

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

01 March 2013

Venue Cymru is the largest Arts, Entertainment and Conference Centre in North Wales. We have a large catchment area which includes all North Wales counties, Mid Wales, Shropshire, Cheshire and Merseyside. We promote a diverse range of events throughout the year – including Opera, West End Musicals, Family entertainment including Pantomime, Drama, Gigs as well as an outreach programme which include arts workshops and Family Fun Days.

It is my responsibility to devise a marketing campaign for each of these events. It is vital that we consider all elements of the marketing mix when planning each campaign including radio, press, TV, direct mail, outdoor, digital, online, print, education and outreach for example. We are able to evaluate the effectiveness of each media by monitoring the success of a campaign through our box office system and by surveying our audiences at the end of each show by asking them what triggered them to book. This intelligence allows us to accurately choose the best strategy and medium as the feedback differs considerably for each art form.

We are also able to pull intelligence from the box office system once the show has performed at Venue Cymru. This allows us to find out where patrons have travelled from and when they booked so as we can identify any peaks from a particular piece of activity. This is also monitored throughout the campaign so as we develop a knowledge of what marketing methods work, and what don't so we can be as accurate as possible.

Venue Cymru has been working with Heart fm alongside newspapers and on-line got many years and I have been able to identify which shows to use radio as a promotional tool. We get an excellent response from Heart campaigns, as we do from other media, from musicals, family shows and pop acts for example and so, if budget allows, we look to across a media mix but the emphasis is always on a return on investment. This is also the view of the production companies as they are also fully aware of what works for their show.

Heart is a viable option for Venue Cymru because of the spread it has in our catchment area, however we are aware that there are lots of different age demos within catchment area and a blanket campaign would not be effective to us. Heart is part of the mix but it is vital that we use any intelligence we can gather to carefully plan our strategies.

Heart is able to offer an intelligence about their listeners demos which is very useful for Venue Cymru as we can profile their listener type with the type of person who may book for a specific show. I also take advantage of the way Heart offers me the whole package – presenter talk ups, online presence, interview opportunities, promotional opportunities etc.

Venue Cymru