

Grand Canal Theatre

Stephen Faloon – General Manager

About Us

- Theatre opened on 18th March 2010
- The building is designed by world renowned architect Daniel Libeskind
- Grand Canal Theatre is a Live Nation venue
- The full capacity is 2111
- Sold over 600,000 ticket since opening
- Average Occupancy 68%

Marketing Mix

Marketing activity
Forthcoming Attraction Brochure
GCT Season Brochure
Total
Direct Mail
Groups Newsletter
Previous bookers mailout (list of bookers from a similar show)
Total
E-marketing
TM campaign
PR targetting Ent.ie, Independent.ie, In Dublin, RTE.ie, TodayFM.com, 4FM.com, FM104.com, 98fm.ie, Q102.ie /fbook/twitter/youtube, DDDA etc.
Total

Marketing Mix

Press advertising

MEDIA PARTNER - IRISH TIMES

Irish Times Launch Advert

Irish Star

Sunday Times

Metro launch 1/4 page

Irish Times Adverts

Irish Star Adverts

Metro Adverts

Sunday Times

Total

Radio campaign

MEDIA PARTNER - RTÉ RADIO

Radio One

Radio One

Radio One/ 2fm

Marketing Mix

TV advertising
RTÉ 1 & RTÉ 2, TV3 Event Guide
Outdoor
Irish Rail Campaign
Bravo Supersides (inc contra)
IPA campaign
Macken Street Poster
Bus Eireann promotion
Total
FOH
Flyer stands/Light Boxes/Screen Advertising
Total
Distribution
Hot Drops and possible door to door
Total
Promotions
Reader Offers for tix

Marketing Mix

Website

GCT.ie - announcement/listings/banner

Ticketmaster - listings/buy tickets

Facebook/Twitter/YouTube

Total

Administration

FOC

Total

Miscellaneous

Radio Ad Production

Photocall for auditions

Costs for auditions (theatre)

TV Ad Production

Opening Night Photocall

Design

TV AD voice over

Marketing Mix - 2010

- Print – 40%
- Radio – 20%
- TV – 30%
- Outdoor – 10%
- Emphasis on media partnerships to reduce costs

Marketing Mix - 2011

- Radio – 40%
- TV – 30%
- Press – 15%
- Outdoor – 10%
- Online – 5%

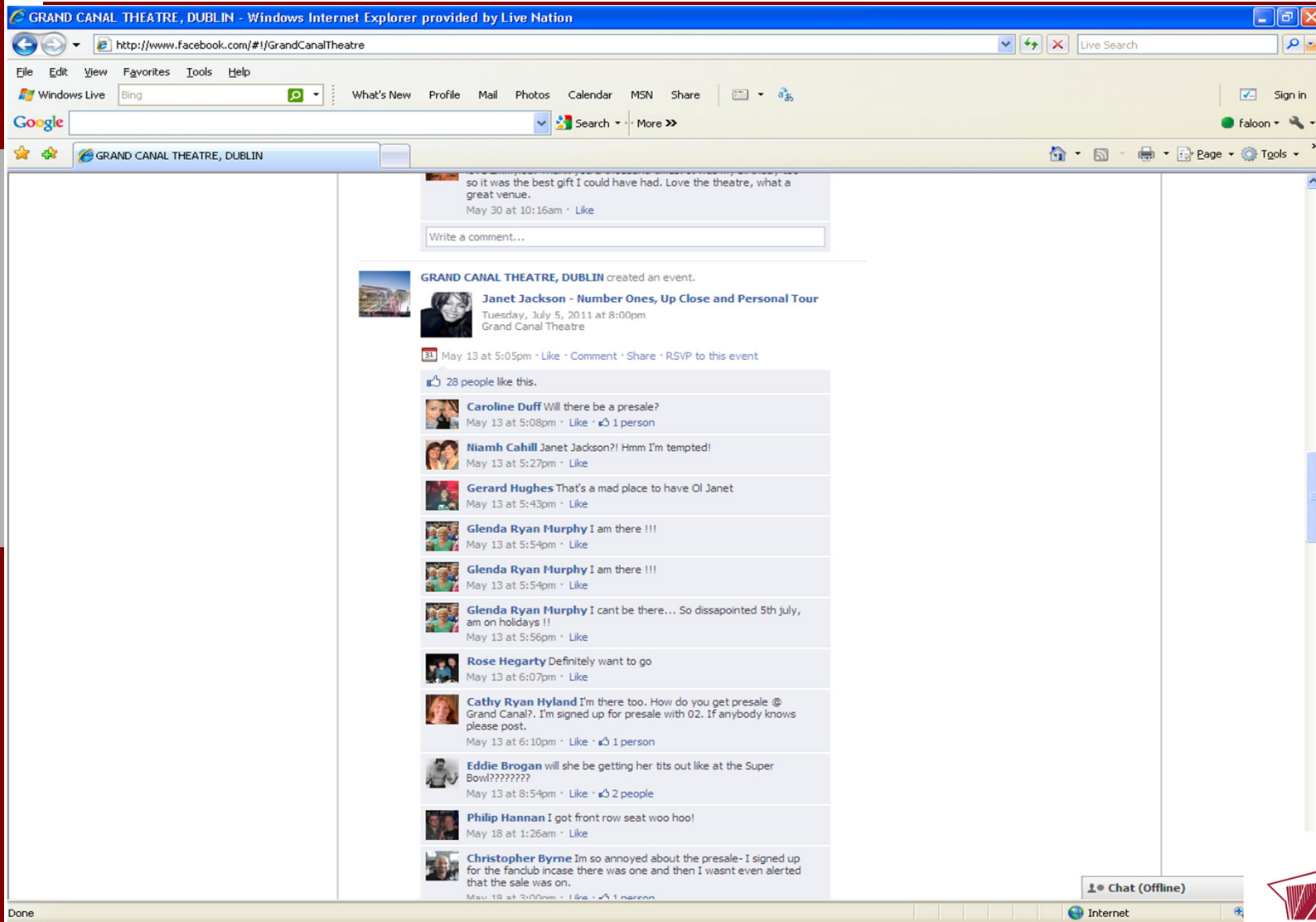
Shifts in focus

- Print is starting to diminish
- Need to focus on bundling online and hard copy advertising
- Radio is paramount to sell tickets.
- TV still effective but expensive

Importance of New Media

- Facebook – 9,350 followers
- Twitter – 1,413 Followers
- Immediate
- Word of mouth

Facebook



Future

- iPhone/Smartphone/Android Apps
- QR Codes
- Development of more user friendly calls to actions

Groups

- We Offer discounts to people who book 10 tickets or more
- We have 3 people in dept
- Active Retirement, ICA's, Community, Corporate Social Groups, Friends and Family.
- NY Times recent report said most tickets sold on Broadway where through Groups.
- Currently group bookings account 20% of bookings for major shows.

www.grandcanaltheatre.ie

