

Understanding Audiences, Increasing Engagement

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ASW organisational biography

- www.audiencesw.org
- Audience Development Agency for the South West
- Registered charity
- Arts Council England funded – RFO
- Trade through contractual work with arts organisations, consortia & local authorities
- National network – Audiences UK
- 2010 deliberate downsizing
- Partnership with Audiences South
- 10 years old, formerly South West Arts Marketing
- Re-named in 2008 as Audiences South West
- www.audiencesuk.org



What we do

- We support organisations in understanding, engaging and developing their audiences
- Market Intelligence services
- Research services
- Consultancy services
- Add value to existing skills within arts organisations



How we work

- Identify client needs – e.g. understanding customers, securing income, organisational development
- Delivery – discussion, proposal & contract
- Quality – Audiences UK ‘Kite Mark’, CIM
- Capacity – partnership with other ADAs
- Daily rate used as basis for delivery costs



Understanding Audiences

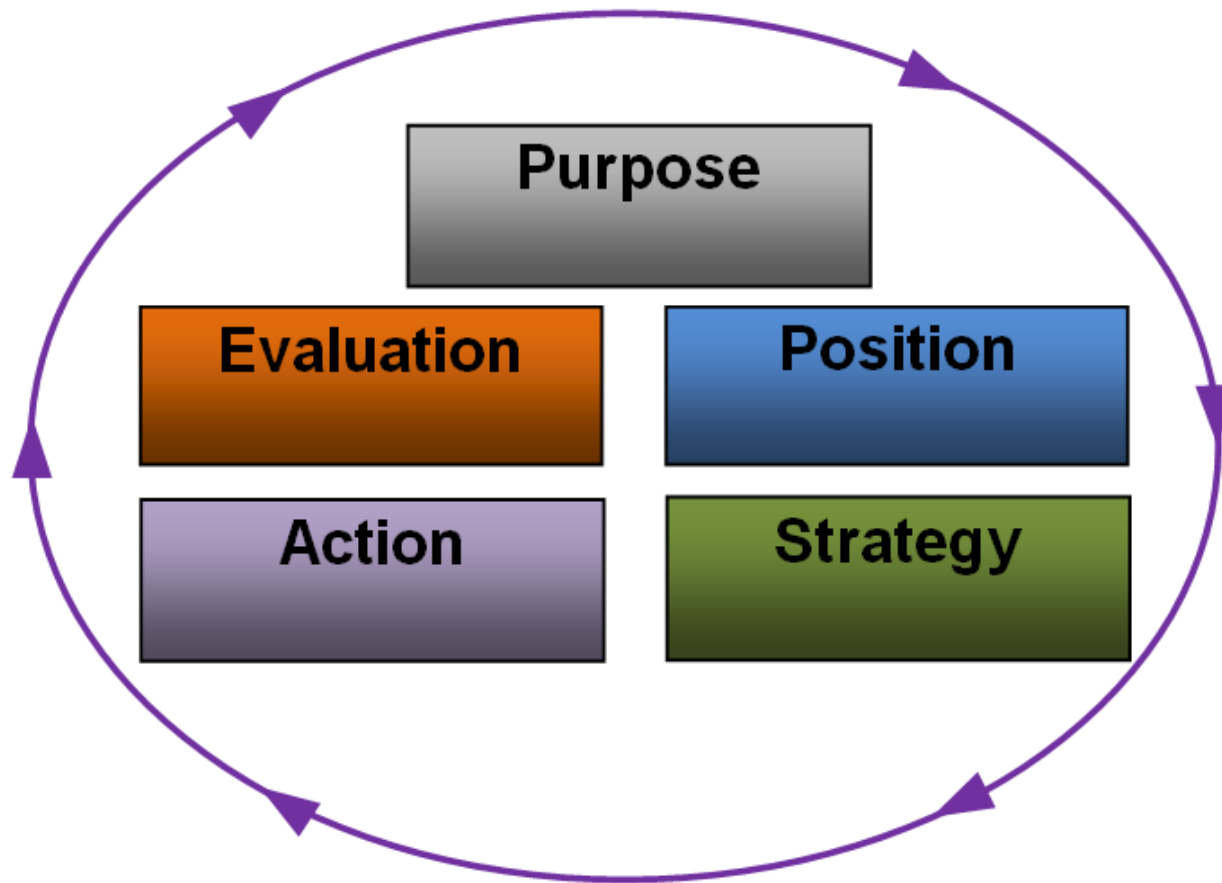


Understanding yourself

- **Purpose**
 - Vision – future, ideal, unconstrained
 - Mission – collective ethos
- **Position**
 - Market, market share, brand
- **Strategy**
 - Aims – how to deliver Mission
- **Action**
 - Objectives – what you do
- **Evaluation**
 - Learning – new knowledge



Understanding yourself

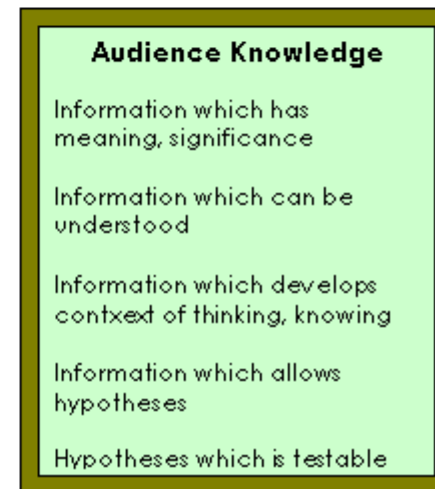
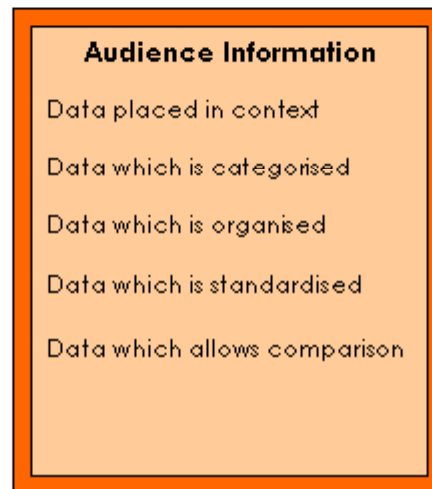
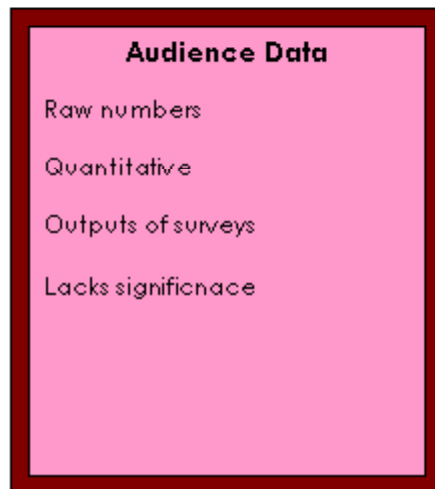
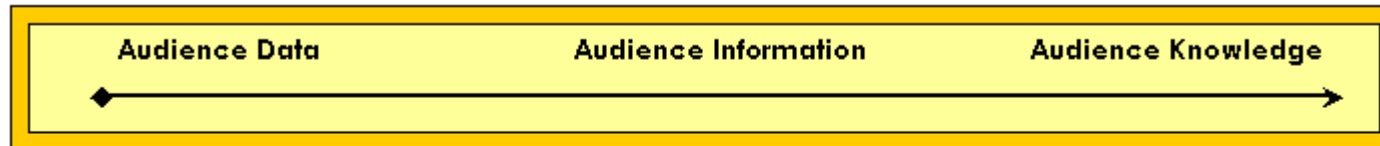


Understanding others

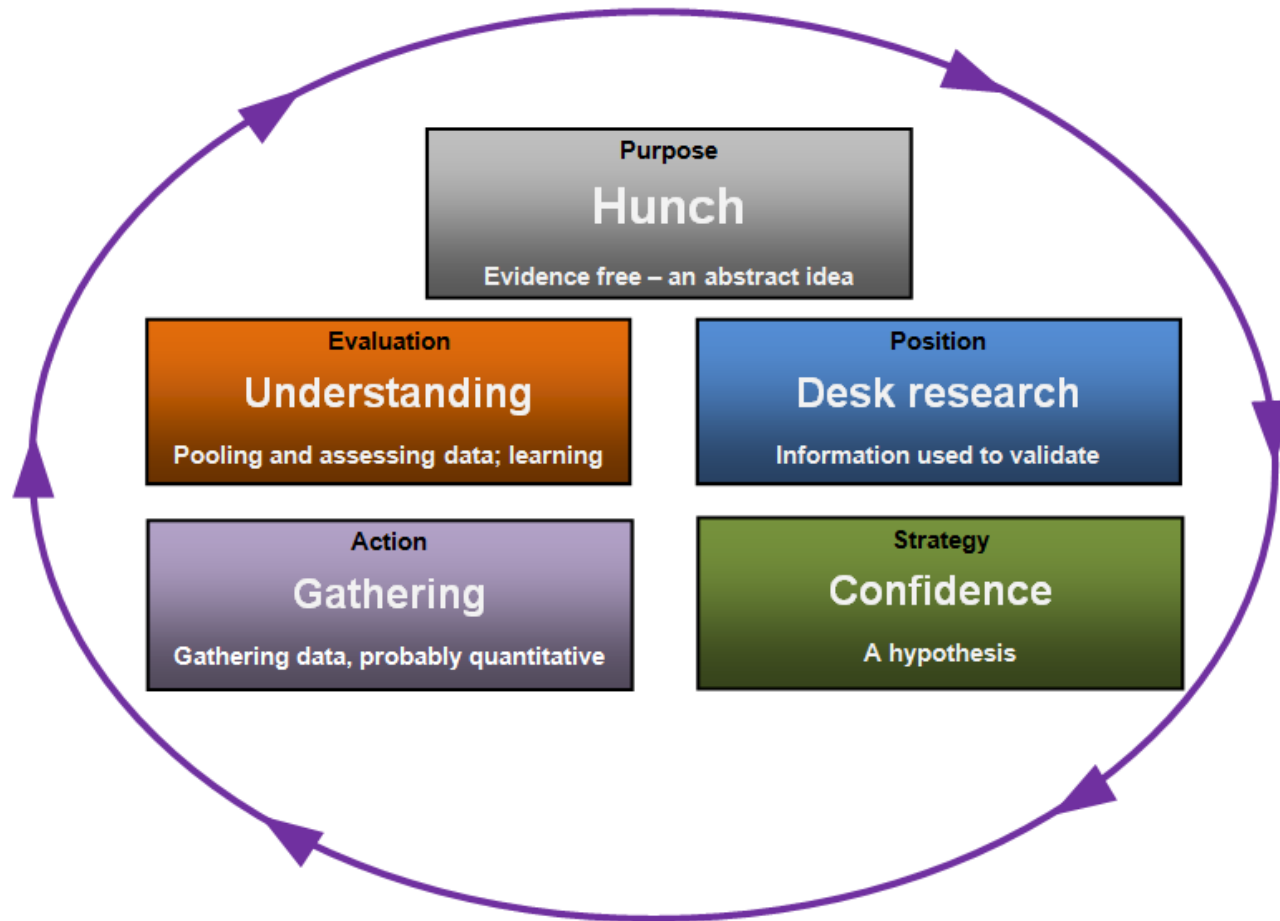
- **Secondary research**
 - Available data, existing data applied by you
- **Primary research**
 - Gathered data, new data generated by you
- **Quantitative research**
 - Data about numbers
- **Qualitative research**
 - Data about attitudes



Understanding information



You, others & information



Available data

- Area Profile Reports
- Socio-demographic data
 - Age, gender, occupation, ethnicity, disability etc
- Attendance data (TGI)
 - 10 art forms, including cinema
- Lifestyle segmentation
 - ACORN 17 Groups
- Reported at ‘postal sector level’
 - Percentages, real numbers, English average



Cinema attenders map



Ways of gathering data

- Customer transactions Ticketing, buying, attending ...
- Box office – postcodes, email addresses
- Online ticketing – postcodes, questions?
- Exit surveys – Bath Film Festival example
- Freepost questionnaires
- Website hosted questionnaire
- Online emailed survey
- Ticket checking
- Post screening events, discussion groups
- Telephone surveys
- Customer interviews
- Focus groups

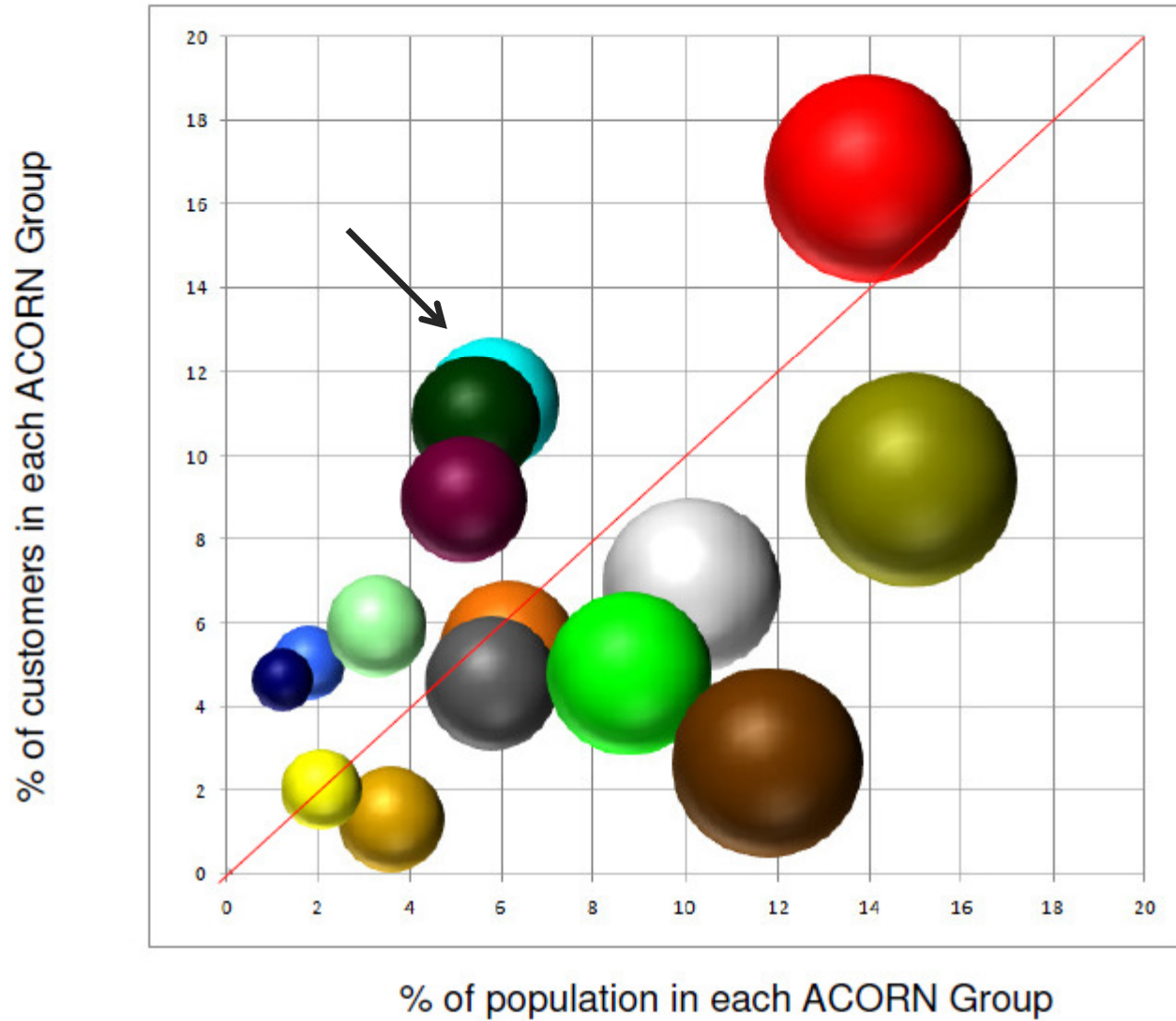


Profiling gathered data

- Lifestyle segmentation
- Postcode based audience profiling
- Investment in data management and analysis
- Robust – quantitative and qualitative data
- Relatively easy to gather
- Comprehensive perspective on actual and potential engagement
- Identify and locate target groups in an area



ACORN Profile



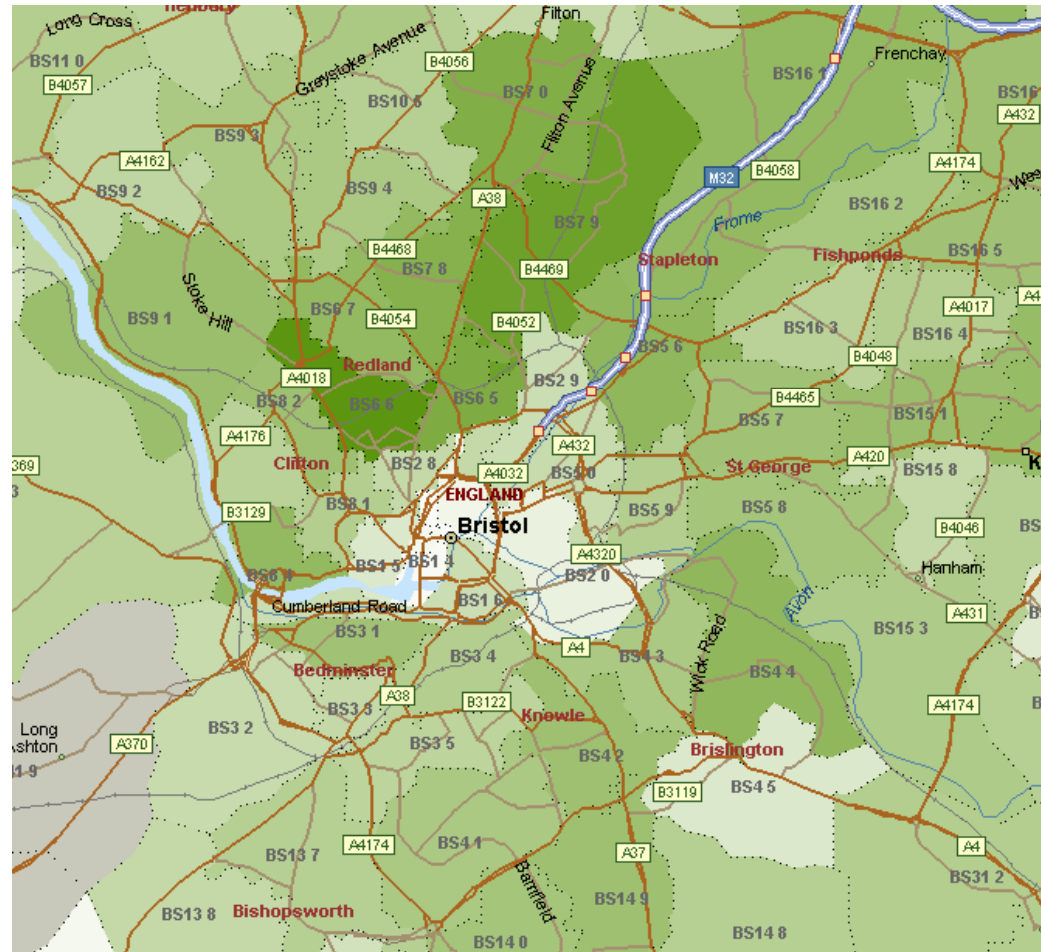
Aspiring Singles



- Young people living in urban and semi-urban locations
- Students and well qualified
- Flat and house sharing, mobility
- Sports and gyms, pubs and clubs
- Early adopters of new technology



Aspiring Singles Map



Increasing Engagement



Benchmarking engagement

- What is potential for engagement?
 - Secondary data, market position
- What is current quantity of engagement?
 - Data gathering, transactions, primary data
- What is current quality of engagement?
 - Profile and further dialogue with specific groups



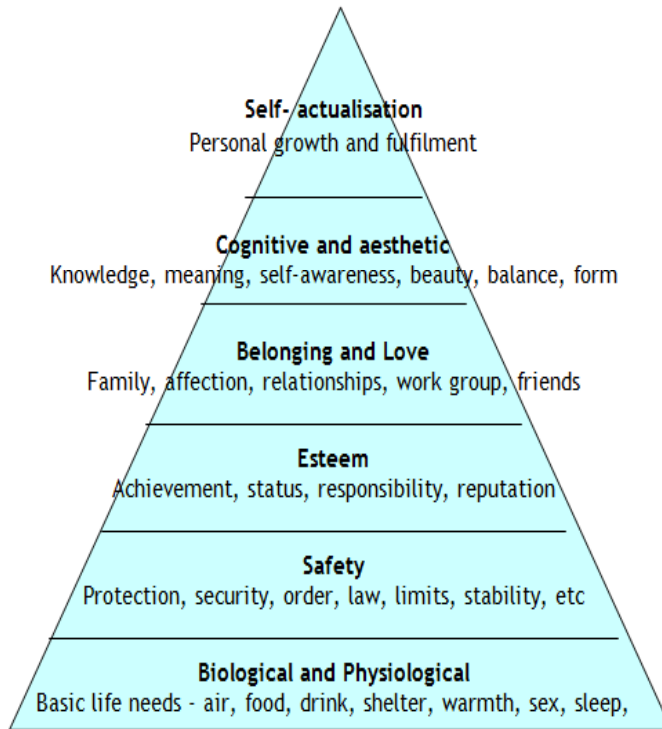
Increasing engagement

- Why do people engage? Benefits
- Increasing engagement is about reflecting and building on, 'benefits'
- Why don't people engage? Barriers
- Increasing engagement is about identifying, reducing barriers and 'hand-holding'

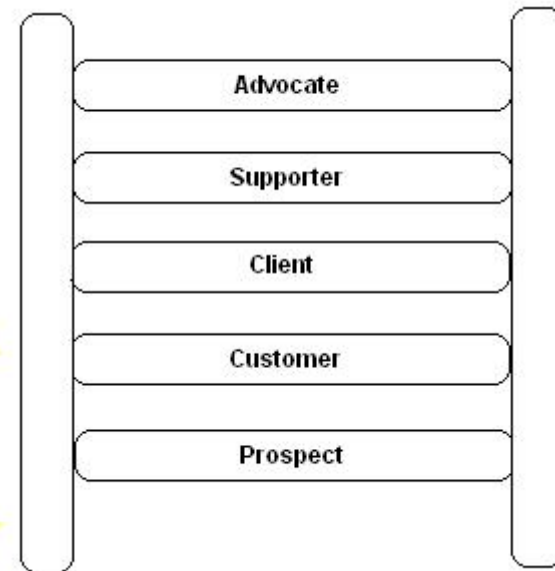


Benefits

What everyone wants....to 'fit in'



© 2002 Alan Chapman, based on Maslow's Hierarchy of Needs



Barriers

- Feeling, determination of .. 'not for me'
- Family Friendly – ethos about meeting needs of specific target group
- Ambassadors – word of mouth encouragement from a trusted person
- Test drive – specific invitation to try an offer and re-assess feelings of being 'not for me'

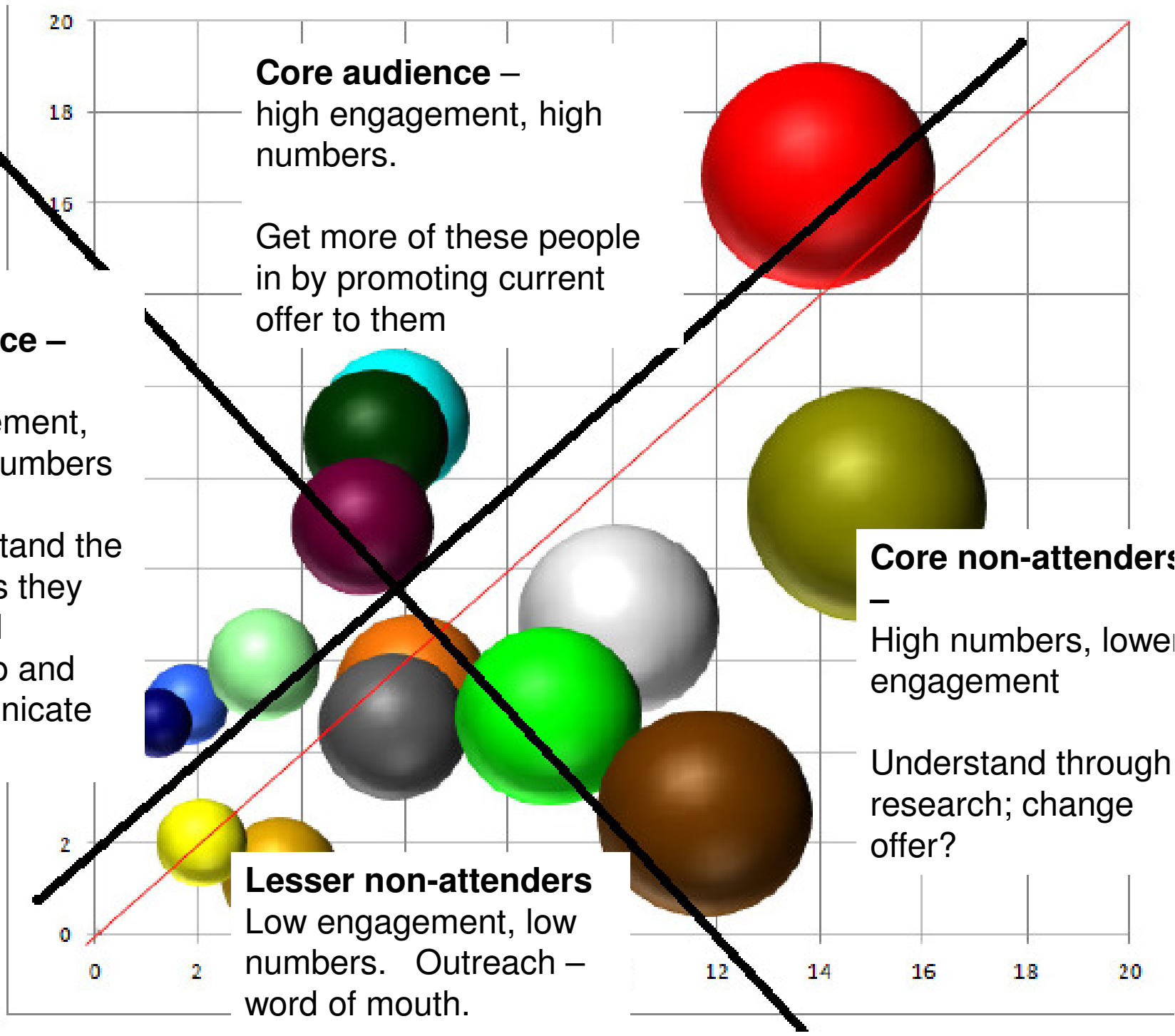


Strategy

- Know yourself
- Know your potential and actual customers
- Know your options
 - Increase benefits
 - Reduce barriers



% of customers in each ACCORDI Group



Summary

- Planning, evidence and learning processes
- Combine available data with gathered data
- Target group identification
- Get creative...
- Test out accentuating benefits
- Test out reducing barriers

