

Insight

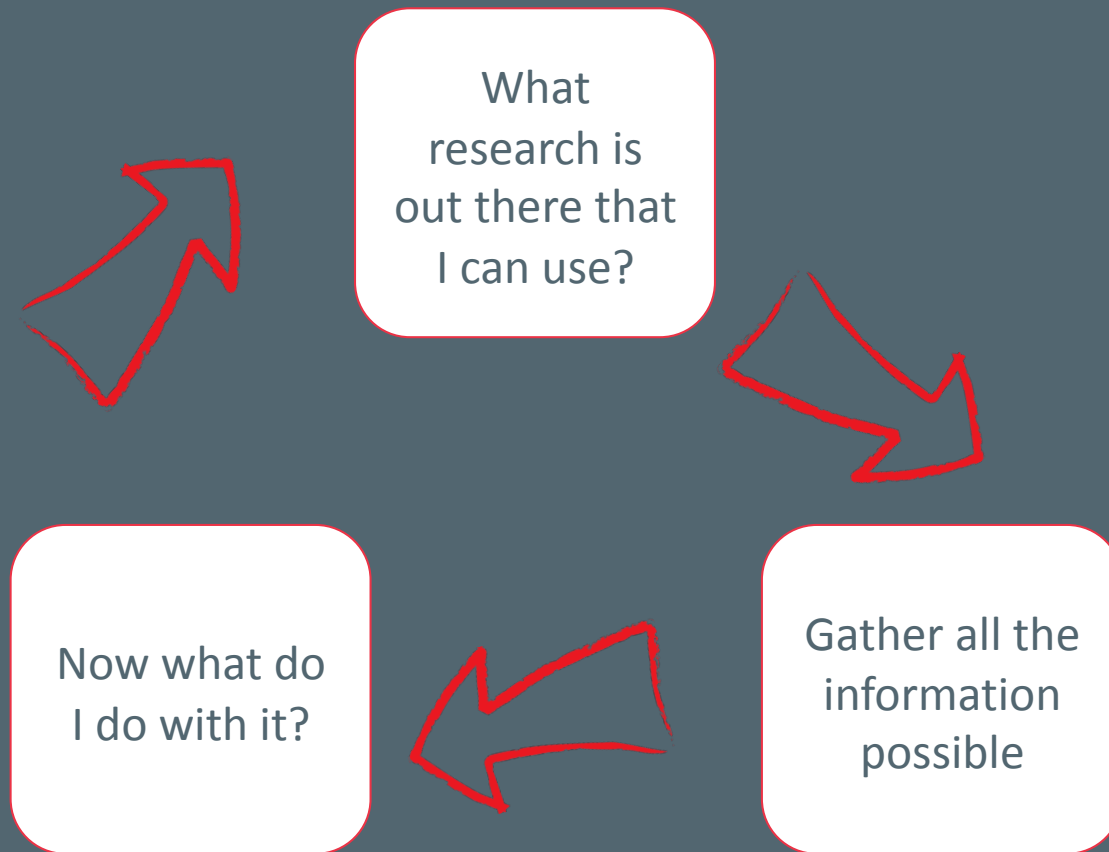
Neasa Cunniffe
Omnicom Media Group



Research \neq Insight



The “So What” problem



Start with the So What

What would I
really like to
know?



Gather pieces of
the puzzle
wherever you
can find them



Draw out the
most
meaningful
insights



There is no substitute for thinking



Big Picture

Ask

1. What are the macro trends impacting on theatre attendance? Economic, social, political, technological...
2. What are the key consumer trends impacting on arts or entertainment preferences?
3. How is the communications landscape impacting on the arts category?
4. What new or evolving attitudes or behaviours are increasing / decreasing in Ireland?

Use



Central Statistics Office



Media Tracking



Research Company Websites
Amarach, B&A, Red C



PSFK, Trendwatching.com



Google Insights for Search



BlogPulse / TweetStats



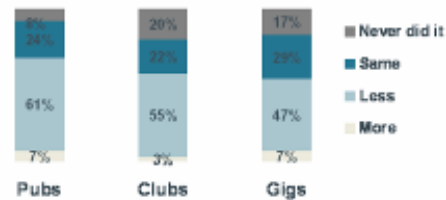
For example, “staying in” has been a dominant macro-trend for the last couple of years

Is Ireland no longer the land of the Pub?

OMD



Q. As a result of the recession, how much more or likely are you to do each of the following?



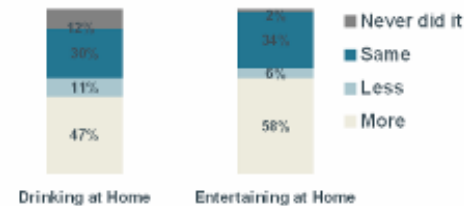
“Everyone is spending more time in houses now. It has been a very long time since I have gone to the pub for casual drinks with my mates and I miss it”

”

Entertaining at home is still increasing in popularity

OMD

Q. As a result of the recession, how much more or likely are you to do each of the following?



“Instead of going out for restaurants and coming straight home again I find I am having friends over to cook and eat dinner and breakfast or even for coffee. We watch movies or have a few drinks. Its surprisingly comfortable, because you can sit around your own house as long as you like. Nobody is telling you to make way for the next customers”

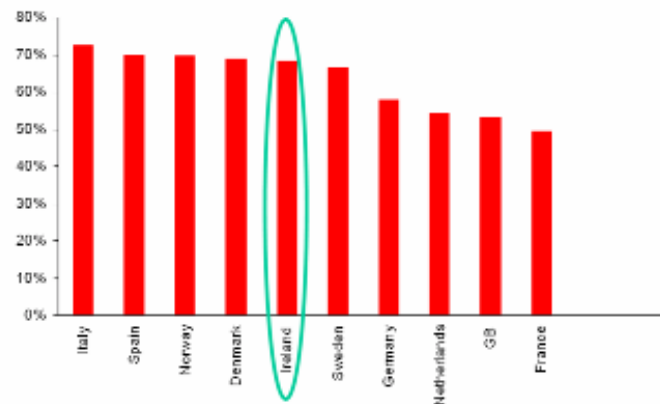
”

Another long-term trend is “Smart Boredom” – people feel an increasing need to have productive or meaningful leisure time

People's need for new experiences

% who feel a strong or moderate need for new experiences, by country

“Different people have different needs. For each item I read out will you please tell me whether you feel the need for it strongly, moderately, slightly, or not at all?... To satisfy my need for new experiences”



Source: nVision Research
Base: 11,000 aged 15+ / 3,500 aged 16+ (Nordics), 2007

nVision

“More importance should be given to spare time than to work”

% who totally agree or tend to agree, by country

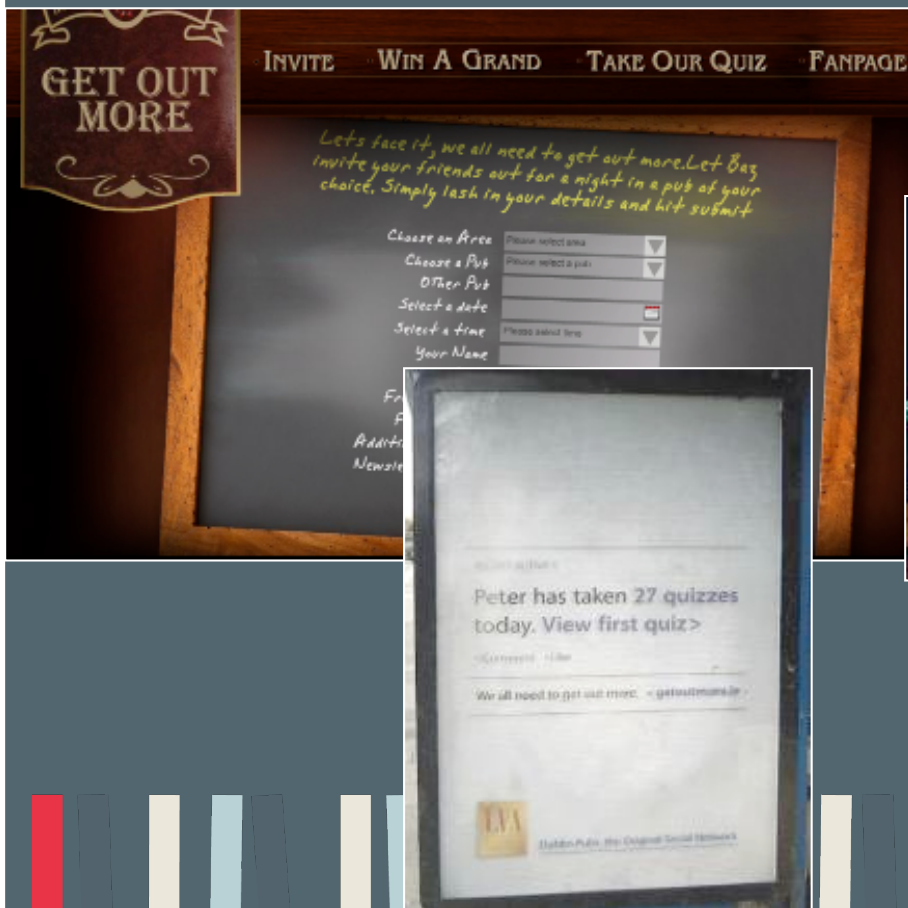


Source: Eurobarometer/nVision
Base: 1,000 respondents per country aged 15+

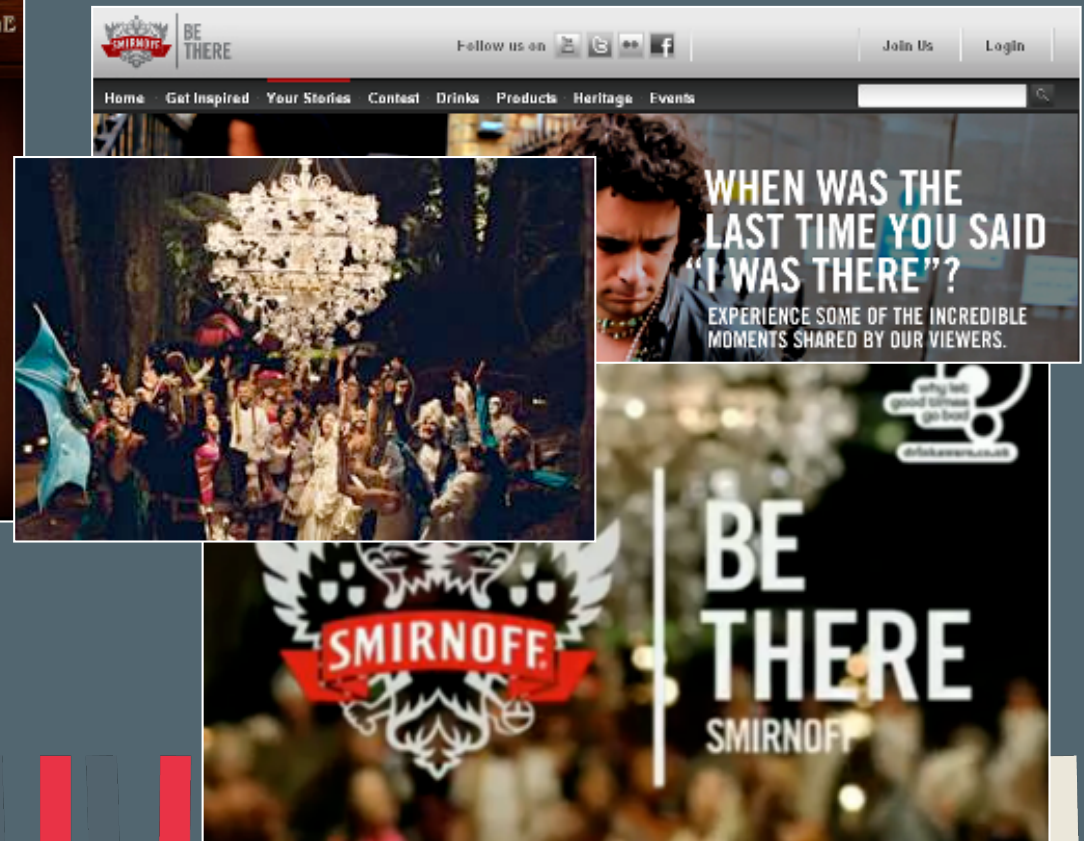
nVision

How others are responding to these macro-trends...

LVA Dublin pubs “Get Out More”



Smirnoff “Be There”

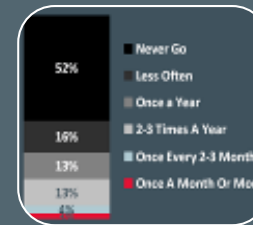


People

Ask

1. Who are they? Demographically
2. Who are they? Theatre Attendance Levels
3. Who are they? Lifestyles, Interests, Attitudes & Behaviour, Media Consumption
4. What is their motivation to attend this play?
Regular theatre attendees? Family night out?
5. What will trigger them to buy a ticket?
Perception of value? Exclusive performance?
Special occasion?

Use



TGI Data



Exit Polls



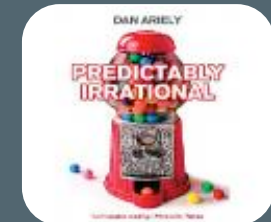
Audience Focus Groups



Survey Monkey



Google - Best Practice,
International Research



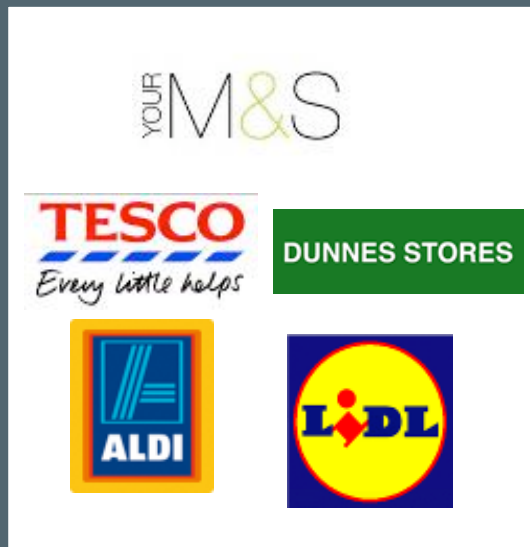
Psychology, Behavioural
Economics



The more you understand people in general – the more you can influence their decision making process

Framing

Supermarkets



Restaurants



The more you understand your specific target consumer, the more you can understand their particular motivations

Barriers

Staying In

"I enjoy entertaining people at home"
(Index 130)

"I really enjoy cooking"
(Index 123)



Theatre Adorer

Drivers

Smart Boredom

"How I spend my time is more important than how I spend my money"
(Index 130)

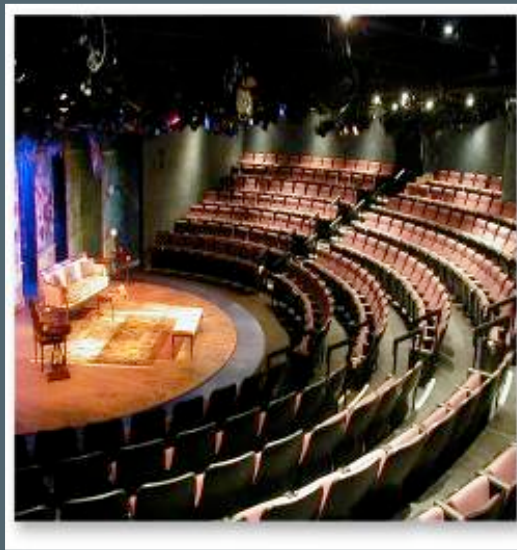
"I like to pursue a life of challenge, novelty and change"
(Index 121)



Position your offers in a favourable frame of reference

Framing

Night In

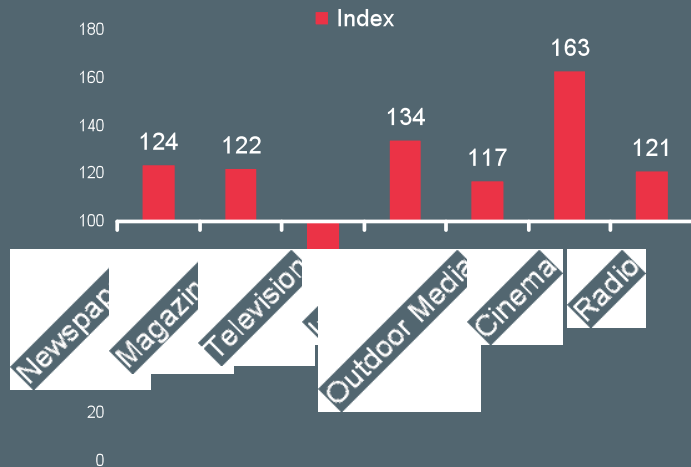


City Break in Paris

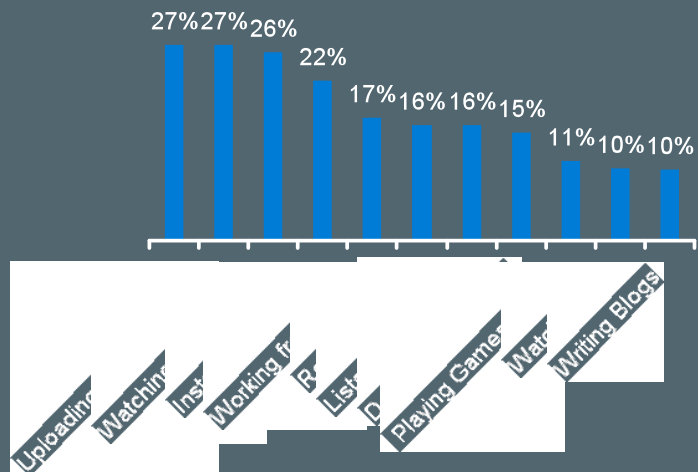


And the more you can speak to them through the right channels, time and place

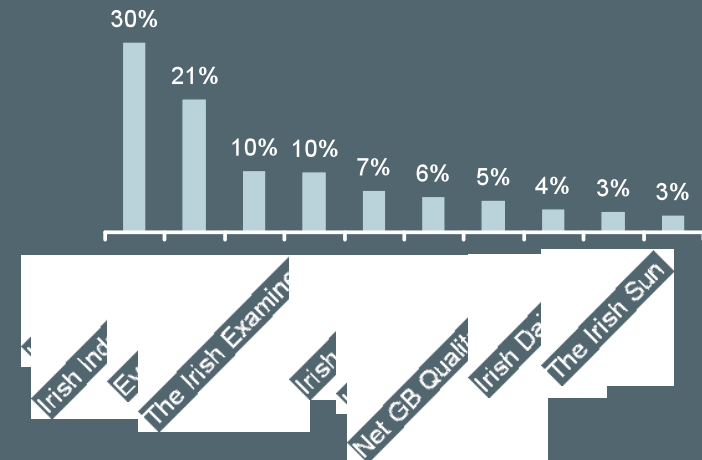
Media Pattern



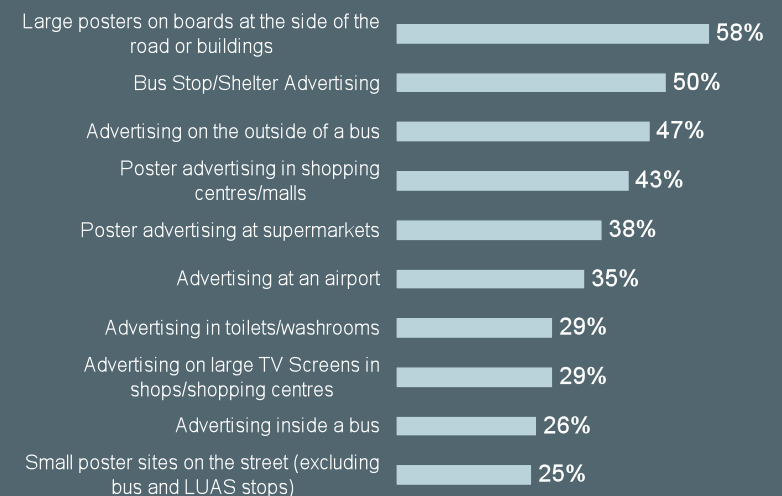
Internet Activities



Newspapers



Outdoor



Product

Ask

1. What are you selling? Is it the Theatre, the Production Company or the Play?
2. Does your product vary depending on who you are talking to and what they are interested in buying?
3. How influential is your overall brand? What are it's ambitions?
4. How do you stack up against your competitors? From other theatres to other modes of entertainment

Use

Table 1: Audience Benchmarking

	Age	Gender	Income	Education	Occupation	Location
Company A	25%	60%	£15k	70%	Professional	Urban
Company B	30%	55%	£12k	65%	Professional	Urban
Company C	20%	65%	£18k	75%	Professional	Urban
Company D	28%	58%	£14k	68%	Professional	Urban
Company E	22%	62%	£16k	72%	Professional	Urban

Audience Benchmarking



Your Box Office Records



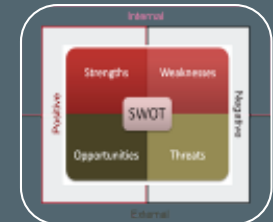
Entrance & Exit Polls



Focus Groups



Blogs, Forums, Reviews



SWOT Analysis



Are different messages more appealing for certain audiences?



02 087

ROUGH MAGIC PRESENTS A SPARKLING PRODUCTION OF
OSCAR WILDE'S GREATEST COMEDY

FROM 2 JUNE

3 WEEKS ONLY

**THE IMPORTANCE OF BEING
EARNEST**

A Trivial Comedy for Serious People

with multi-award winning actress (*The West Wing*, *Six Degrees of Separation*, *Grease*)
STOCKARD CHANNING AS LADY BRACKNELL

GAIETY BOOKING: 01 677 1717 www.gaietytheatre.com

JCDecaux

arts council theatre



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Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	<small>Tip: Use a comma as shorthand to add comparison items. (tennis, squash)</small> <ul style="list-style-type: none"><input checked="" type="radio"/> The Importance of Being Earnest<input checked="" type="radio"/> Stockard Channing<input checked="" type="radio"/> Rough Magic + Add search term	<div>Web Search ▼</div> <div>Ireland ▼</div> <div>Last 90 days ▼</div> <div>All Categories ▼</div> <div>All sub-regions ▼</div> <div>Search</div>

Web Search Interest: the importance of being earnest, stockard channing, rough magic

Ireland, Last 90 days

Categories: [Arts & Humanities](#), [Entertainment](#)

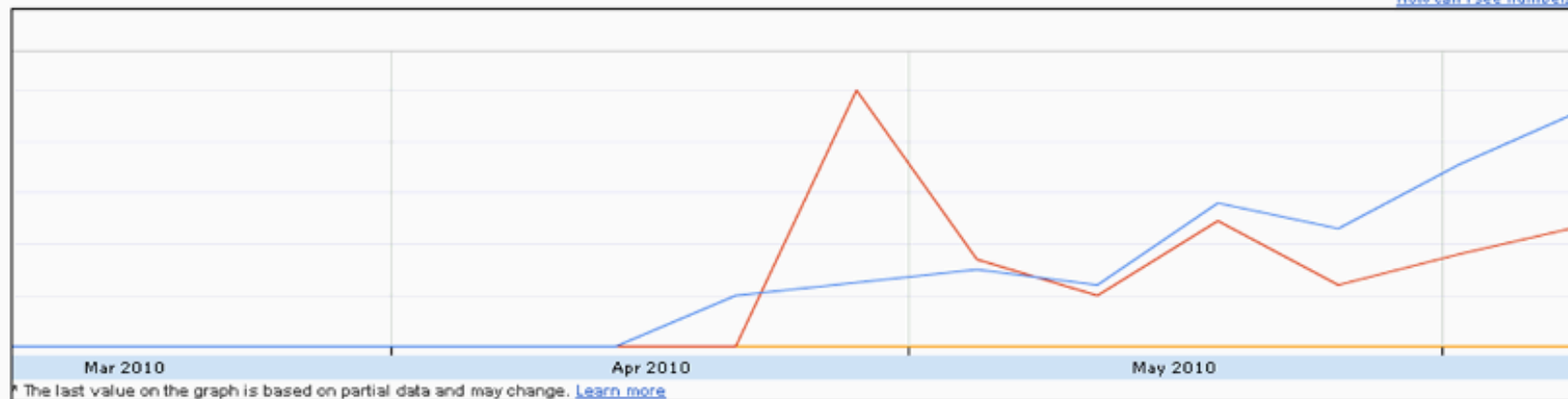
Totals [?](#)

the importance of ... 
stockard channing 
rough magic 

Interest over time

☐ forecast [?](#) ☐ News headlines

[How can I see numbers?](#)



Are different messages more appealing for certain audiences?



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Arts Council Theatre logo

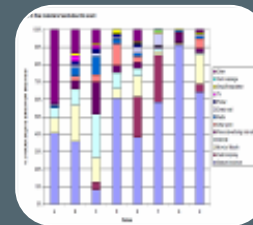


Path to Purchase

Ask

1. How do people buy in this category? Do they decide they want a night out, then choose a play or, do they see a play and organise the night?
3. What media channels are most influential at each stage of their path to ticket purchase?
4. What media channels do you have available to you and what role do they play. Awareness vs. Information vs. Participation vs. Persuasion.
5. How does your marketing budget work with your PR activity / social media activity etc.

Use



Audience Benchmarking



Survey Monkey



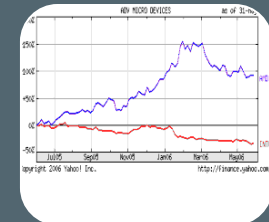
Media Owner Research



Medialive.ie



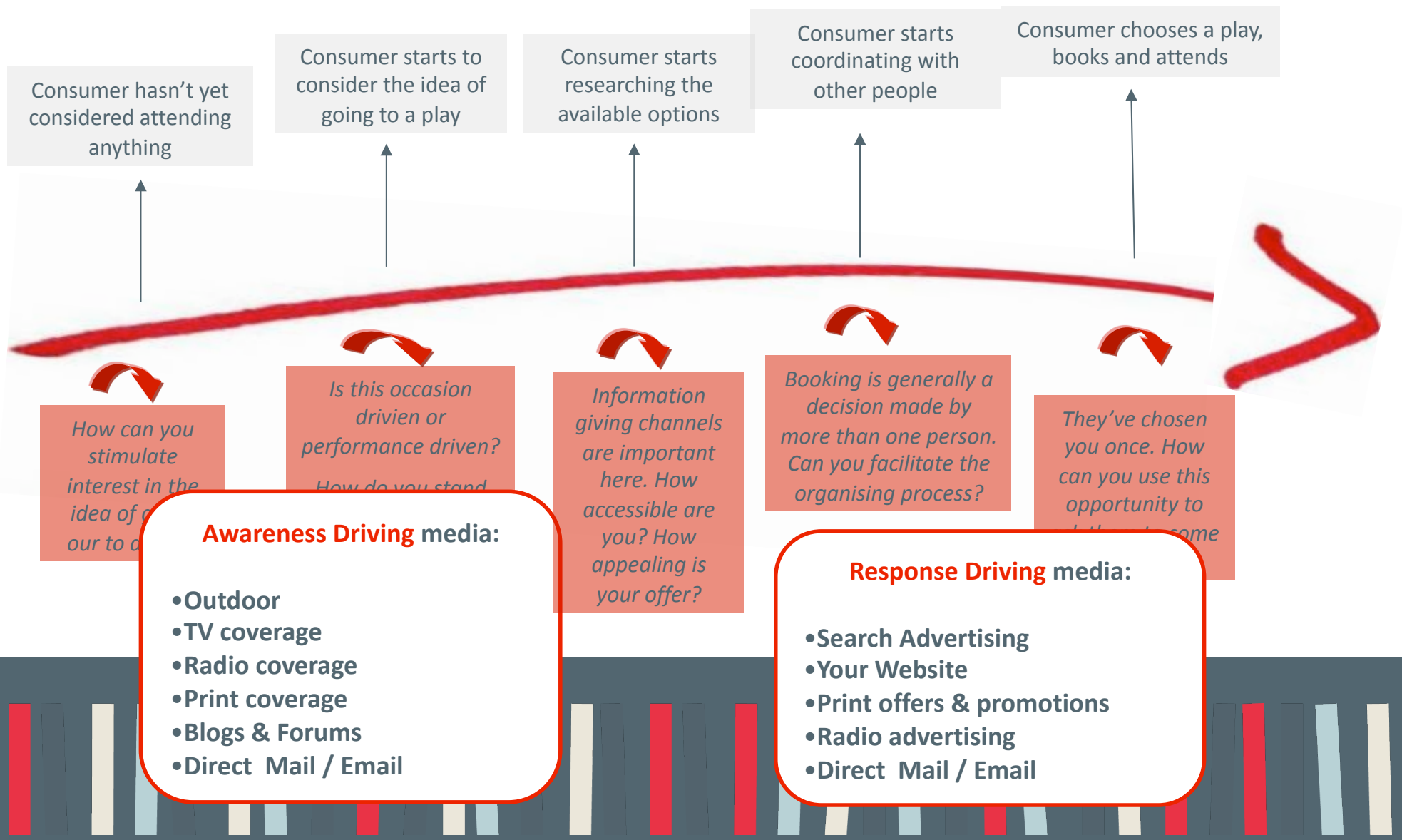
Google Analytics



Spend vs. Sales analyses



Path to Purchase



So...

You're thinking you just don't have
the time or resource for all this?



Tough

- There's no short-cut
- Good insight and therefore effective marketing, take hard work
- Your competitors are doing this



Good News

- You don't have to do it all at once
- This is an ongoing process, over time you'll gather learnings
- There are lots of free resources
- Start small but start immediately

