

Theatre

Entertainment / INDUSTRY

/ LOCATION

/ DIRECTOR OF MARKETING & COMMUNITY RELATIONS

BUSINESS IMPACT

**\$1M+ Record
Box Office Sales** 

A multimedia campaign comprised of HCMG's portfolio of news publications enabled the Theatre to reach a box office record from an 8 show performance over 7 days.

**\$250K+ Season
Ticket Renewals** 

The Theatre attributes over a quarter-million dollars in season ticket renewals from a print advertising campaign driving recall awareness to its subscriber-base.

OVERVIEW

Business Challenge

The Theatre, a historic jewel of downtown , is nestled between theatres and larger in-state venues. To effectively compete with these prominent venues, the selects performances uniquely suited for its theatre experience and commits to significant box office goals. While this approach creates an incredible calendar of shows, it raises stakes even higher to deliver a steady stream of audience members. To that end, the needed help reaching newcomers and engaging its base of theatre enthusiasts with compelling promotions that quickly adapt to each show's daily ticket sales.

Campaign Strategy

Utilizing its extensive event marketing expertise, HCMG tailored the s campaign to its unique geographic foothold and each show on its ambitious calendar. Hearst CT used its popular community-based print and digital media portfolio, including and , to reach the s ideal audience of engaged local consumers. Bold and illustrative ads were sequenced with optimal lead times to upcoming shows and designed with prominent calls to action. Performance tracking and expedited turnaround times were also essential to frequently adjust ads based on box office performance.

PRODUCTS



PRINT
ADVERTISING



NEWS SITE
DISPLAY



AUDIENCE EXT.
DISPLAY



PAID SEARCH
MARKETING

CAMPAIGN ELEMENTS

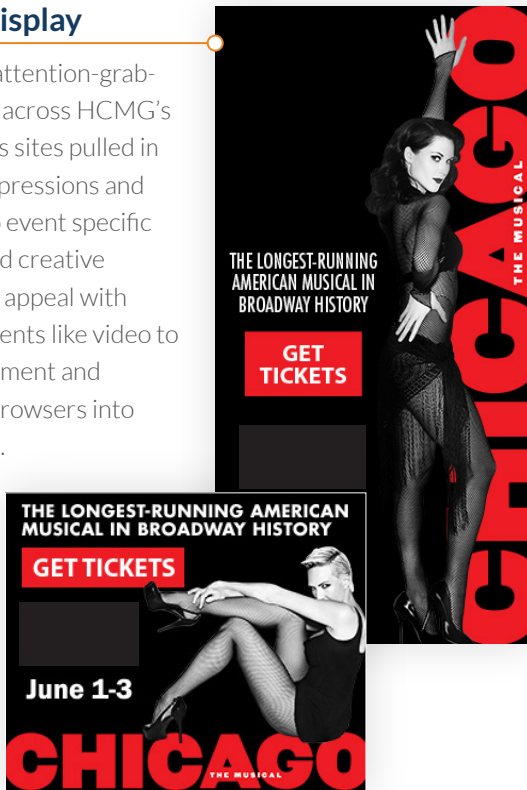
Print Advertising

The [redacted] relied on vibrant full-page color ads and urgent messaging in [redacted]'s main news section and premier arts and entertainment segment, GO, to engage readers. The additional coverage in GO was ideal for the [redacted] to reach thousands of local residents seeking weekend events and activities in eight daily publications.



News Site Display

Prominent and attention-grabbing banner ads across HCMG's portfolio of news sites pulled in thousands of impressions and drove visitors to event specific landing pages. Ad creative combined visual appeal with interactive elements like video to increase engagement and convert online browsers into event attendees.



Audience Extension Display

HCMG distributed the [redacted]'s online display ads across a wide network of partner websites; targeting their ideal audience based on demonstrated interest in arts and entertainment, select [redacted] area zip codes, and other key demographic data points.



“Our campaign with Hearst Connecticut was the main reason our theatre hit its sales goals for each and every show this year. Their audience and flexibility helped us maximize our membership and ticket sales.”

[redacted] | Director of Marketing & Community Relations, [redacted]