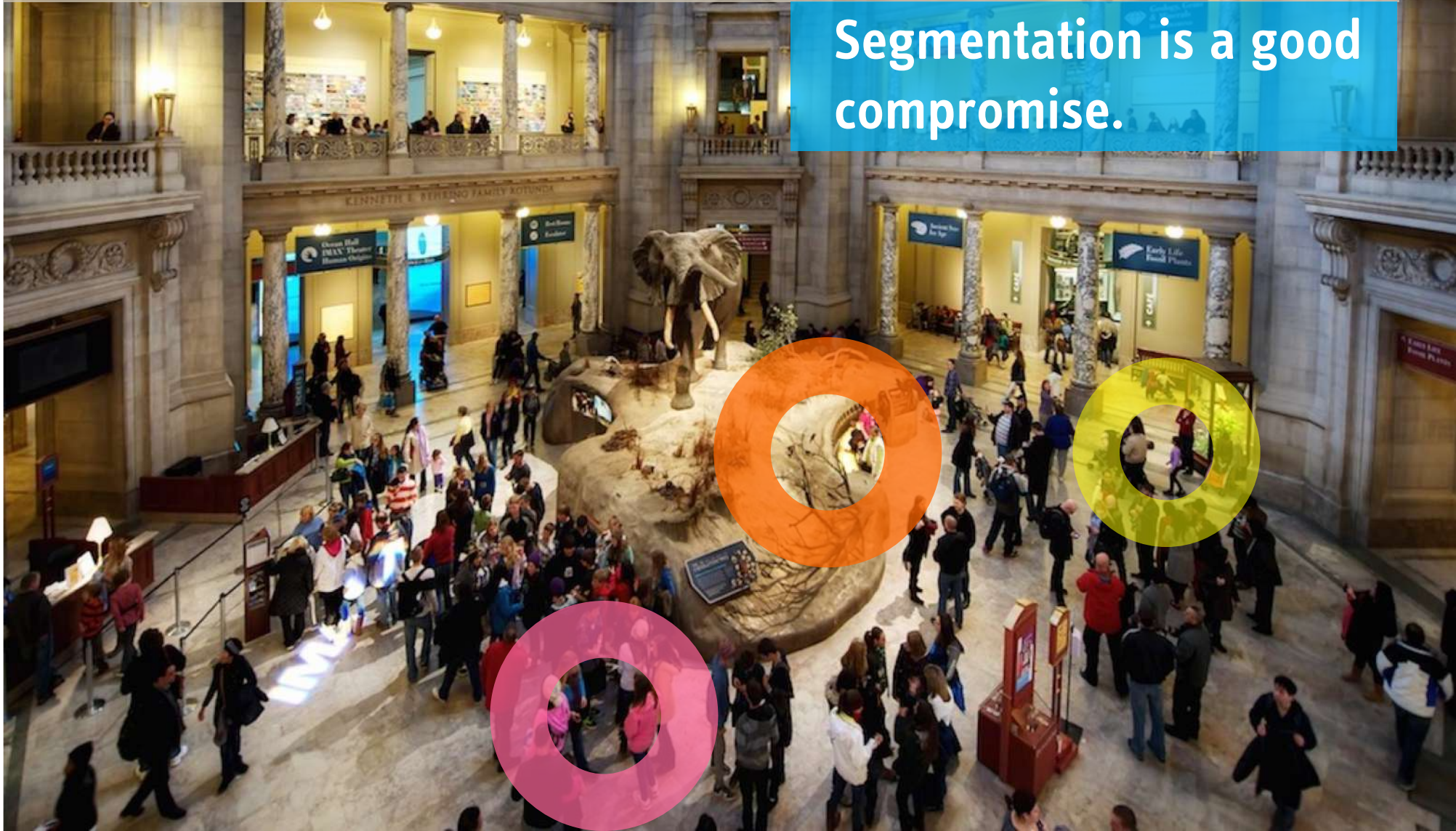
We can't treat visitors as a single, homogeneous mass.

One size does not fit all.

mhminsight.com/segmentme

But we can't tailor our service for each individual.

Segmentation is a good compromise.

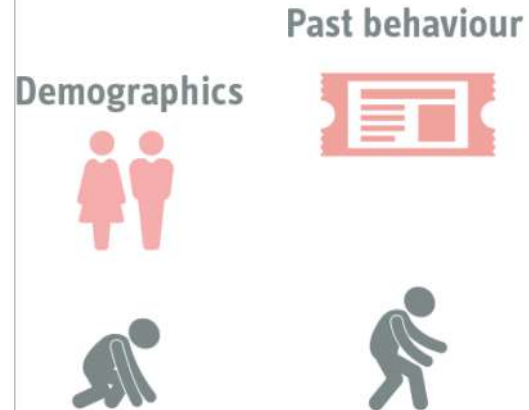


The evolution of segmentation

Demographics



The evolution of segmentation



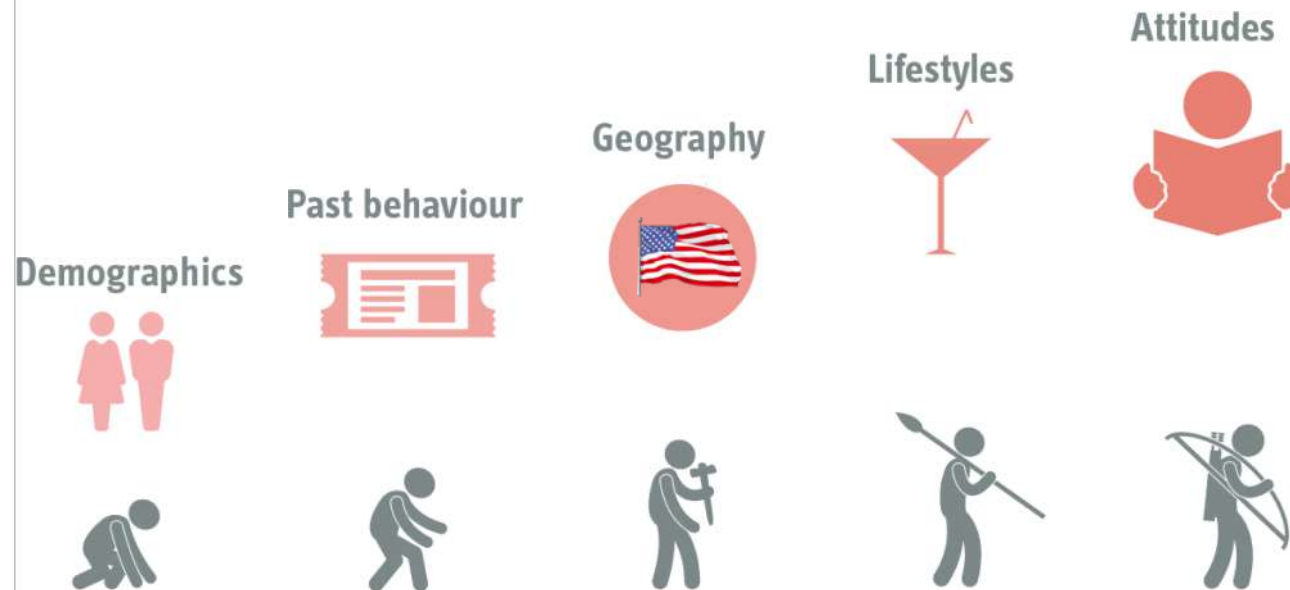
The evolution of segmentation



The evolution of segmentation

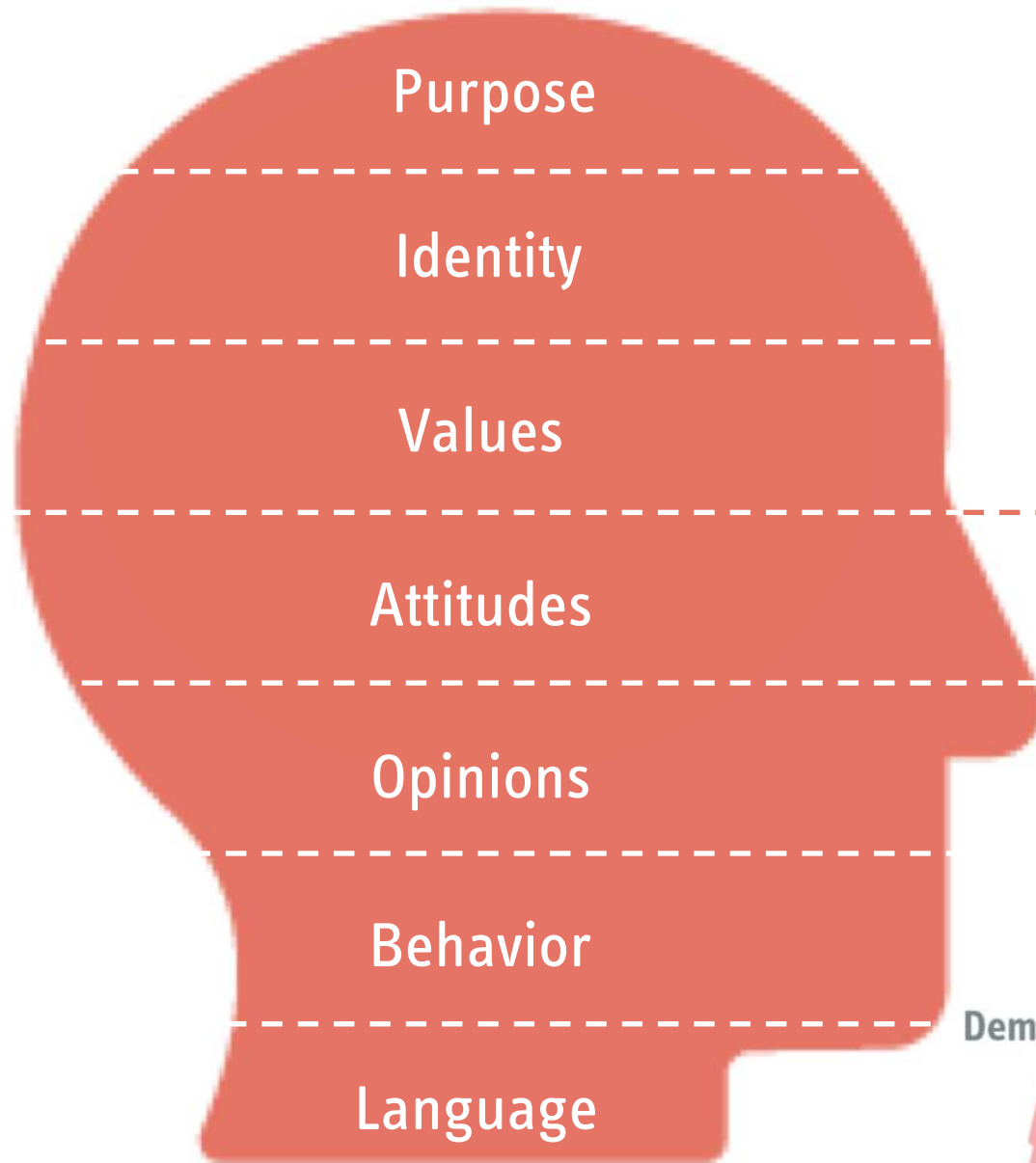


The evolution of segmentation



The evolution of segmentation





Attitudes



Lifestyles



Past behaviour

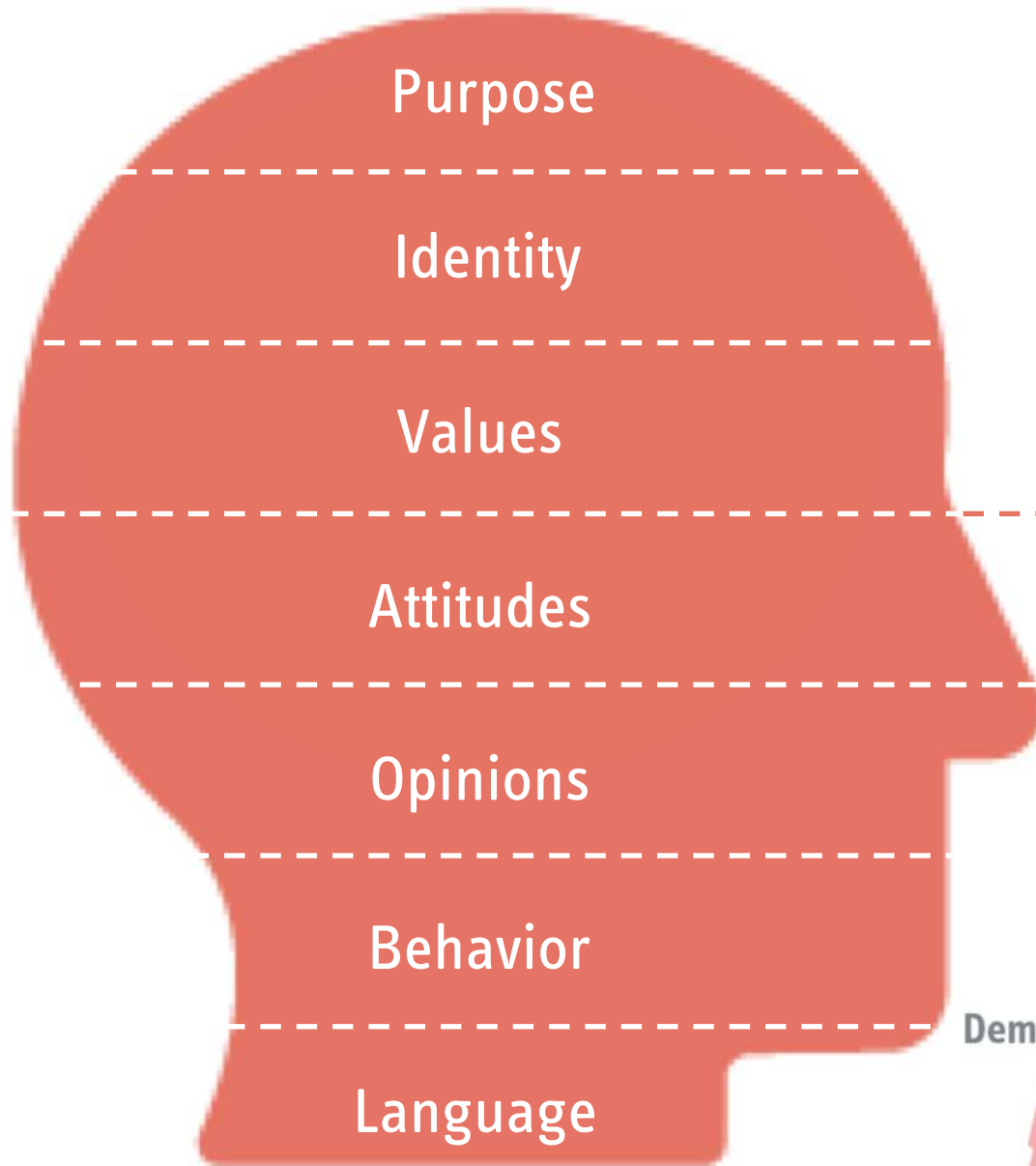


Demographics



Geography





Attitudes



Lifestyles



Past behaviour



Geography



Demographics



Understanding why people engage with culture

ESSENCE



ESSENCE

Discerning
Confident
Independent
Arts-essential

Understanding why people engage with culture

ESSENCE



ESSENCE
Discerning
Confident
Independent
Arts-essential

EXPRESSION



EXPRESSION
Community
Nurturing
Generous
Committed

Understanding why people engage with culture

ESSENCE



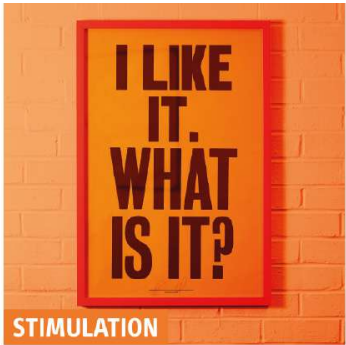
ESSENCE
Discerning
Confident
Independent
Arts-essential

EXPRESSION



EXPRESSION
Community
Nurturing
Generous
Committed

STIMULATION



STIMULATION
Active
Experimental
Ideas
Social

Understanding why people engage with culture

ESSENCE



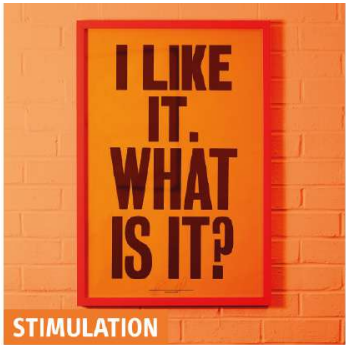
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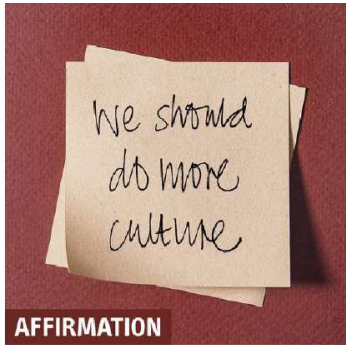
EXPRESSION
Community
Nurturing
Generous
Committed

STIMULATION



STIMULATION
Active
Experimental
Ideas
Social

AFFIRMATION



AFFIRMATION
Self identity
Considered
Diligent
Time well spent

Understanding why people engage with culture

ESSENCE



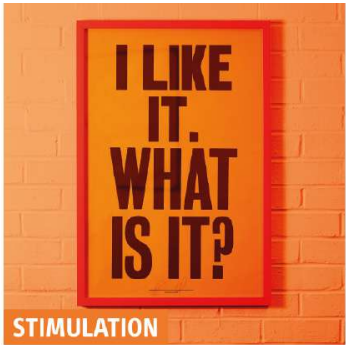
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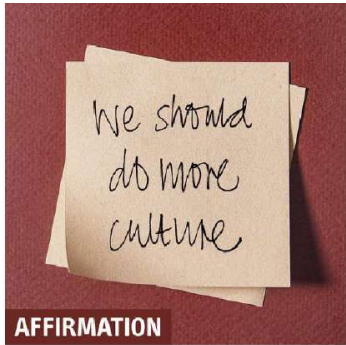
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STIMULATION



STIMULATION
Active
Experimental
Ideas
Social

AFFIRMATION



AFFIRMATION
Self identity
Considered
Diligent
Time well spent

ENRICHMENT



ENRICHMENT
Tradition
History and heritage
Nostalgic
Learning

Understanding why people engage with culture

ESSENCE



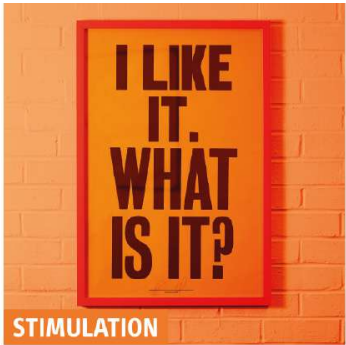
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Discerning
Confident
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Arts-essential

EXPRESSION



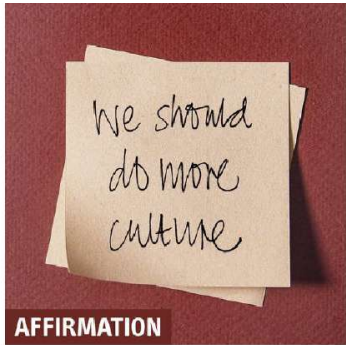
EXPRESSION
Community
Nurturing
Generous
Committed

STIMULATION



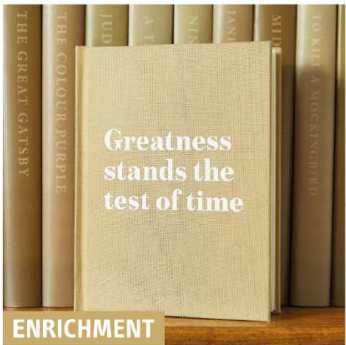
STIMULATION
Active
Experimental
Ideas
Social

AFFIRMATION



AFFIRMATION
Self identity
Considered
Diligent
Time well spent

ENRICHMENT



ENRICHMENT
Tradition
History and heritage
Nostalgic
Learning

PERSPECTIVE



PERSPECTIVE
Settled
Self-sufficient
Focused
Contented

Understanding why people engage with culture

ESSENCE



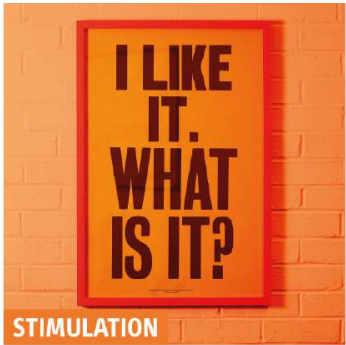
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EXPRESSION



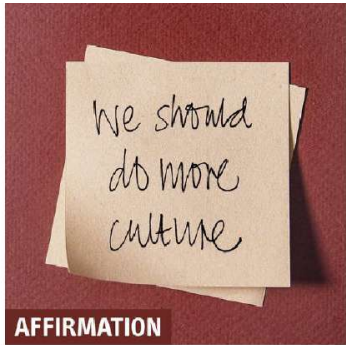
EXPRESSION
Community
Nurturing
Generous
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STIMULATION



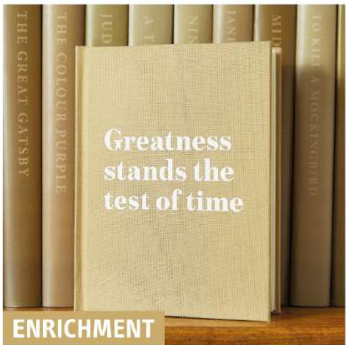
STIMULATION
Active
Experimental
Ideas
Social

AFFIRMATION



AFFIRMATION
Self identity
Considered
Diligent
Time well spent

ENRICHMENT



ENRICHMENT
Tradition
History and heritage
Nostalgic
Learning

PERSPECTIVE



PERSPECTIVE
Settled
Self-sufficient
Focused
Contented

RELEASE



RELEASE
Busy
Prioritising
Ambitious
Escape

Understanding why people engage with culture

ESSENCE



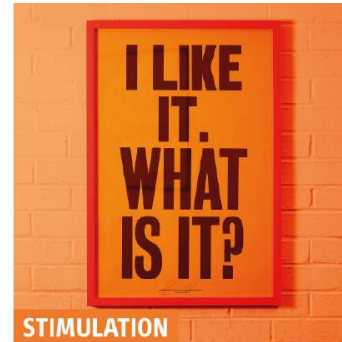
ESSENCE
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EXPRESSION



EXPRESSION
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STIMULATION



STIMULATION
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AFFIRMATION
Self identity
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Tradition
History and heritage
Nostalgic
Learning

PERSPECTIVE



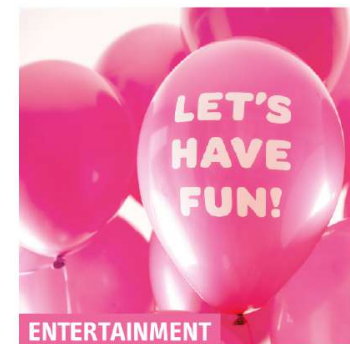
PERSPECTIVE
Settled
Self-sufficient
Focused
Contented

RELEASE



RELEASE
Busy
Prioritising
Ambitious
Escape

ENTERTAINMENT



ENTERTAINMENT
Mainstream
Popular appeal
Leisure
Fun

Building an audience engagement strategy

1. **Whole market analysis**
2. Strategic goal setting
3. Programme development
4. Creative communication development
5. CRM integration



Market potential in West Sweden

Recent

Visited in the past 3 years



Market potential in West Sweden

Recent

Visited in the past 3 years



Market potential in West Sweden

Recent
Visited in the past 3 years

Lapsed
Visited 3+ years ago



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested

Not in market

Never visited, not interested



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested

Not in market

Never visited, not interested



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested

Not in market

Never visited, not interested

Not aware

Never heard of venue



Market potential in West Sweden

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested

Not in market

Never visited, not interested

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Market potential in West Sweden

Recent

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Lapsed

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Potential

Never visited, but interested

Not in market

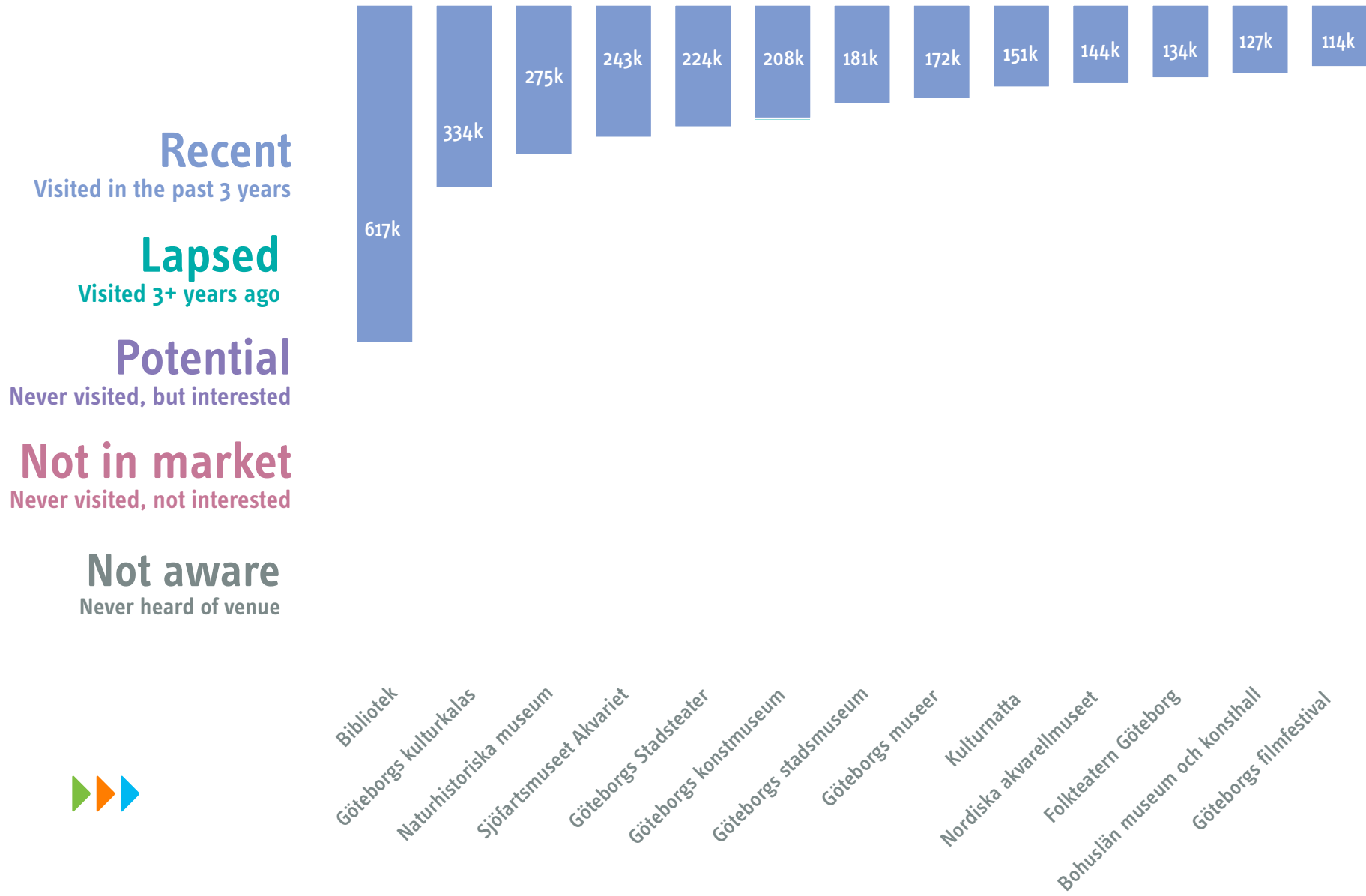
Never visited, not interested

Not aware

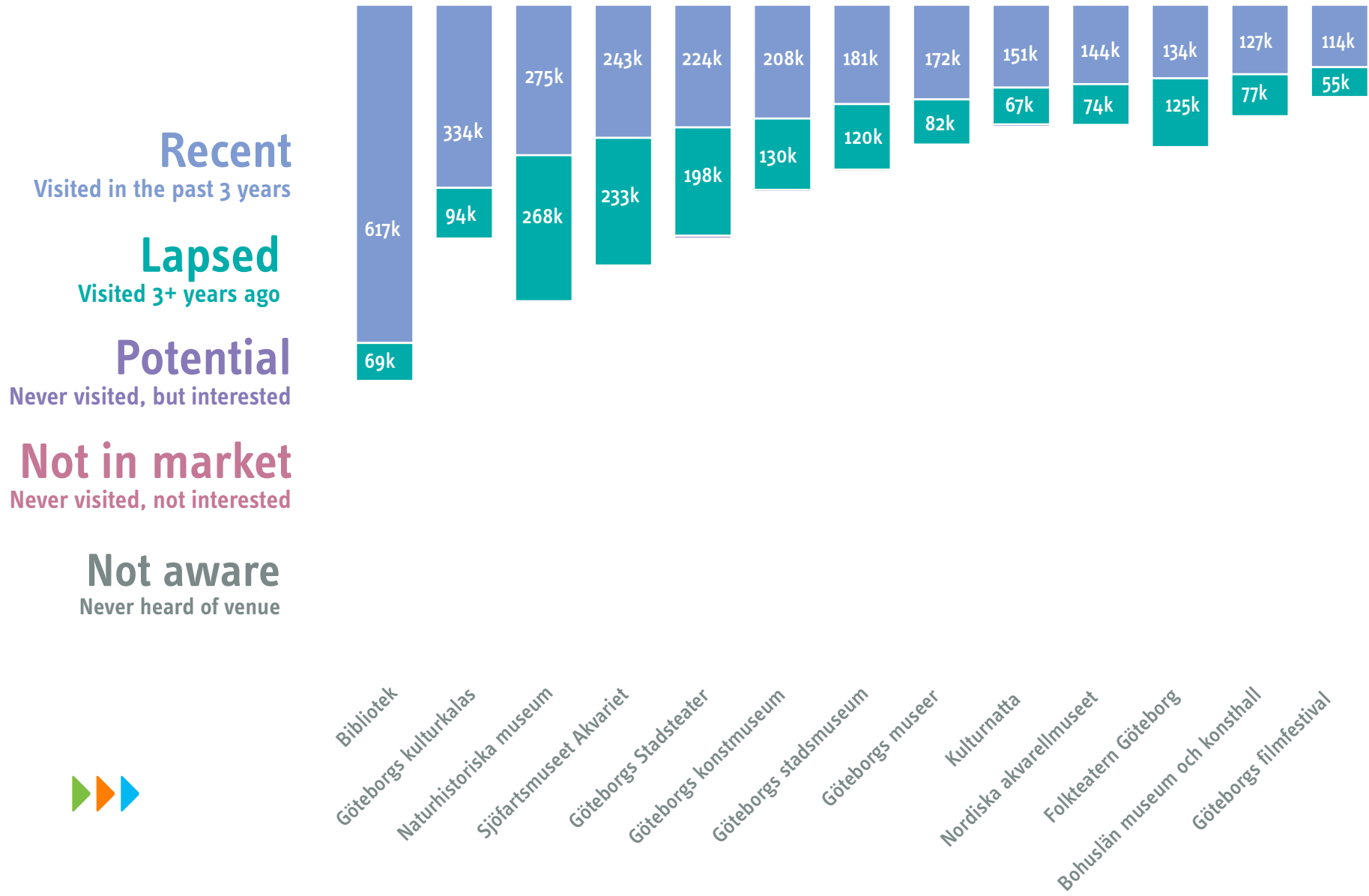
Never heard of venue



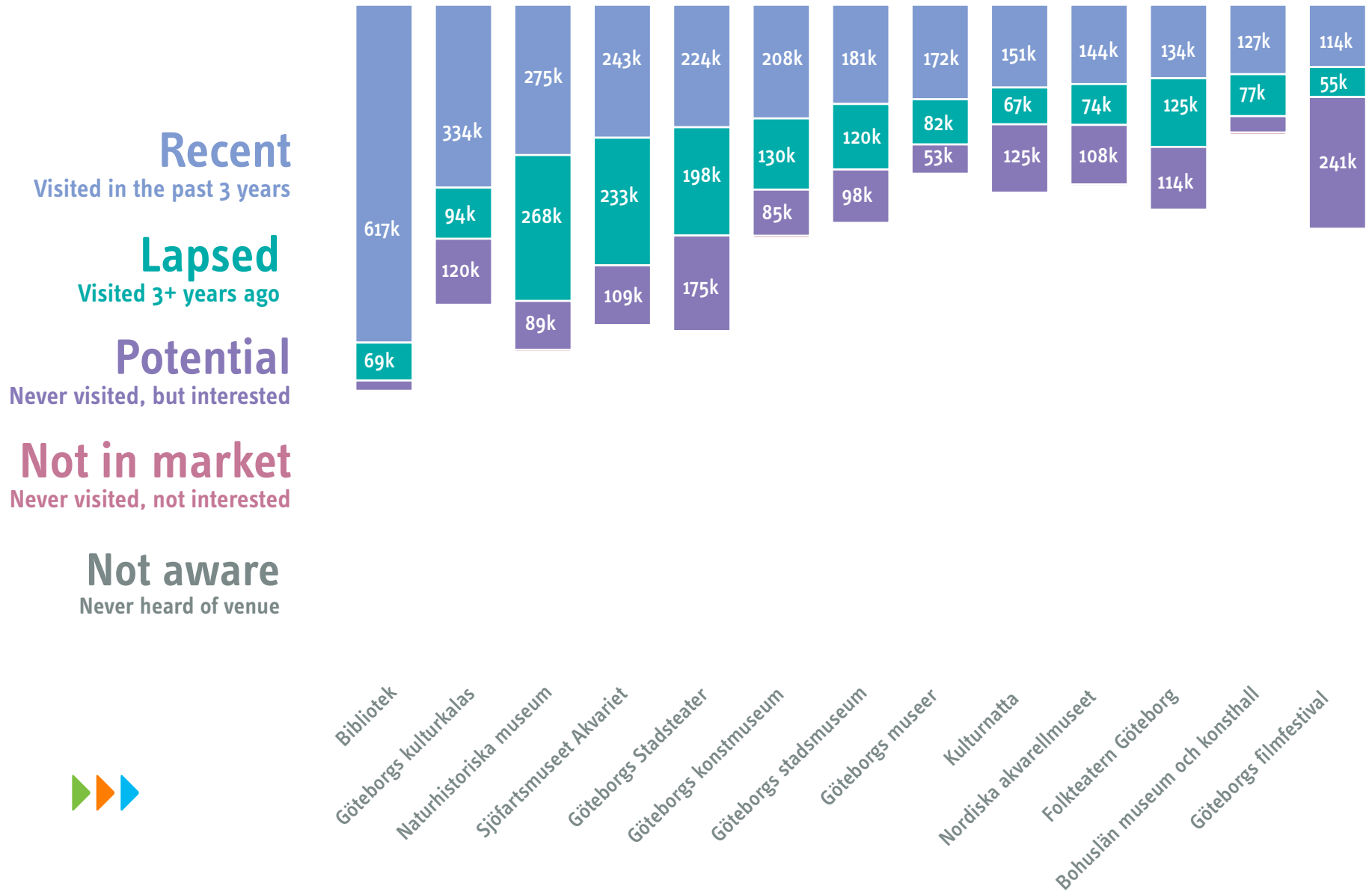
Market potential in West Sweden



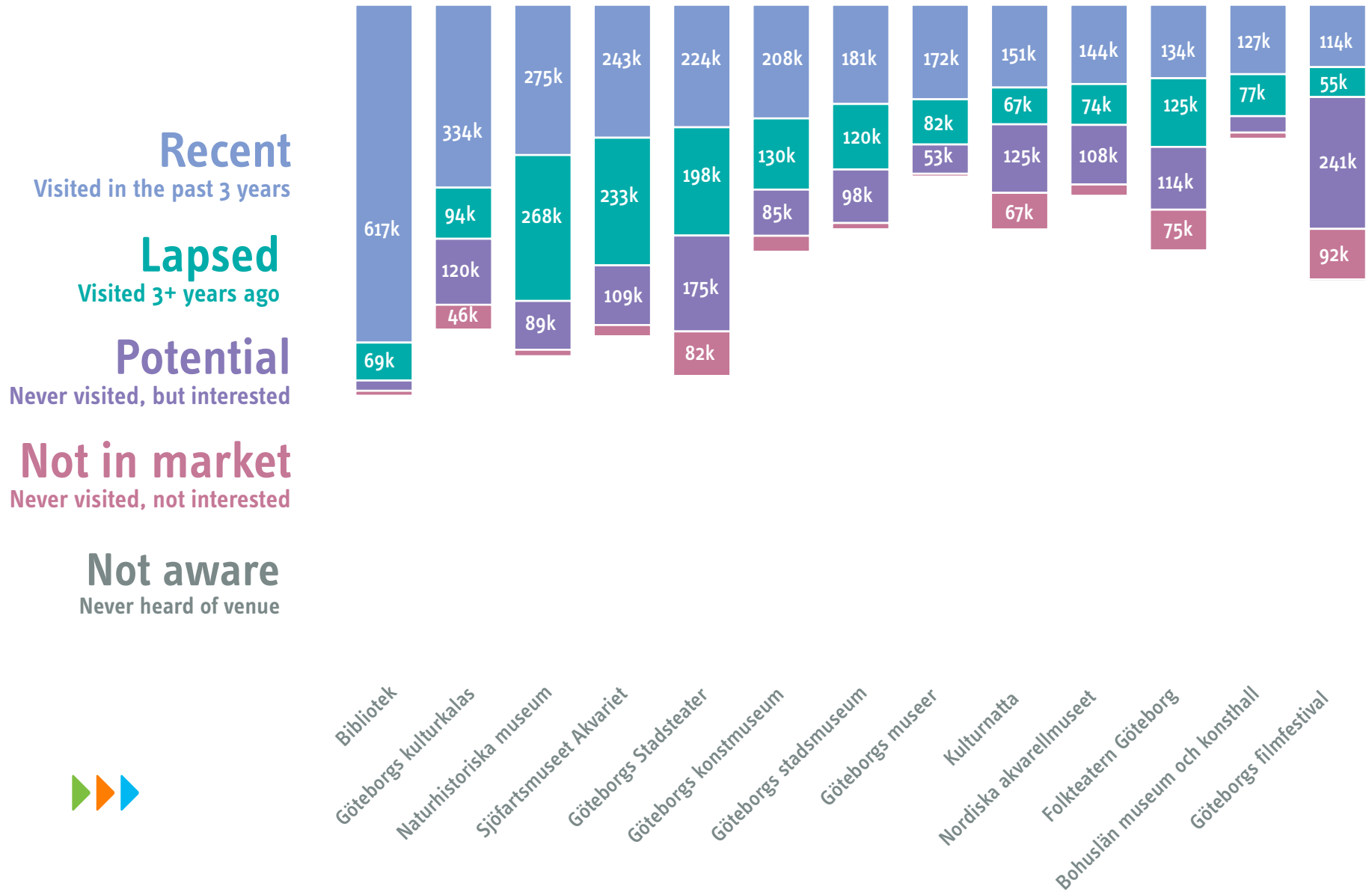
Market potential in West Sweden



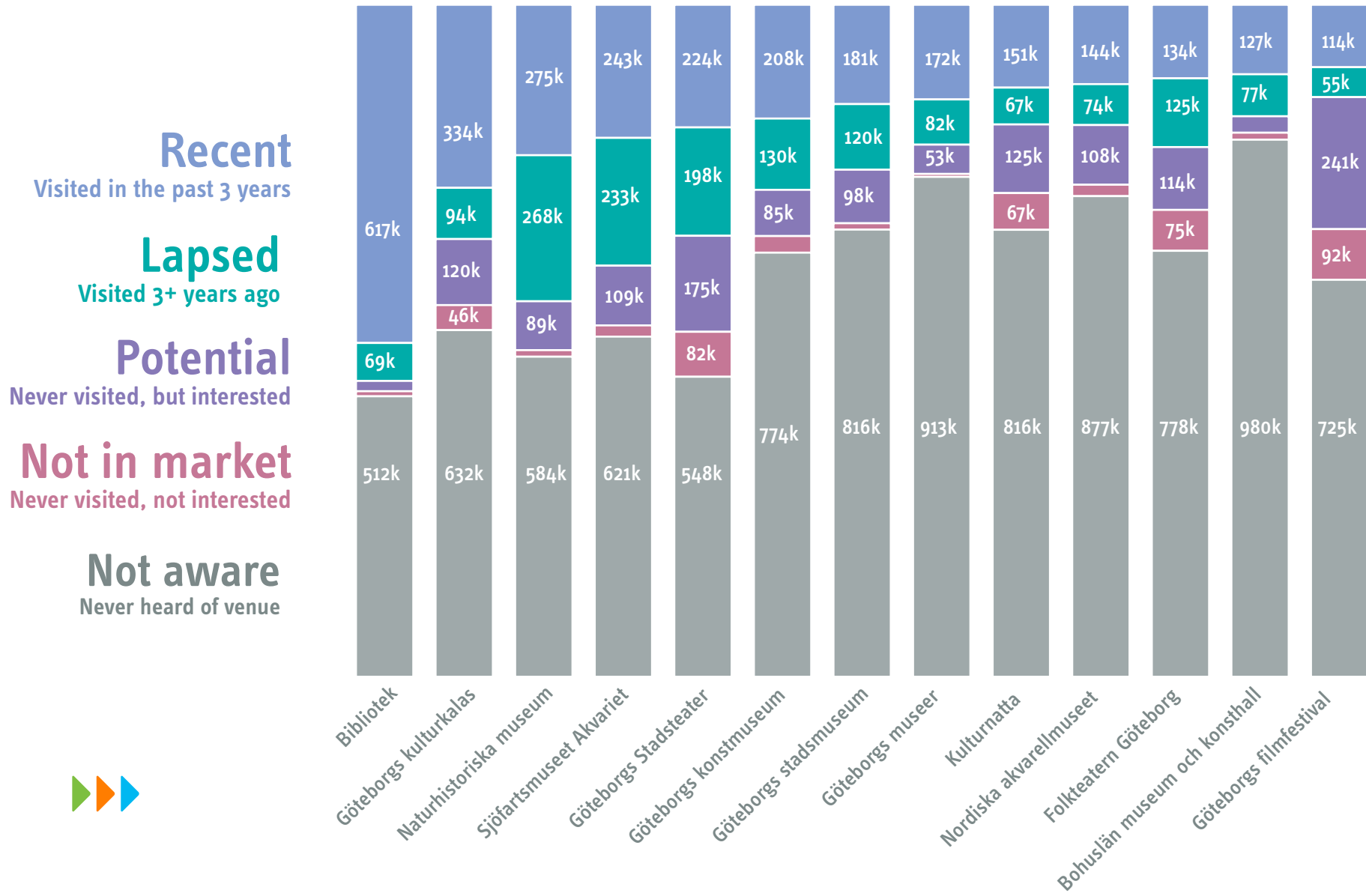
Market potential in West Sweden



Market potential in West Sweden



Market potential in West Sweden



Developing high level strategies

Recent

Visited in the past 3 years

Lapsed

Visited 3+ years ago

Potential

Never visited, but interested

Not in market

Never visited, not interested

Not aware

Never heard of venue



Developing high level strategies

Recent Retain
Visited in the past 3 years

Lapsed
Visited 3+ years ago

Potential
Never visited, but interested

Not in market
Never visited, not interested

Not aware
Never heard of venue



Developing high level strategies

Recent Retain
Visited in the past 3 years

Lapsed Reactivate
Visited 3+ years ago

Potential
Never visited, but interested

Not in market
Never visited, not interested

Not aware
Never heard of venue



Developing high level strategies

Recent
Visited in the past 3 years

Retain

Lapsed
Visited 3+ years ago

Reactivate

Potential
Never visited, but interested

Acquire

Not in market
Never visited, not interested

Not aware
Never heard of venue



Developing high level strategies

Recent
Visited in the past 3 years

Retain

Lapsed
Visited 3+ years ago

Reactivate

Potential
Never visited, but interested

Acquire

Not in market
Never visited, not interested

Reposition

Not aware
Never heard of venue



Developing high level strategies

Recent
Visited in the past 3 years

Retain

Lapsed
Visited 3+ years ago

Reactivate

Potential
Never visited, but interested

Acquire

Not in market
Never visited, not interested

Reposition

Not aware
Never heard of venue

Raise profile

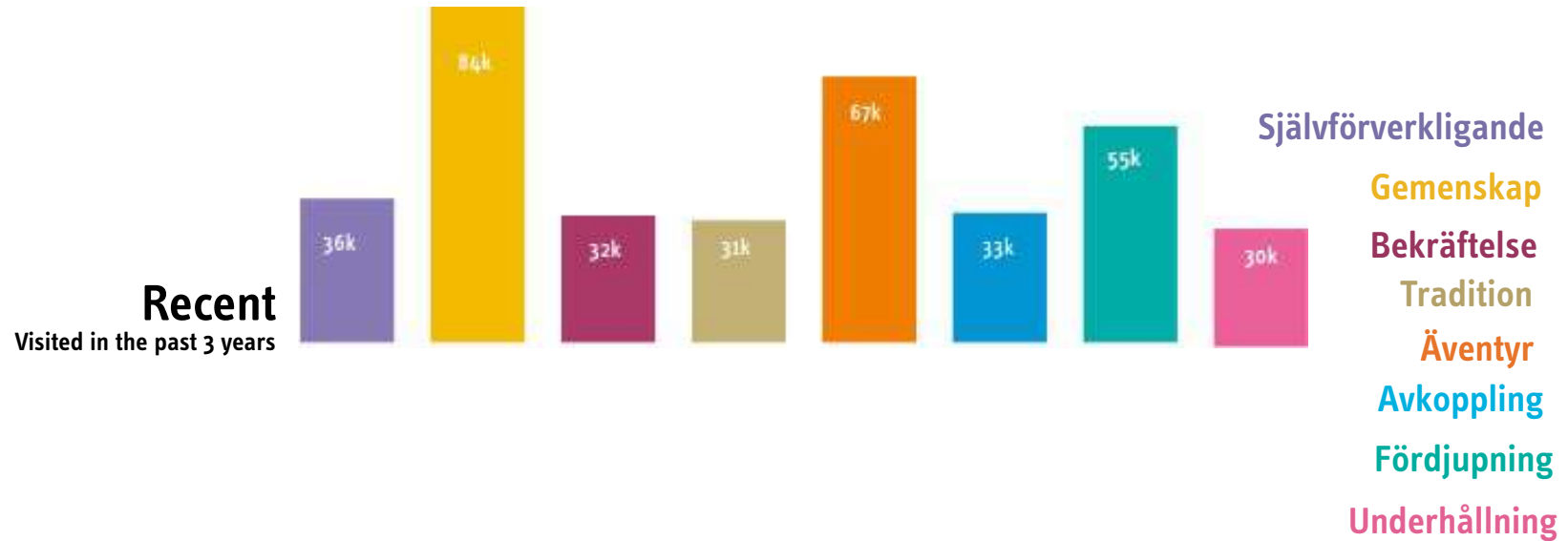


Building an audience engagement strategy

1. Whole market analysis
- 2. Strategic goal setting**
3. Programme development
4. Creative communication development
5. CRM integration



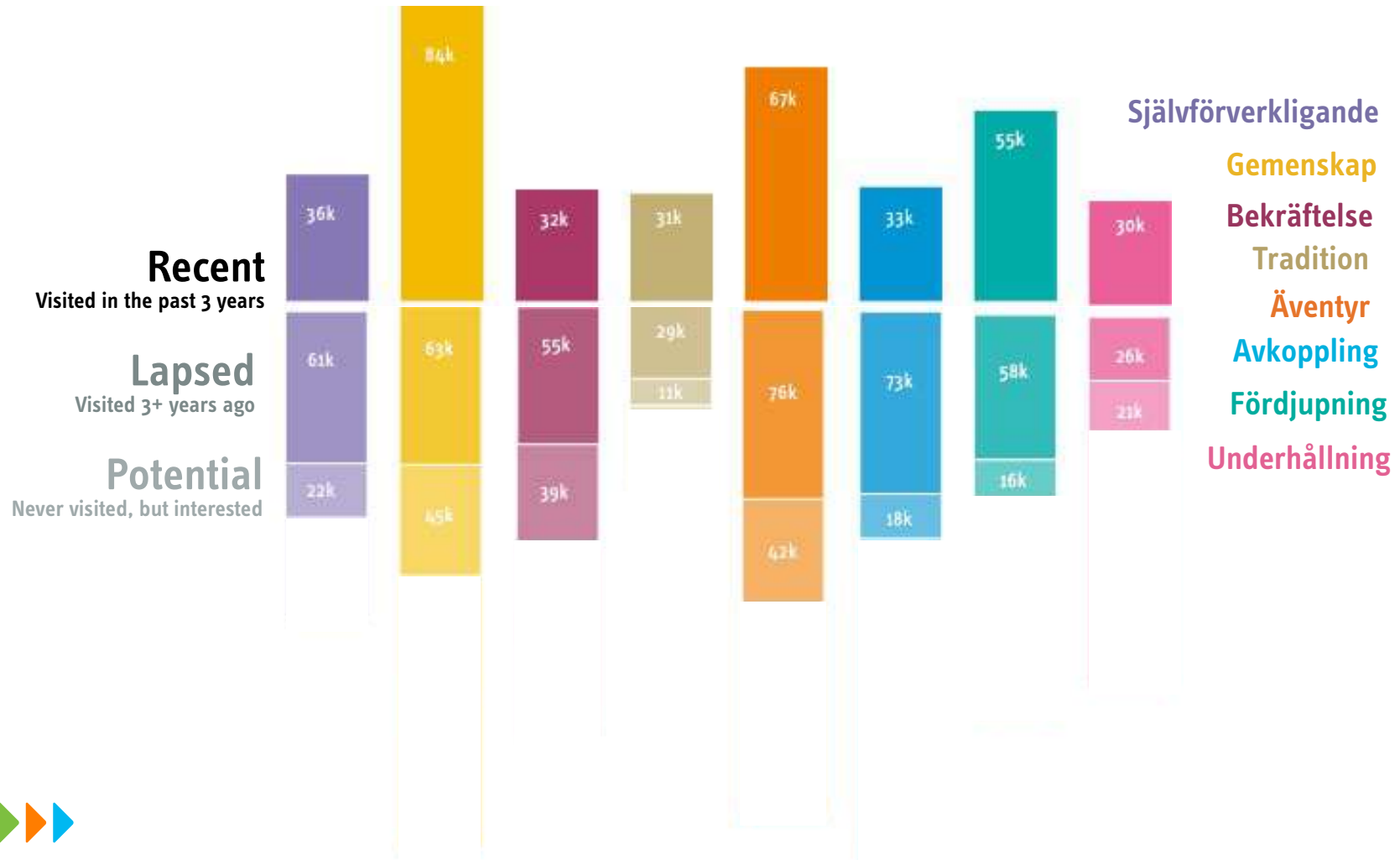
Market potential by Segment: example venue



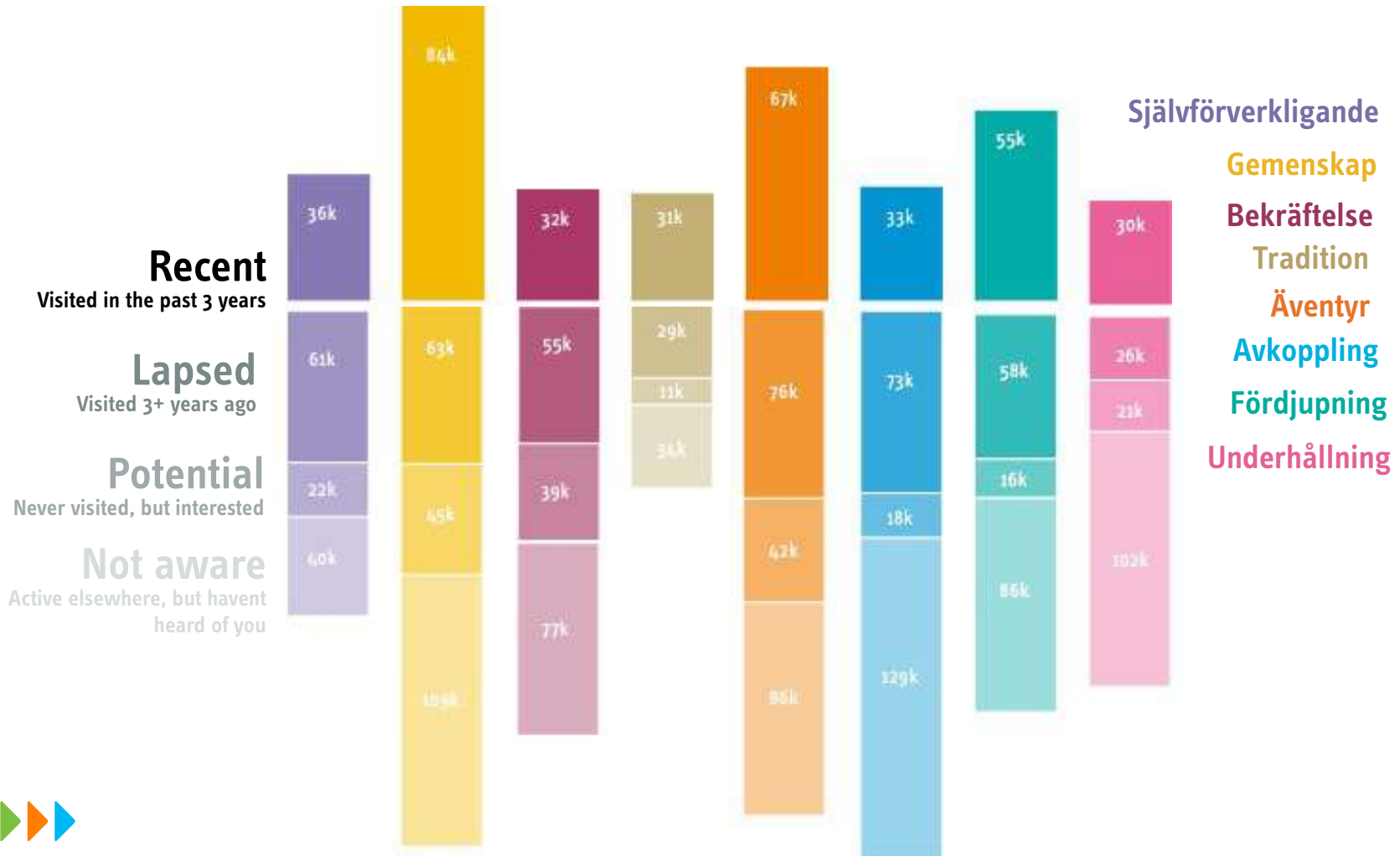
Market potential by Segment: example venue



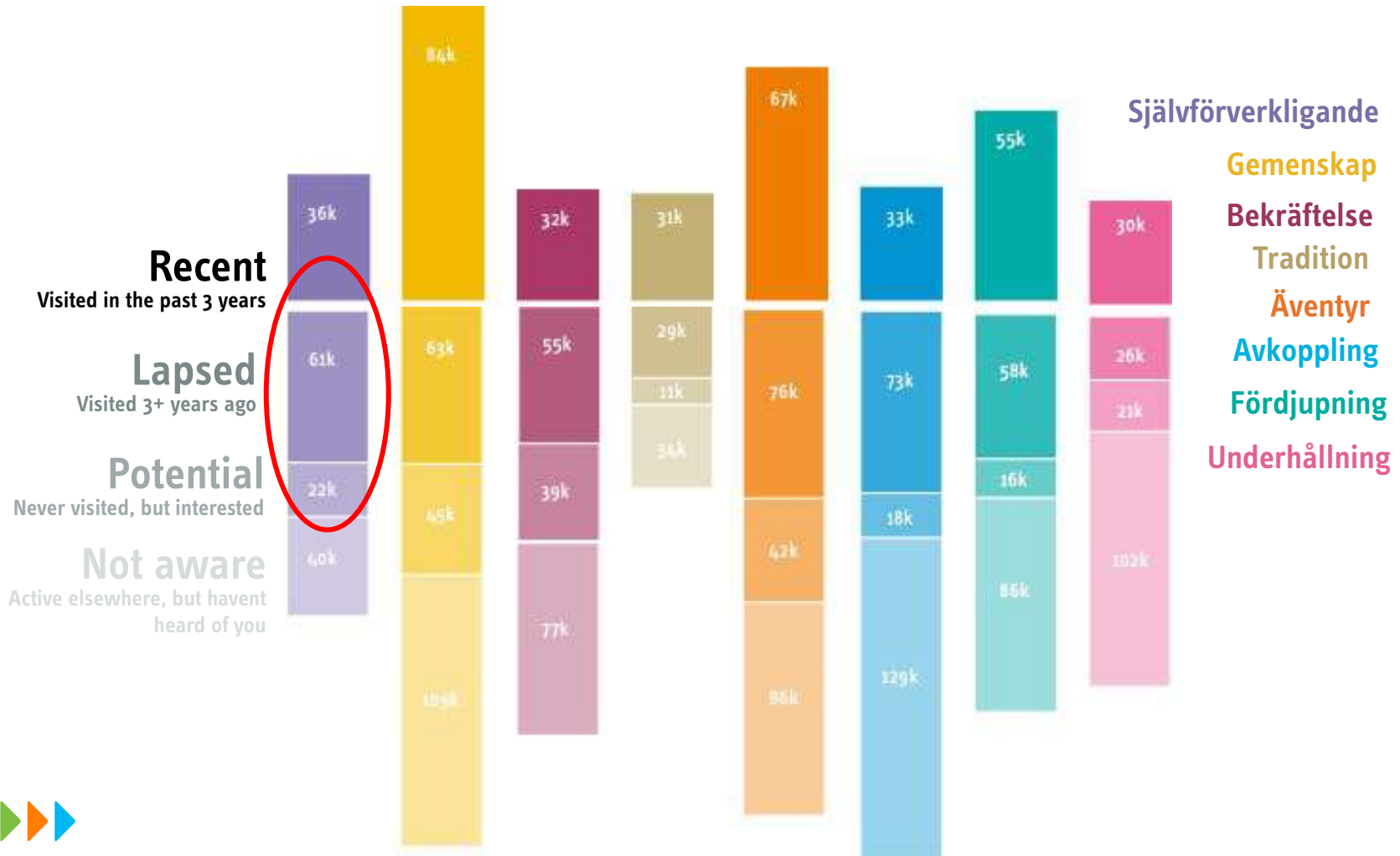
Market potential by Segment: example venue



Market potential by Segment: example venue



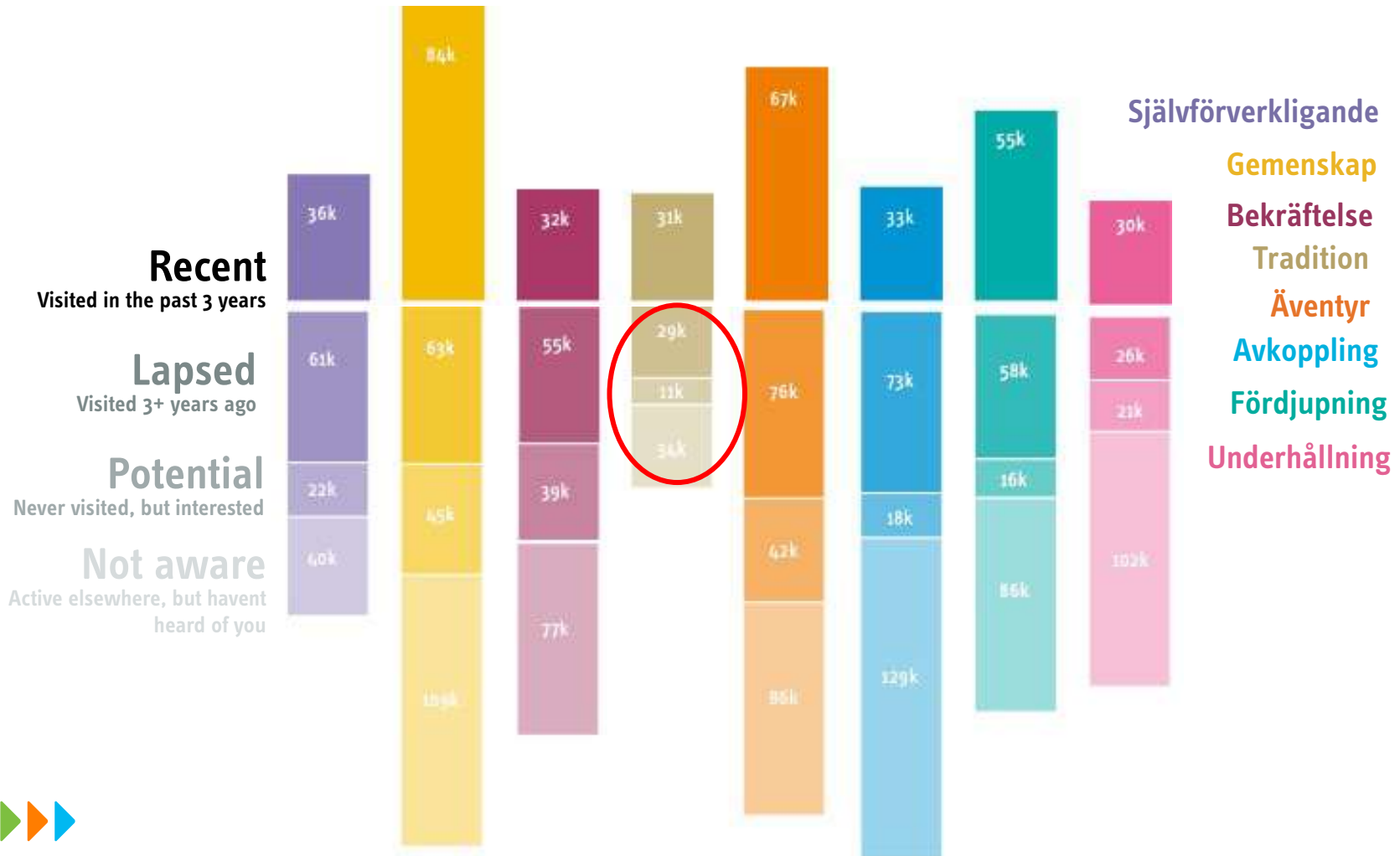
Market potential by Segment: example venue



Market potential by Segment: example venue



Market potential by Segment: example venue



Building an audience engagement strategy

1. Whole market analysis
2. Strategic goal setting
- 3. Programme development**
4. Creative communication development
5. CRM integration





**BENEFITS:
SURPRISING
NOT BORING/ TRADITIONAL
THE BUILDING FOREGROUNDED
BRAND ALIGNMENT**





BENEFITS:
BIG IDEA
INTRIGUE
SURPRISE



For the first time in the Globe's twenty-year history, we are hosting a festival of events dedicated to the topic of Shakespeare and Race, which will include performances, workshops, public lectures, panels and an international conference. Curated to draw attention to and provide a platform for scholars, practitioners and educators of colour in the teaching, study and performance of Shakespeare, this festival will highlight the importance of race to the consideration of Shakespeare not only in his time, but more urgently, in our own.

"This festival aims to address the racial imbalances that exist not only in the industry of theatre but also in Shakespeare studies. As an iconic Shakespeare organisation we are duty bound to engage scholars and artists of all backgrounds and facilitate important and, at times, difficult conversations about the ways in which race is being represented in theatre and in the field. Shakespeare's Globe must have this important conversation as a confident rebuttal to a dangerous regression to white privilege."

DR FARAH KARIM-COOPER

#ShakespeareAndRace



I LIKE
IT.
WHAT
IS IT?

STIMULATION

BENEFITS: EXPERIENTIAL DIFFERENT SPECTACLE DRAMA



THE HISTORY PLAYS.

HENRY IV PARTS 1 AND 2 AND HENRY V

Summer returns, and our new resident Globe Ensemble - featuring some familiar faces - continue Shakespeare's cycle of history plays, joining up the dots from our Richard 3 company who are playing in the Swan Warehouse Playhouse from 12 February - 21 April 2019.

Rehearsal Dinner to be held on Thursday 14th February. Tickets: £10.00. Please contact: 020 7462 1000. **Rehearsal Dinner** to be held on Thursday 14th February. Tickets: £10.00. Please contact: 020 7462 1000. **Rehearsal Dinner** to be held on Thursday 14th February. Tickets: £10.00. Please contact: 020 7462 1000.

EARLY-BIRD
THURSDAY
OFFER.

Book tickets before the end of February for one of these plays performed on the same day as one of our special "History Days", and get 15% off the total cost.

Please refer to the conditions of sale at the back of the brochure for the rules of the "History Days" and see the full terms and conditions on page 10.

RELATED EVENTS

Adult Course

Then Live Shakespeare, History and Fiction
What did history mean to Shakespeare's first audience? How has Shakespeare's idea of history influenced the stories we tell about our own nation, experience and government? Join leading scholars and practitioners from the Globe and elsewhere to explore history-making on stage in Shakespeare's time and our own.

SACKLER STUDIOS

£10.00 per person / Student
Tuesday 20 May - Saturday 2 June
5.00pm - 8.00pm each day

Study Day

A day of workshops, seminars and lively discussion exploring Henry IV Parts 1 and 2 and Henry V, led by Globe artists and leading Shakespeare scholars.

NANCY KNOWLES LECTURE THEATRE

£55 per person / Student
Saturday 10 June, 10.00am

SHAKESPEARE'S
GLOBE



SUMMER 2019



Programming for **Stimulation**



*‘Expect anything from **pagan-gospel** and disco-punk to **feminist rap** or **DIY indie**’.*

31% Stimulation (compared to 19% overall)



Programming for **Stimulation**



‘Aurora Orchestra
performing
Shostakovich’s
Ninth Symphony
from memory.

31% Stimulation (compared to 19% overall)



Building an audience engagement strategy

1. Whole market analysis
2. Strategic goal setting
3. Programme development
- 4. Creative communications**
5. CRM integration



A black and white photograph of a large, dense crowd of people, likely at a movie theater. Almost every person in the crowd is wearing a pair of white 3D glasses. The people are dressed in formal attire, including suits, ties, and dresses. The perspective is from the front of the theater, looking back over the rows of the audience. The text 'One size doesn't fit all.' is overlaid in the upper left corner in a white, sans-serif font.

**One size
doesn't fit all.**

**Better to have
20% of people
80% interested,**

Expression
want to be part of something

**‘For me, it’s really
important to create
memories with
friends and family.’**



För dig.

**Och dig och dig.
Och dig, dig, dig
och dig. Och dig.
Och givetvis för
dig med.**

Riksteatern erbjuder scenkonst – för alla, överallt. Med stort engagemang och tusentals timmar ideellt arbete presenterar vi en rik lokal repertoar med något för alla smaker. Från nyskriven heavy metal-musikal till tidlösa klassiker, och allt däremellan.


Köp biljetter på riksteatern.se



Experience the life enhancing power of plants
at the Kew Gardens Summer Festival



From 24 May


PLANTASIA



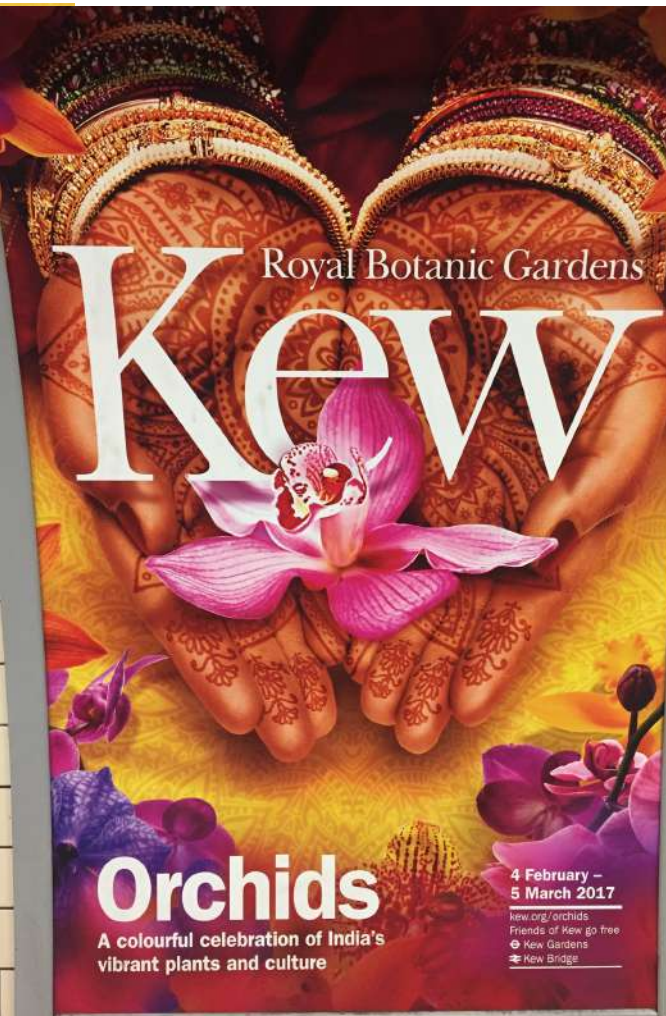
Try the Barefoot Walk | Enjoy the Gin & Tonics Garden | Touch the heart of the Healing Giant

Book at kew.org/plantasia. Members go free

 Kew Gardens  Kew Bridge

Supported by
 **gsk** do more feel better live longer

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Royal Botanic Gardens

Kew

Orchids

A colourful celebration of India's vibrant plants and culture

4 February – 5 March 2017

kew.org/orchids
Friends of Kew go free
📍 Kew Gardens
🚶 Kew Bridge

Exterior



Royal Botanic Gardens

Kew

Orchids

A spectacular carnival of dazzling Brazilian colours

6 February – 6 March

kew.org/orchids
Friends of Kew go free
📍 Kew Gardens
🚶 Kew Bridge



R.N.C.M.

DAY OF S NG





Bold colors and words to evoke the power of the live experience



Buzz words Faces

Join in

Concerts for everyone at
LSO St Luke's and the Barbican.

At LSO St Luke's we welcome performers of all ages, and this summer's Special Guests are no exception. With representatives from across the country and from local London boroughs, we're showcasing some of the very best young talent in music.

3 April sees the **National Orchestra For All** present their season finale. A dedicated ensemble of young musicians of all abilities, their finale is the product of 12 months of nationwide residential courses and events. Later in the month we celebrate the best of London's local youth music programmes, joining us on 10 April, the **Camden Music Service** presents a day-long festival, featuring a variety of ensembles from very

beginners to the fully-fledged. And finally, the Harrow Junior Wood Hall on 16 April features trumpeter Guy Barker.

The celebration of your talent, but continues over the year the London Symphony is drawing to a close with Sir Maxwell Davies' The on the tale of the mythical brand new children's of youth choirs alongside School and the London



Ambassadors

LSO Create
Rebecca Oliver and
Rachel Leach present
For one day only LSO Create
and participation group
take over the Friday Lunch

Free entry - no ticket

LSO Discovery Friday Lunch
are generously supported by
Charitable Trust and LSO
is generously supported by
Corporation's charity City

Sun 17 Apr 11am-5pm
Barbican and LSO

LSO DISCOVERY
DISCOVERY DAY

One of Haydn's best-loved
the Seasons is revived
with Sir Simon Rattle
afternoon's exploration
in art and music at LSO

Matthew Head

Get Involved

LSO St Luke's is the home of LSO Discovery, the LSO's
education programme. With so much to get involved
with, the venue is always a bustling hive of activity.

MEET REBEKAH CARPIO

Rebekah is a clarinetist, currently studying for her PhD at the Guildhall School. She is passionate about discovering how the arts can reach and positively impact audiences in creative and innovative ways. We asked her why she chose to become an Ambassador for LSO St Luke's.

With all the great events going on at LSO St Luke's, it was a no-brainer for me to become an ambassador. I'm always looking for ways to get involved and I'm excited to be part of the team.

Find out how you can get involved
lso.co.uk/lso-discovery



VINEYARD
THEATRE

PRESENTS

Memory is
a funny thing.

SAVE
\$20

Dot

by **Colman Domingo**
Directed by **Susan Stroman**

BUY TICKETS

AN AMERICAN PREMIERE FROM THE WRITER OF KING CHARLES III

LOVE

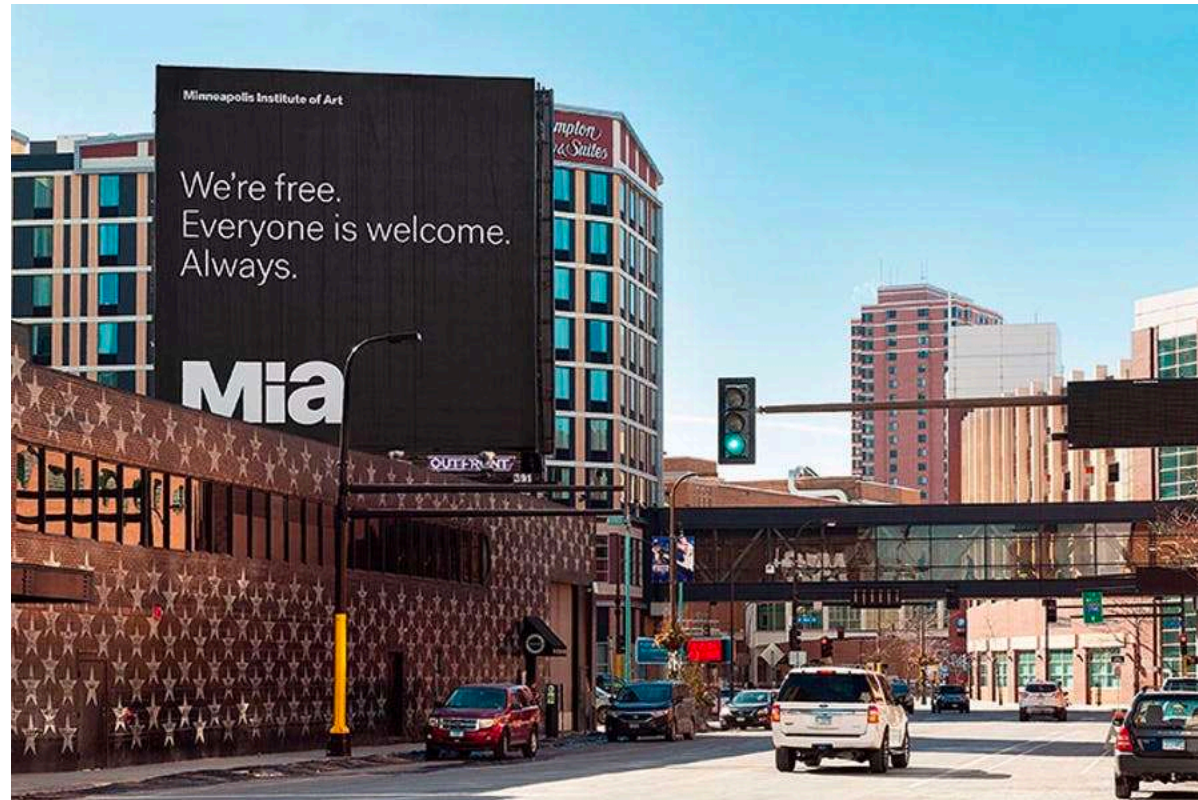
LOVE

LOVE

One generation dreamed.
The next woke up.

ROUNDABOUT
THEATRE
COMPANY

BY
MIKE BARTLETT
DIRECTED BY
MICHAEL MAYER





Expression buzz words	GOOD	NOT GOOD
	Join in	Exclusive
	Get involved	Private
	Expression	Formal
	Everybody	
	Festival	
	Freedom	
	Celebration	
	Find out more	
	Get closer	
	Culture	
	Creativity	
	Craft	
	Craftmanship	
	Mood	
	Joy	
	Dream	
	Feel	
	Experience	
	Shared	
	Immersive	
	Emotional	
	Moving	
	Touching	
	Uplifting	
	Colourful	
	Vibrant	
	Nature	
	Community	
	Friendship	
	Fantasy	
	Imagination	
	Exquisite	

Essence

‘The waffle about how glamorous the exhibition will be puts me off. I’m not interested in the wrapping paper, only the contents.’



**‘What I like is the kind of
theatre that really gets
into your head’**

Current Essence
audience member



Fr 1 02 Nov // 7.30pm // RNCM Concert Hall

RNCM SYMPHONY ORCHESTRA

Richard Wagner *Tristan und Isolde*: Prelude to Act 1

Sergei Prokofiev Piano Concerto No 3 in C major Op 26

Aaron Breeze New work

Modest Mussorgsky (arr Ravel) *Pictures at an Exhibition*

En Shao, Jack Sheen conductors

Anna Denisova piano

The concept of 'originality' is turned on its head in this programme. Mussorgsky's tribute to his artist friend Victor Hartmann was composed as a series of piano pieces and the composer never thought to orchestrate the work himself. Several took on that task but Ravel's 1922 orchestral version outstrips its competitors in the brilliance of its colours and sheer ingenuity. Jump forward to 2018 and tonight, we have the chance to hear RNCM composer Aaron Breeze's response to this seminal work as he adds his own new picture to the exhibition.

Wagner is credited with changing the course of Western music with just four notes – the first chord of tonight's opening piece. You can find out more about the 'Tristan chord' and other musical innovations in David Horne's pre-concert talk.

Tickets £5
No concessions

+

6.30pm // Foran Lecture Theatre

TALK: Musical Firsts? - With David Horne (RNCM)

Free admission, no ticket required

+

5.30pm // Carole Nash Recital Room

SPOTLIGHT: Stephen Sondheim

Showcase - Songs from his most beloved and lesser-known characters

Free admission, no ticket required

Richard Wagner (1859)

The chord that changed the world

Acrylic on canvas

Sergei Prokofiev (1921)

Edgy brilliance

Acrylic on canvas

Aaron Breeze (2018)

Coming soon...

Acrylic on canvas

Modest Mussorgsky (arr Ravel) (1922)

From black and white to colour

Acrylic on canvas



IF YOU THINK
TARKOVSKY
COMPOSED
SWAN LAKE,
DON'T TRY
MUBI.

MUBI
HAND-PICKED CINEMA

WATCH A WEEK OF FREE FILMS AT MUBI.COM/JVC

271-263



6





ROYAL
ANNOUNCING
SEP 2019 - AUG 2020
A YEAR OF WORK WRITTEN BY
MIRIAM BATTYE
GURPREET KAUR BHATTI
JUDE CHRISTIAN
CARYL CHURCHILL
TIM CROUCH
E.V. CROWE
SARAH HANLY
ALESHEA HARRIS
SAMI IBRAHIM
EVE LEIGH
SABRINA MAHFOUZ
SOMALIA SEATON
STEF SMITH
PABLO MANZI
ALISTAIR MCDOWALL
AL SMITH
DEBRIS STEVENSON (FEAT. JAMMZ)
ED THOMAS
WENDE



Exterior



JAPAN HOUSE
LONDON

Discover Japan on Kensington High Street

JapanHouseLondon.org
[@JapanHouseLDN](https://www.instagram.com/japanhouseLDN)

Essence buzz words?	GOOD Excellent Sensual Depth Examines Thoughtful Beautiful Visceral	NOT GOOD Popular Mainstream Entertainment Unmissable Everyone's favorite Accessible
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NOTE: Essence would hate the idea of
'buzz words'



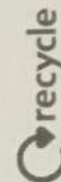
Stimulation

Want you to break the rules

‘I like it when
I go and see
things that I
just wasn’t
expecting.’



Opening 16 June *THAT'S SOON!*



15

~~Is it a fact that it's
a good idea to see?~~

*No one cares!
just put:*

*I'm the bees
balloons
Come see
my
show!*

Ms Laura Karbn
23 Heathfield Road
Wavertree
LIVERPOOL
L15 9EU



*ABSOLUTE
LEGEND* ↑

From Peer bloomin Gynt

(p.s. ye na doesn't even have a purple bin.)

**THE AWARD-WINNING
#EVCOMPANY
2018 PLAY 4 OF 4**

everyman

Hope Street, Liverpool, L1 9BH

everymanplayhouse.com

/the-big-i-am



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



LIVERPOOL 2018

/everymanplayhouse

@LivEveryPlay

@LivEveryPlay

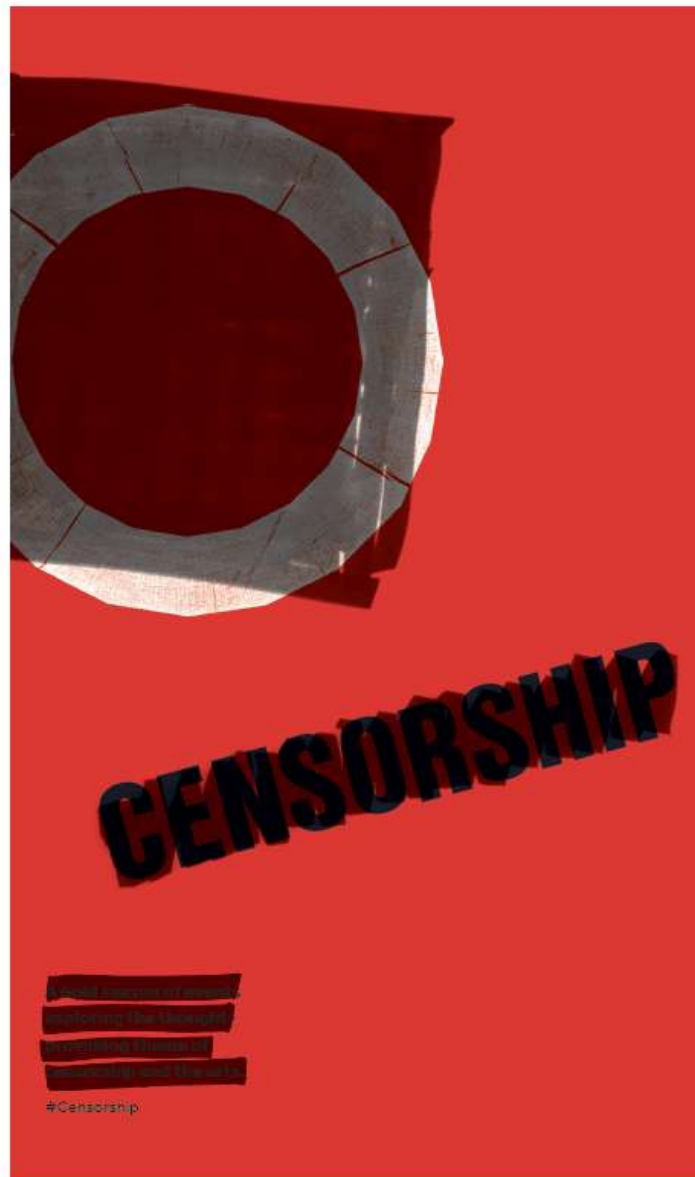
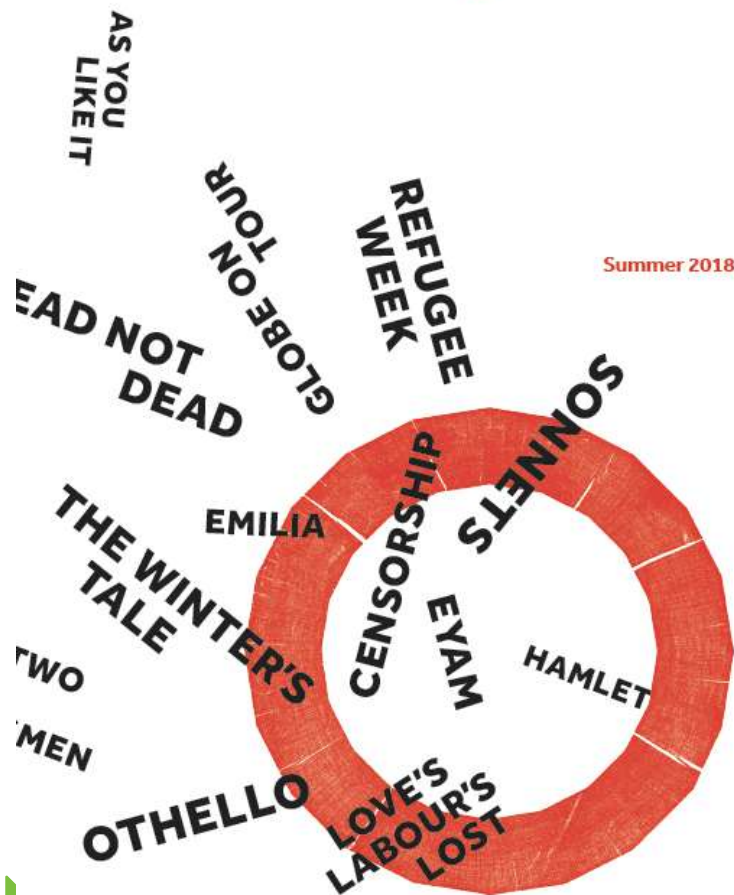
0151 709 4776

everymanplayhouse.com



SHAKESPEARE'S
GLOBE

Summer 2018





HISTORY UNFOLDS

Contemporary Art Meets History




The
Night
Shift

CLASSICAL MUSIC MINUS THE RULES

OLD QUEEN'S HEAD, ISLINGTON 26.07.16 20:30 - 22:30 GMT

   [OAENIGHTSHIFT](#)
[THENIGHTSHIFT.CO.UK](#)

 Orchestra of the
Age of Enlightenment



Want some Beethoven, and maybe a burger?

TOMORROW NIGHT

TUESDAY 26 APRIL 2016
THE OLD QUEEN'S HEAD, ISLINGTON

£10 / £5 STUDENTS
ONLINE OR ON THE DOOR
DOORS 19:30, MUSIC 20:00

[BUY ADVANCE TICKETS](#)

[WHERE IS THE OLD QUEEN'S HEAD](#)



What's this? It's someplace new.



NEW VENUE



Welcome to Peckham

It used to be a cricket bat factory. Now it's a sprawling arts venue, and the jewel of south London's night life. Say hello to **Peckham's Bussey Building** (also known as the CLF Art Cafe).

Picture big industrial spaces, steel ceilings, concrete dance floors and a big, busy bar.

And best of all? The Night Shift is gonna be there at the end of the month.

31 May 2016, 8.30PM
CLF Art Cafe/Bussey Building

BOOK
TICKETS

f JOIN THE
EVENT



Exterior

barbican

Presented by
NET-A-PORTER
tp bennett



Book now
Advance booking essential
Free for Members

#BoomForReal

Basquiat Boom for Real

21 Sep 2017 – 28 Jan 2018

Barbican Centre for the Performing Arts, 2012-2013

Your next home
could be out of
this world.

Don't get left behind.



the
DESIGN
MUSEUM

designmuseum.org

Come in today to discuss
your interplanetary property needs.

MOVING TO MARS



#GenerationMars



FOMO? WE CAN HELP WITH THAT

Stay in touch with the latest from the MCA
on your favourite social network.



mca.australia



@mca_australia



@mca_australia



mcanow



MCA App



mcaaustralia

Museum of
Contemporary
Art Australia

MCA, Australia's Museum of Contemporary Art, is a not-for-profit organisation. All proceeds from the sale of artworks go to the Museum of Contemporary Art Australia.

The
Lightbox

Be the
first to
know



Royal Botanic Gardens
Kew

The Hive
Step inside and discover
the secret life of bees

Open now until
November 2017

kew.org/thehive
Friends of Kew go free
📍 Kew Gardens
🚶 Kew Bridge

Image: Phil Witte / Kew Gardens

A photograph of the interior of Westminster Abbey, showing the high vaulted ceiling with intricate ribbing and a central golden chain. The perspective is looking down a long aisle.

Westminster Abbey

So many
secrets
waiting to
be revealed

Become a member for unlimited free entry

Book online today for fast track discounted entry

Stimulation buzz words	GOOD	NOT GOOD
	New	Mass market
	Buzz	Mainstream
	Fresh	Traditional
	Surprise	Much-loved
	Unexpected	Comforting
	Different	
	Challenging	
	Cutting-edge	
	Be the first	
	Experimental	
	Quirky	
	Curious	
	Intriguing	
	Unusual	
	Interesting	
	Boundary-pushing	
	Try something	
	Best kept secret	
	Tipped to be the next	
	Adventure	
	Edge/ edgy	
	Extraordinary	
	Fun	
	Throw away the rules	
	Time limited	
	Pop-up	
	Get closer	
	Special	
	Unknown	



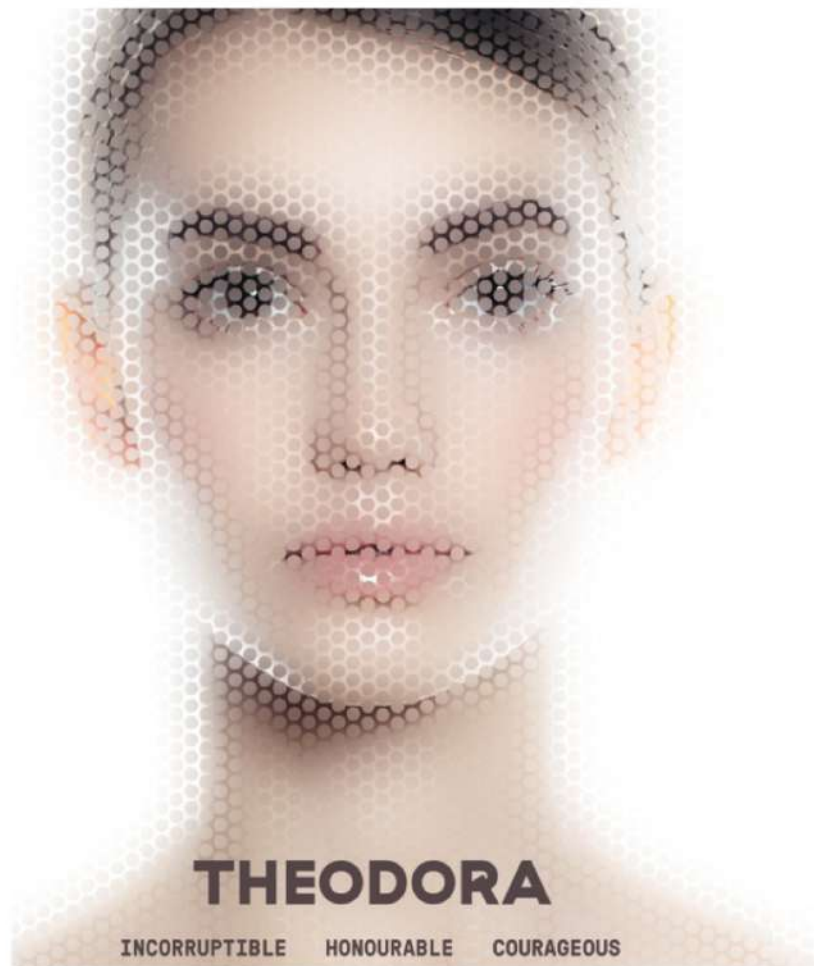
Building an audience engagement strategy

1. Whole market analysis
2. Strategic goal setting
3. Programme development
4. Creative communication development
- 5. CRM integration**



Tag your database, target your comms

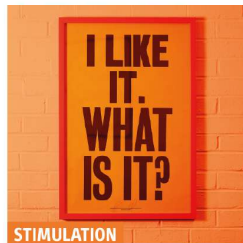




Differentiated subject lines



'RNCM Opera: Handel's *Theodora*.'



'Opera in a Library? Why not!'



'Handel's *Theodora*: a tale that speaks to our hearts and minds'



The Results

RNCM Opera: Handel's *Theodora*

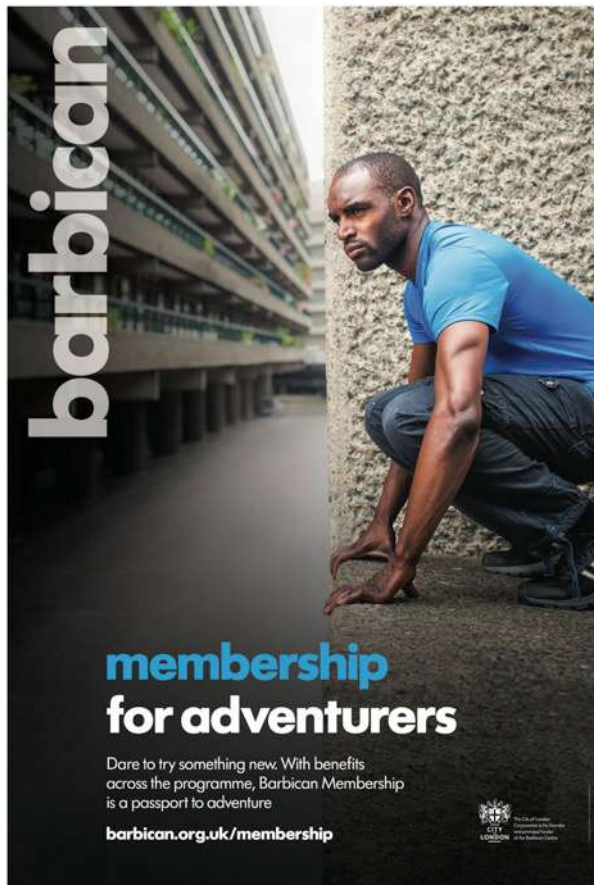
Campaign	Open Rate %	Click-Through Rate %
Essence	48%	4.34%
Expression	50.4%	5.16%
Stimulation	50.39%	4.88%
Rest of Opera E-list	35.43%	2.89%

The Results

Season Launch Campaigns

Season Launch Emails	Average Open Rate %	Average Click-Through Rate %
*Segmented (Culture Segments)	48.89%	12.62%
Non-Segmented	26.68%	5.57%

*Results since we started segmenting our Season Launch campaigns in Autumn 2017



Dare to try something new...

STIMULATION



Share the love, bring a guest...

EXPRESSION



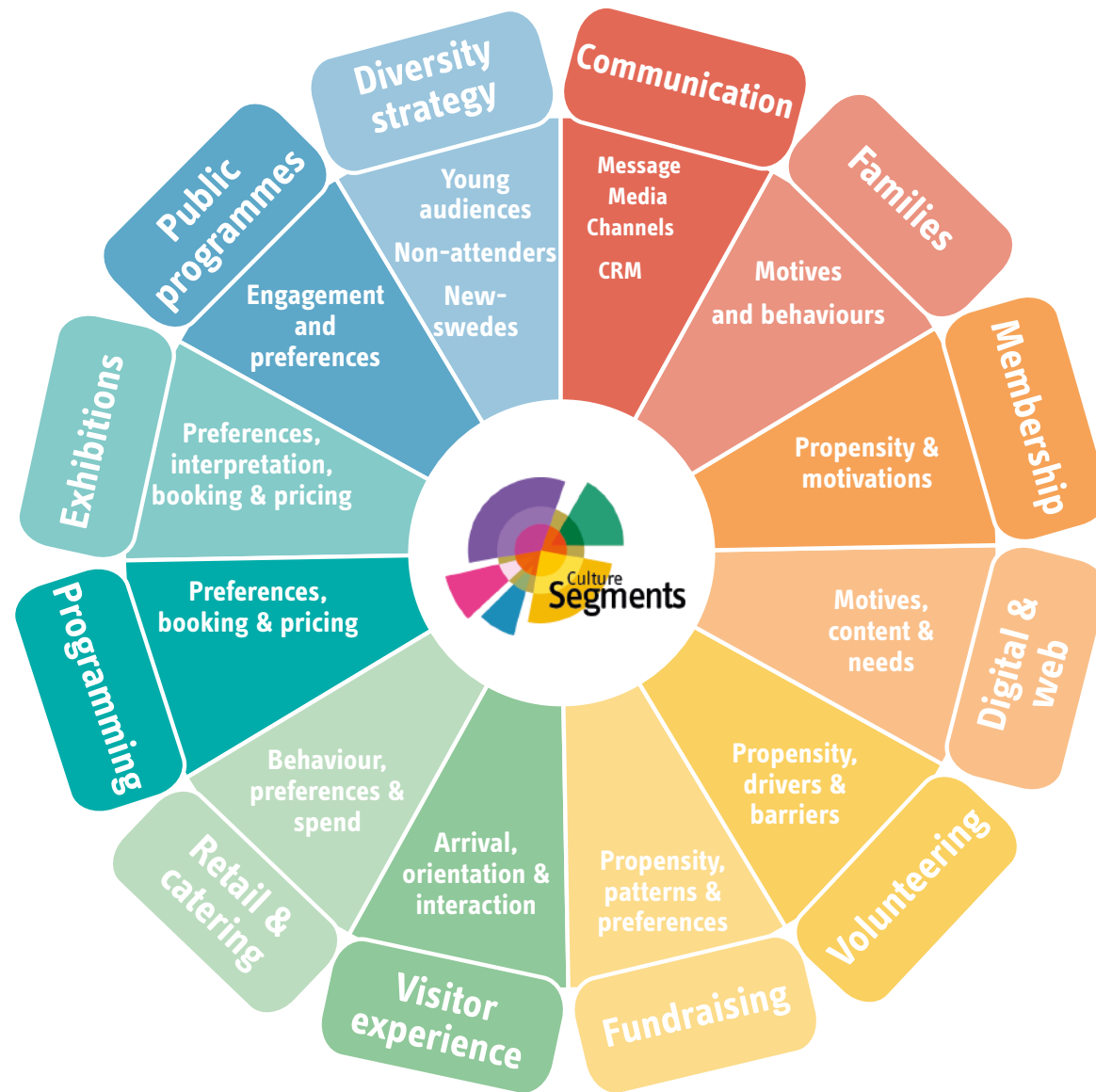
Be in the know: special events bring you closer...

ESSENCE

Building an audience engagement strategy

1. Whole market analysis
2. Strategic goal setting
3. Programme development
4. Creative communications
5. CRM integration





Thank you

@mhmandrew

andrew.mcintyre@mhminsight.com

mhminsight.com

