

Converting Attendees of a FREE Dress Rehearsal to Ticket Purchasers

Our client, a world-renowned performing arts company, was seeking to attract a broader audience from within the larger metropolitan area where it is located. Critical to the initiative was new and innovative advertising with featured imagery that captured the drama and pathos of this extremely well-known work in the classical ballet repertoire. This was tested with advertising that featured FREE tickets to a dress rehearsal of the ballet.

On the surface, this initiative appeared to be a success. The free dress rehearsal was very well attended which validated that the new advertising campaign could potentially be effective in attracting a broader audience. ***However, attendance of this one dress rehearsal was not resulting in conversions to ticket purchases.***

A strategic research program with attendees uncovered that dress rehearsal attendees are very different from subscribers in that they are mostly not familiar with the ballet history, story line, music, and dancers. They want a lot more from the experience than just attending the performance including opportunities to learn via podcasts, interviews with the performers, stories behind the ballets, music, and dance clips. This makes them feel much more knowledgeable and also more connected to the ballet-going community.

A critical finding was that the performance experience does not end with the final curtain, but continues long afterwards as audience members relive the experience through online music and videos. Through Customer Journey Mapping, we were able to delineate new attendee touch points and expectations, as well potential actions our client could take to enhance the end-to-end audience experience.

Based on these learnings, our client expanded its new advertising campaign to the entire season repertoire. They also revamped their outbound communications and website to afford new and existing audience members the opportunity to expand their knowledge of the ballet history, story line and performers as well as relive the magical moments in the performance and feel connected to the extended ballet community.

