

## PRESENTING A SHOW AT PROJECT ARTS CENTRE

Welcome to Project Arts Centre. This document is a practical guide to help you plan and execute your marketing campaign. We would recommend that you schedule a meeting to discuss your marketing plan with us at least 5 to 6 weeks prior to opening. If you would like any advice or assistance please contact:

Melanie Wright Audience Development & Marketing Manager  
Project Arts Centre  
Tel: 01 8819 625  
Email: [melanie@projectartscentre.ie](mailto:melanie@projectartscentre.ie))

Please note that this document only relates to the marketing of your show, for information regarding press please contact:

Aisling McGrane  
Publicist  
Project Arts Centre  
Tel: 01 8819 608  
Email: [aisling@projectartscentre.ie](mailto:aisling@projectartscentre.ie)

If you would like to make enquiries about opening night receptions please contact our Bar Manager Dan O'Donohue. You can contact Dan at [bar@projectartscentre.ie](mailto:bar@projectartscentre.ie).

### MARKETING – WHAT DOES YOUR CONTRACT SAY?

Your company will have been issued with a contract and a section of this deals with marketing. In case you have not seen a copy of the contract here is a summary of the issues relating to marketing:

1. All marketing materials and invitations must be proofed and approved by Project's Audience Development & Marketing Manager BEFORE printing and distribution.
2. You should meet with Project's Press Officer and Audience Development & Marketing Manager at least 5/6 weeks prior to the start of your run to discuss your campaign.
3. Project can offer ticket sales via our website. There is a 4% charge for this service and companies must inform us of their wish to avail of this service as early as possible.
4. Project will endeavour to promote the production to our clients and will include the production in any relevant audience development initiatives, with the consent of The Producer.
5. Project abides by the Data Protection Act. Box office staff request information and add to our system whether customers accept future contact with Project and the Producer. (Full details later in the document). Please note that our Box Office script is standard and will not be amended at the request of companies.
6. You must ensure that on all marketing/publicity material Project is referred to as **PROJECT ARTS CENTRE** and to include our logo, box-office telephone number 01 881 9613, with website and booking online at [www.projectartscentre.ie](http://www.projectartscentre.ie).
7. You must provide Project's Marketing and Audience Development Manager with text, images and other required information for inclusion in Project's promotional material and web-site as early as possible, using the marketing template provided.
8. You must ensure Project Arts Centre have details of all potential offers or discounts in advance of tickets going on sale in order for Project to monitor the success of the campaign
9. The producer agrees to participate in Project's Audience Development Initiatives and Friends Scheme. These are **€10 student tickets on Mondays and Tuesdays (open to Project Student Friends), Project People discounts 10% for individual members and**

**between 15% - 25% group discounts on tickets for corporate friends. Season Offer – buy tickets to 3 or more show and save 25% on all 3 tickets. €10 Matinee tickets for over 60s.** From time to time there will be additional audience development initiatives which will be communicated to the Producer by our Marketing and Audience Development Manager.

10. You must use the Dublin City Council and Arts Council logos on all printed material. Please ensure that you are aware which version of the arts council logo is appropriate for your production.
11. Show Announcements. It is Project's policy to have bi-lingual announcements and if the Producer plans to record an announcement specific information must be included and the script must be approved by the Audience Development & Marketing Manager before recording. (Full details later in the document)
12. You must supply text and information necessary to enable staff to answer public and media enquiries about the production, at least three weeks before the opening night of the production.
13. You must send out the appropriate number of invitations for the opening night (Seating capacity: Cube - 85 max; Space Upstairs – 220 max depending on seating configurations) in consultation with Projects Marketing and Audience Development Manager.
14. Programmes - no more than 1,000 should be delivered to Project at one time and should not be delivered more than one week in advance of the first performance. The programmes will be sold to the public at a price agreed and Project will retain 10% commission on all programme and merchandising sales. All programmes and merchandise must be removed from Project within a week of the last performance. If materials are not removed Project will dispose of all material without notice to the company and will issue an invoice for recycling and waste removal.
15. The producer agrees not to display any publicity material in Project or outside of Project apart from in those areas allocated for the purpose, and to comply with all local authority by-laws regarding fly posting. Project Arts Centre will provide one poster space at the front of the building for your use for the duration of your production. Any additional display material must be approved by the Marketing & Audience Development Manager prior to display/installation.
16. Archiving - Project archives all materials with the National Library of Ireland and requests the Producer supply our Administration with the following information regarding the Production: 1 x Hardcopy of Script; 1 x Production Shot; 1 x Hardcopy of Press Release. Project will supply the following in addition: 1 x Copy of Marketing Materials for the Production; 1 x Box Office Report; 1 x Contract; Copies of press coverage.
17. Programmes & handouts. All programmes and handouts must be approved by the Marketing Manager before going to print. If you intend to produce your own in-house photocopied handouts then they must use the standard template required by the organisation. A copy of this template can be supplied by the Marketing Manager on request, please note that any photocopied handouts that do not conform to the template will not be distributed.

## **PRINT PROMOTION**

### **DESIGN**

The design of your print materials is crucial to its impact and success at getting people in to your show. When writing a design brief it is important to consider the following points to ensure that you end up with the best possible design:

1. Who is your production targeted at and what types of things will grab their attention?
2. Remember that it is not about what you or your designer likes, but what your target audience likes.
3. Is the information clear and legible? Less is often more so keep your text to a minimum. Lots of cast and crew credits, and too many press quotes will make your poster too busy.

Remember that people don't often take the time to stop and read through every piece of information. Think about what information they need and make this clear and concise (company, name of show, venue, dates and where to book). If these are not clear and prominent how will they know what to do next? Always make sure you have included your call to action – BOOK TICKETS.

4. Are you using the right materials? What does the quality of the paper stock say about the quality of your production?
5. Do you have a strong image? And is it suitable for print quality (minimum 300 dpi)? Your image is crucial so make sure that you schedule shots to be taken in plenty of time so that they can be used throughout your press and marketing campaign. Usually images of people work well for posters and people will respond to eyes looking at them or a face.
6. Have you scheduled enough time for the design process – in order to ensure you get the best possible design schedule plenty of time for changes etc and allow time for the fact that you may not like the first design.
7. Keep consistency across your print materials.

Designer Mick Cullinan offers the following design package for companies presenting at Project Arts Centre. This is based on the company providing a strong image, any design that requires more graphic design or image formation will be charged in accordance with the additional hours required. The offer is €480 for 1x Poster design (supplied in 3 formats A3/IPA size as required & Project's Poster Box 110cm x175cm) and 1x flyer design. (See suppliers sheet for contact details)

## **PRINTERS**

Details of some printers that you can get to quote for the job are included in the suppliers section at the end of this document.

When asking printers to quote remember that you can save money by printing different jobs together. For example ask the printer if they can run off your invitation, posters and flyers on the same plate (this will only work if you are using the same paper stock for all of these items). They can advise if this can be done and it might save you money. Is there another company that you know who are also printing flyers – if so why not join forces and approach printers together? If you both require 5000 flyers it will be cheaper to run off both designs in the same print run of 10,000 than it will to run 2 separate print runs of 5000. This will take some extra organisation and planning on your part but may save you valuable money in the long run.

Micromedia also offer good value printing + distribution deals. For a quote contact Dave in Micromedia (See suppliers sheet for contact details)

## **FLYERS**

You will need to decide how many you need and how you are going to distribute them. We ask that you supply 1000 flyers (500 if you are part of festival) to Project for our foyer. How many you will need in total will depend on how many your distributor requires and if you are planning any direct mail campaigns. Don't forget that the reverse of your flyer is as important as the front when looking at design – once you have distributed them you have no control how they are presented, people may pick them up and look at them and put them back the wrong way, so for this reason the reverse should be as attractive as possible.

We ask that your flyers for Project Arts Centre are delivered to us at least 3 weeks prior to the opening of your production – earlier if possible.

## **POSTERS**

How many posters you will need will depend on your distribution plan and budget. Your poster design should be consistent with your flyer design to reinforce your message and I would recommend that it is portrait in orientation and not landscape.

**A3 Posters** – an A3 poster campaign can be relatively inexpensive and printing can be as little as €0.44c + vat (contact Mark at Hacketts). A3 posters can be displayed on the notice board in our Foyer. You should aim to provide between 5 – 10 poster to us and we will display these on your behalf as space becomes available. Please note that no member of a company is permitted to hang anything on our notice boards unless this has been agreed in advance with the Marketing and Audience Development Manager. You should aim to have your posters distributed at least 2 week prior to your run (more if you can afford it) and for the duration of your run.

We also encourage you to supply additional content that we can display on the notice boards such as press reviews and production images. Please submit these to the Marketing and Audience Development Manager.

**IPA poster campaigns** can be expensive but if you have the budget you should investigate doing them. I would recommend that you book at least 40-60 sites to make it worthwhile and where possible you should try to book the larger 60 x 40 sites, as apposed to the 30 x 40's, as these have much more of an impact.

IPA poster campaigns should run at least 1 week prior to the start of your run (more if you can afford it) and for the duration of your run.

For an additional charge you can book specific sites in high profile locations such as Dart Stations etc.

You will need to have your posters with IPA the Wednesday before the start of your run. Screenlink printers can print IPA posters at a competitive price, make sure you inform them that they are for an IPA campaign as the posters will need to be blue backed. (Please see suppliers contact sheet for IPA and Screenlink contact details).

The cost of IPA poster placement is as follows:  
30x40 (landscape) €5.75 per poster per week (plus vat) for campaigns of 1 week, and €5.25 per poster per week (plus vat) for campaigns of 2 or more weeks.  
60x40 (portrait) €13.00 per poster per week (plus vat) for campaigns of 1 week, and €12.00 per poster per week (plus vat) for campaigns of 2 or more weeks  
Dart sites (60x40's only) are priced at €23.25 per poster per week (plus vat)

IPA sometimes offers bonus sites with some bookings so don't be afraid to ask if they can offer any to you with your booking.

**Poster site at the front of Project Arts Centre.** You will be allocated a poster space at the front of Project for the duration of your rental. We would advise that you have your poster to us approximately 1 week before you take over the space in order to avoid any delays in your poster being displayed. The dimension for this poster site is **110cm x 175cm**. I would recommend Hacketts Printers for this (please see suppliers sheet for contact details). All other poster and flyer display inside Project Arts Centre is strictly at the discretion of the Marketing Manager and Front of House Manager.

## **DISTRIBUTION**

When considering where to distribute your posters and flyers you should refer to our catchment area analysis report which will give you valuable information about the geographical profile of our customers ( a copy of this is included at the end of this document) .

Micromedia offer reasonably priced city centre leaflet distribution in their sites (approx €75 per week per run). There are 3 runs, if you can only afford one ask for run 3. Your leaflet distribution should start approx 2-3 weeks prior to your opening and should continue for the duration of your run. DL sized flyers work best for Micromedia and you should ensure that there is sufficient weight in your paper stock that they remain upright in the stand. Leaflets must be delivered to Micromedia on Mondays ready for distribution on Tuesdays. Micromedia also offer A3 poster

distribution across the city for approx €70 per 25 spot per week (Please see supplier sheet for details).

For wider distribution of leaflets you can contact Viva Promotions who focus on other regions throughout Dublin County. Viva's Promotions offer a 10% discount to Theatre Forum members. Their prices range between €100 - €150 per run with additional top up's much less. Discounts are often offered if you book more than 1 run. (Please see supplier sheet for details). Vivas has started to distribute for Project Arts Centre in a run designed to target the area highlighted in the area profile report, if you can afford distribution you should consider looking at this as an option.

Peter Kinsella can also offer distribution of A3 posters. His charge is €75 per 50 for 2 weeks (Please see supplier sheet for details).

As Project is a member of Dublin Tourism your flyers can be distributed through their outlets. You should send some flyers (no more than 1000), marked for the attention of:

John Coyle - Distribution  
Dublin Tourism  
Suffolk Street  
Dublin 2

UCD Dramasoc will also take flyers and posters from companies presenting at Project Arts Centre. Please forward flyers and A3 posters to:

Nessa Matthews  
Box 15  
UCD Student Centre  
Belfield  
UCD  
Dublin 14

(NB UCD Dramasoc are regular group bookers at Project Arts Centre. If you wish to offer them a special rate, please do not send the details to this address without first consulting the Marketing Manager – as we may have already approached them to bring a group).

If you do not have a budget for distribution you could try and get interns/volunteers and staff to help with this. Please make sure that you ask permission to leave posters and flyers in peoples premises otherwise you may find that they just end up in the bin when you have left. Please also do not insert your posters and flyers in to micromedia stands. If you are planning to distribute yourself there is a list of places that are poster and flyer friendly, at the end of this document to help you plan your distribution.

## ONLINE

**PROJECTARTSCENTRE.IE** – your production will have an online listing on our website in the 'Programme Section'. For the duration of your run your listing will also appear on our homepage (with the exception of some festival shows). Your online listing will consist of your marketing text/ image/ show information (date/time/price etc). See example of weblisting below:



The screenshot shows the Project Arts Centre website interface. At the top, there is a navigation menu with links for 'What's On', 'Programme', 'News', 'About Us', 'Bookshop', 'Archive', 'Support Us', 'Plan Your Visit', and 'Talk to Us'. A 'BOOK NOW' button is visible in the top right corner. The main content area features a production listing for 'THE LAST DAYS OF JUDAS ISCAARIOT'. The listing includes a photograph of a performer in a blue and pink costume, a title, dates (10-12 JULY), times (7.30pm, 8pm), and a price of £10. Below the title, there is a 'Show information' tab, a 'Ticket information' tab, and a 'Production Credits' tab. The 'Show information' tab is active, displaying a synopsis of the play. At the bottom of the listing, there are buttons for 'DOWNLOAD SEASON BROCHURE' and 'SIGN UP FOR UPDATES'. The footer of the website includes the Project Arts Centre logo, contact information, and a Facebook link.

Any trailers/videos from rehearsal that are produced as well as any production shots that you have can be added to the listing. Please forward any content that you may have to [melanie@projectartscentre.ie](mailto:melanie@projectartscentre.ie). We like to have weblistings posted as early as possible so please try to get your production information to us as soon as possible. Tickets are available to purchase online, please note that there is a 4% charge for this service.

The website also has a news section and the most current news item is predominantly featured on the home page. If your company has any news worthy content, if a member of the cast and crew is keeping a blog, if you are looking for volunteers or if you are interested in running a competition, this space can be utilised for this. I would advise you strongly to try and take advantage of this, please forward any content for consideration to [melanie@projectartscentre.ie](mailto:melanie@projectartscentre.ie).

**PROJECT'S NEWSLETTER** – Project's monthly listing email goes out on the last Thursday of every month. Your listing will be included for the month that your production runs. If you are interested in running a promotion or competition via the newsletter please forward your ideas for consideration to [melanie@projectartscentre.ie](mailto:melanie@projectartscentre.ie).

**YOUR WEBSITE** – if you have a website we will include a link from our website to yours and we would ask that you do the same in return. Please include the url of the exact page you wish us to link to and make sure that this page is up to date and that there is useful and interesting information relating to the production available for those who click through. For your link to our site please apply as follows:

If your site has **full details of the production** available please add the following hyperlink to your site 'Book Now' (with a hyperlink to [http://purchase.tickets.com/buy/TicketPurchase?agency=PROJECTARTS&organ\\_val=25545](http://purchase.tickets.com/buy/TicketPurchase?agency=PROJECTARTS&organ_val=25545) )

If your site has **limited information** about the production please add the following hyperlink to your site 'More information on NAME OF PRODUCTION here' (insert a hyperlink to your weblisting at projectartscentre.ie)

**OTHER PEOPLE'S WEBSITES** – when planning your online marketing think about other groups and organisations that target similar people to those you intend to target. Do they have websites or newsletters? If so ask them if they are able to post or send out information on your behalf.

**SOCIAL NETWORKING** – make the most of social networks to promote your work. Look at facebook, twitter, myspace, flicker, youtube and any others that you think will appeal to your prospective audience. Don't try and do them all as this will take up too much time, instead focus on one or two and really work on doing them well. Make sure you update them regularly with news and updates so that those who are part of the network have a reason to keep looking at your page. If using facebook you should consider setting up a fan page instead of a group as this will ensure that your updates appear on your friends news feeds. Avoid sending too many messages out through these as people are bombarded by these type of message, instead plan out when and why you will contact them and pin point specific times and reasons for communicating with them – the last thing you want is for people to stop reading your mails. Also bear in mind when Project's newsletter is distributed as it is quite possible that some of your friends are also on our mailing list. Importantly, we already have a large network of fans and are always looking for content for our page. If you have any behind the scenes footage, trailers, photos, online reviews let us know and we will post as much as we can for you where possible. By giving us content you are helping us to open up the discussion about your show and giving us a reason to talk about you. Think about the kind of things that you would like to see. Behind the scenes news and images is always great as it gives audiences a sneak peek in to a production and allows them access they would otherwise never get. It is very easy to neglect these things when you get busy so schedule time early on to think about what you could do and make a plan. You need the momentum to build towards your opening and you can use this type of information to help with this.

## **DIRECT MAIL**

**DATA PROTECTION AND ACCESS TO YOUR AUDIENCE** – When customers book at Project we ask the data protection question '***Would you like to receive information on future shows at Project or by the companies you book for?***' By asking this question we can give you access to the names and addresses of the people who came to see your show and have opted in to our mailing list. At any time should you wish to contact these people you can request the names and addresses from our Audience Development and Marketing Manager. Please note that you **CANNOT** automatically add these people to your mailing list. As we have collected the data we are responsible for keeping it up to date, therefore if any members of our mailing list change their address or opt out of the mailing list we will ensure that their data is updated accordingly, in accordance with data protection best practice. For this reason you should request the details from us each and every time that you intend to mail these people to ensure that you have the most up to date information. Please note that we will cease to supply this information to any companies found to be abusing the service. (Please note that this policy may be subject to change so please check with our Audience Development and Marketing Manager for updates relating to this)

**HOW CAN WE HELP WITH DIRECT MAIL?** If you would like to contact other people on our mailing list, for example people who you think like similar work to yours, we can help facilitate a direct mail campaign. We can discuss with you the best selection criteria from our database and search for the best match selection for your mailing. We can help with advice on this and the form and content of your direct mail. We will only charge you the cost of the promotion broken down as follows:

Postage: €0.55 per mailing  
Envelope: €0.02 per mailing  
Label: €0.01 per mailing

We will prepare the mailing but we would ask that you come in to Project to stuff the envelopes. If you are not based in Dublin or do not have the time or resources we can arrange for staff to do this at a cost of €10.60 per hour (plus 10.75% employers PRSI), for a minimum shift of 4 hours. Should you wish to book staff to assist with this please liaise with the Audience Development and Marketing Manager. At the end of any direct mail campaign we can provide you with a campaign returns report so that you can see how many people that you contacted actually booked for your show. Please note that if you request to contact a certain target group that we feel has been contacted too frequently we reserve the right to refuse you request. We will how work with you wherever possible.

### **WHAT OTHER DIRECT MAIL CAN YOU DO?**

**EMAIL** - If you have access to an email list then direct mail is a cheap and effective way of communicating to your audience. There are a few simple rules that you should follow when planning an emarketing campaign. Firstly you need to consider how you are going to send out your mails. DO NOT send out bulk emails through outlook as this will flag you as a spammer and you may potentially be blacklisted. If you are intending to send out bulk emails use an emarketing software provider like Constant Contact (<http://www.constantcontact.com/index.jsp>) or Mail Chimp (<http://www.mailchimp.com/>). These will cost you a small subscription or mail delivery fee so make sure you leave some budget aside for this. This software will allow you to create professional communications which you can track and will also keep you out of the spam filters.

Also consider the type of text you use in the title of your emails – putting your title all in CAPS, using words like ‘free’ or ‘sex’ can all get you flagged as possible spam, so avoid these. Remember that you cannot send individuals emails unless they have actually opted in to your mailing list for data protection reasons. Always ensure that you include an option to unsubscribe from the communications in the mail.

**USE OTHER PEOPLE’S MAILING LISTS** – Has your company played in any other venue or festivals? If so it may be worth asking them if they can send a mail to the customers who saw your previous show on your behalf letting them know that you have a new show opening.

### **ADVERTISING**

When placing ads it is important that the design of your ads reflects the rest of your marketing campaign to reinforce your message. For information and rates on various media advertising opportunities you can visit [www.medialive.ie](http://www.medialive.ie) for details, including information on market share and target ages range etc. You should look at the customer profile of these outlets to make sure that it fits that of your market before committing to anything.

### **PRINT MEDIA**

**FIRST ADVERTISING (IRISH TIMES THEATRE LISTING)** - if you would like to have your show listed in the Irish Time Theatre daily grid listing, contact First Advertising. The cost will vary slightly from day to day depending on the size of the grid and how many listings are in. Your listings will need to be submitted before 12noon the day before publication, and for Friday and Saturday listings it must be in by 12noon 2 days prior to publication. If you have received good reviews and there is a good quote then you should consider changing your listing to include this. When writing your text remember to focus on what the production is about as this is what most prospective audiences want to know. Listings cost approx €120 plus vat per listing with a weekly production charge of €22.

E.g. of grid ad text and the format you should submit it in:



<p><b>Project Arts Centre</b>  <b>Tel: 01 8819 613</b>  <b>Mon - Sat 8pm</b>  <b>Matinee Sat 3pm</b></p> <p><b>FINAL WEEK</b></p>	<p><b>HATCH Theatre Company in association with Project Arts Centre</b></p> <p><b>LOVE &amp; MONEY</b></p> <p><b>By Dennis Kelly</b></p>	<p>David conducts an office romance by e-mail. But a shocking admission slowly unravels his relationship. <i>'...beg, borrow or defraud your investors to get a ticket...'</i> <i>The Irish Times</i></p> <p>Tickets from €15 -22 from <a href="http://www.projectartscentre.ie">www.projectartscentre.ie</a></p>
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### TV ADVERTISING

Depending on your budget and target market you may wish to consider looking at promoting your show on the TV3 event. This costs from €375 per week. For more information visit [www.pateganmgt.ie](http://www.pateganmgt.ie) (contact details at the end of the document)

### ONLINE ADVERTISING

There are a number of different options that you can consider with online advertising such as Irish Times (Culture Section) and entertainment.ie. With most of this type of advertising you would pay on a pay per 1000 impression basis or a pay per click basis. For more information about advertising in the Irish Times online or entertainment.ie contact Electric Media Sales (contact information at the end of the document).

An inexpensive way of advertising online is through Facebook ads. You will need to set up an account to do this but you can set daily limits and set the price that you want to pay per click. These can be targeted using users gender, age and interests. If you only have a small amount of money to spend this can go along way. If you do not have an account these ads can be run through Project Arts Centre account and the cost will be contra's on settle up at the end. If you wish to do this please consult with the Audience Development and Marketing Manager.

Importantly, when doing any online advertising please ensure that you link directly to your page on our website as this is where they can buy tickets. You need to make the distance between call to action and sale as short as possible so do not divert them through your own website, making the process to complicated will loose you sales.

**ADVERT SWAP** – are there any other companies or venues that you could offer and ad swap in your programme to.

**MEDIA SPONSORS** – Why not approach print publications and talk to them about becoming a potential media sponsor for your production. Present them with reasons to support your production – who is your audience/ what is their profile/ how does this suit the publication? Also present them with what they will receive in return in terms of branding etc and what the advertising value of this branding is.

### RADIO

**RTE SUPPORTING THE ARTS** – RTE offer advertising support through their Supporting the Arts Scheme. Full details of the scheme are available at [www.rte.ie/about/supporting\\_arts.html](http://www.rte.ie/about/supporting_arts.html). If your application is successful under the scheme they will offer you advertising for free or match funding. It is worth putting in an application for this funding as it is will not take you much time to do. Application is in writing and should give full details of the event as well as details of the support being sought. It may also be useful to send a press release to accompany your application. The Supporting the Arts committee meet every 4 to 6 weeks, and your application must be submitted at least 6 weeks prior to your event, application will be considered as early as 6 months prior to the event. Applications should be sent by email to [Christine.Laport@rte.ie](mailto:Christine.Laport@rte.ie).

**PHANTOM 105.2 (MEDIA PARTNERS)** – Phantom 105.2 are a media partner of Project Arts Centre. They will offer companies performing at Project the following rates for advertising: €25

per spot (plus Vat and production) with an additional 50% bonus time. Contact Eamonn Shelly (contact details on suppliers sheet). If you would like to give away tickets on Phantom Daily please contact the Marketing Manager for further details.

**CHARITY STATUS & BONUS TIME** – if you are considering producing radio advertising with a different station many stations offer bonus time to companies who are registered charities. If your company is not a registered charity then it is worth remembering that Project is and in some circumstance radio campaigns can be booked through Project in order for you to take advantage of the bonus time. If you would like discuss this further please contact our Audience Development & Marketing Manager.

### **TV**

Depending on who your target market is you might want to consider advertising on the TV3 National event guide. A week long slot starts from around €375, for full details contact Pat Egan Management (see contact list for details)

### **GROUP BOOKINGS**

Advance sales at Project are generally low and a high percentage of sales are made on the day, on the door. In order for you to try and counteract this I would recommend that you think specifically about potential group bookers who you can approach in the lead up to your production. Project has a number of group bookers on file who are contacted regularly regarding group offers, however you should also think about the types of groups who may be interested in your production. I would recommend that you draw up a list of potential groups and decide on what a suitable offer for them might be, for example for language students perhaps offering a free pre-show talk outlining the play may help them to understand and follow the play better; for youth drama groups and schools perhaps offering a free workshop on a date after the event might be attractive to their group; for groups interested in writing perhaps a post-show discussion with the writer will make a group booking more attractive. When planning your strategy please liaise with the Audience Development and Marketing Manager to ensure that both parties are not contacting the same people. Please also keep us up to date with any offers that you have made to groups so that we are equipped to handle a booking enquiry should they come directly to us. All group booking should come through Project and all groups should be informed that payment in full is required at least 48 hours prior to their visit.

### **PROJECT FANS**

We have recently launched a new membership scheme called Project Fans. Our Project Fans are entitled to attend extra events such as open rehearsal, exclusive artist talks and party nights. Could your company provide an event for our Fans? We view our fans as core audience members and ambassadors for the venue. They are loyal and they will talk about the venue and your work, If you would like to discuss holding an event for our Fans please contact the Audience Development and Marketing Manager.

### **SPECIAL OFFERS AND PROMOTIONS**

If you are planning to run special offers to you should plan and advertise these well in advance of the opening of your show to try and encourage advance sales. These can be advertised through direct mail and through the brochure.

Project run a series of special offers called 'REAL DEALS'. These are specially selected performances where all tickets are available at a reduced rate. We recommend that this is the night following the opening of your show, as quite often this is a tough night for companies to fill as reviews are yet to be published and word of mouth has yet to kick in, or your previews. Alternatively you could offer an earlybird offer to try to encourage advance sales. The REAL DEALS are advertised in our brochure and included on company listings.

Please ensure that you inform the Audience Development and Marketing Manager of any promotions you intend to run and any terms and conditions relating to the offer before you advertise or distribute it.

## **WRITING YOUR MARKETING COPY**

When you are writing your marketing copy try and keep in mind what it is that your audience will want to know, what is it that will help them make a decision to buy a ticket. Audience research shows that the most important thing people want to know is 'what is it about?' and 'what will I see/feel?' so remember this when writing your copy. The performance should be the focus of the copy not the company and their achievements. Some company info can be useful but it should not be the focus. Try and put yourself in your audiences' shoes and give them the information that they want.

## **OTHER THINGS THAT YOU CAN DO:**

**DUBLIN TOURISM STAFF** – Dublin Tourism currently sell tickets on behalf of Project Arts Centre, and their staff talk to tourists on a daily basis. If you would like to invite some of their staff to your previews, this can be arranged through our Audience Development and Marketing Manager. Word of mouth is your most powerful sales tool so anything you can do to encourage personal recommendations is great.

**HOTEL CONCEIRGES** - why not talk to hotel concierges? They are always being asked by guest for things to do. You could consider offering some of them free tickets to a preview so that they can recommend your production to their clients.

**INVITATIONS** – we can help you with your invitations and RSVP's in a number of ways.

- Let our Box Office handle your RSVP's. They are hugely experienced in doing this and this will free up your time to concentrate on other things. In order to do this, please include the following RSVP to details on your invitation: by email to [box-office@projectartscentre.ie](mailto:box-office@projectartscentre.ie) and by phone to 01 8819 613. You can request an update on the progress of your RSVP list at any stage by contact Box Office directly. You will also need to supply a copy of your guest list to our Audience Development and Marketing Manager prior to the distribution. This should be submitted in spreadsheet format sorted alphabetically by surname.
- If you are considering sending invitations out by email we can facilitate the sending of these through our emailing software. This will avoid your invitees receiving the mails as spam and it will also send a plain text version along with the html version to avoid blank emails being received by individuals who cannot receive html. The return email address on these emails goes directly to our Box Office for ease of RSVP. If you wish to do this you must liaise with the Audience Development and Marketing Manager to plan the distribution date. Once the date is planned you should submit your email invite in Jpeg format to [melanie@projectartscentre.ie](mailto:melanie@projectartscentre.ie) (if you do not have an invite design please contact us to discuss alternative options) along with your invite list. Your invite list MUST be submitted in a spreadsheet format with the information completed as follows for it to be imported to our software:

<b>First name</b>	<b>Surname</b>	<b>Email Address</b>
Melanie	Wright	Melanie Wright, <a href="mailto:melanie@projectartscentre.ie,1,1">melanie@projectartscentre.ie,1,1</a>
Niamh	O'Donnell	Niamh O'Donnell, <a href="mailto:niamh@projectartscentre.ie,1,1">niamh@projectartscentre.ie,1,1</a>
David	Brady	David Brady, <a href="mailto:david@gmail.com,1,1">david@gmail.com,1,1</a>

The email address should be written in the following format **first name surname, email address,1,1**

## **COMPANY SEATS**

If you intend to hold company seats for each night please inform our Audience Development and Marketing Manager of the number you request to be held.

- Ticket requests should only come from **ONE** designated person from your company. Let us know in advance who this is.
- In order to issue your comps you must fill out the Ticket Request Form and return the form each day at least **3 hours** prior to the start time of your performance.
- Tickets will then be printed by the member of staff assigned to box office for this performance.
- We can not accept request for tickets reservations to be paid for on the door. Reservations cannot be held after 6pm the day before a performance. If you wish to book a ticket on behalf of someone you will either need to pay for it in full or supply Box Office with adequate contact information so that they can attempt to contact them to make a booking.
- Please ask all guests to pick up comps at least fifteen minutes before the show starts – this allows for resale of any uncollected comps.
- A copy of the Ticket Request Form can be found in appendix 2.

## **SHOW ANNOUNCEMENTS**

Should you wish to record your own show announcement you must submit a copy of your announcement script to the Audience Development & Marketing Manager, for approval, in advance of recording the announcement. It is our policy to have a bilingual announcement which **MUST** include the following information:

*Welcome to Project Arts Centre (and then the COMPANY'S NAME production of 'TITLE OF SHOW')*

*Please take note of your nearest exits and turn off your mobile phones*

*If you leave the auditorium you cannot be readmitted*

*For further information on Project Arts Centre's programme see [projectartscentre.ie](http://projectartscentre.ie)*

**This document is only a guide to help you get the most from your marketing and we are open to discussing any ideas that you have. Please feel free to contact me any anytime Monday to Thursday if there is anything at all that I can help you with.**

**Best of luck with your production and I look forward to working with you.**



**Audience Development and Marketing Manager**

**APPENDIX 1 – SUPPLIERS CONTACT SHEET**

<b>SUPPLIER NAME</b>	<b>CONTACT PERSON</b>	<b>TEL NO</b>	<b>EMAIL</b>	<b>NOTES</b>
IPA (Irish Poster Advertising)	Mary Byrne	01 679 7700	<a href="mailto:marybyrne@ipa-ltd.ie">marybyrne@ipa-ltd.ie</a>	CITYWIDE POSTER SITE
Screenlink	Fergus	01 836 4911		RECOMMENDED PRINTERS FOR IPA POSTER CAMPAIGNS
Hackett's	Mark	01 676 0301	bureau@jdh.ie	PRINTERS FOR POSTERS AT THE FRONT OF PROJECT. Outdoor poster for Project €40. A3 postes €0.44 plus vat.
Micromedia	Dave/ Collin	01 677 3834	<a href="mailto:dave@micromedia.ie">dave@micromedia.ie</a> or <a href="mailto:info@micromedia.ie">info@micromedia.ie</a>	LEAFLET AND POSTER DISTRIBUTION – Approx €75 per flyer run per week & approx €70 per 25 posters for 1 1week
VIVA promotions	Lisa	087 611 6887	vivavadim@yahoo.ie	LEAFLET DISTRIBUTION – 10% discount to Theatre Forum members
Peter Kinsella	Peter	086 822 3935	<a href="mailto:peterkin@eircom.net">peterkin@eircom.net</a>	A3 POSTER DISTRIBUTION - €75 for 50 posters for 2 weeks
Jim Morrish	Jim	087 232 1815	<a href="mailto:jcomic@indigo.ie">jcomic@indigo.ie</a>	PRINTER – A3 poster printing €0.50 per print. Plus delivery from Cork
Dublin Tourism	Jim Coyle	N/A	N/A	DISTRIBUTION OF FLYERS THROUGH TOURIST OFFICES – send to John Coyle – Distribution, Dublin Tourism, Suffolk Street Dublin 2
Constant Contact				EMARKETING SOLUTIONS <a href="http://www.constantcontact.com/index.jsp">http://www.constantcontact.com/index.jsp</a>
RTE Supporting the Arts	Christine Laport		<a href="mailto:Christine.Laport@rte.ie">Christine.Laport@rte.ie</a>	EMARKETING SOLUTIONS <a href="http://www.mailchimp.com/">http://www.mailchimp.com/</a>
First Advertising	Neil Rooney	01 2930999	neil@advertsing.ie	IRISH TIMES THEATRE GRID
Phantom 105.2	Eamonn Hoban Shelley	01 888 5162	EamonnHShelley@phantom.ie	RADIO ADVERTISING
Designer	Mick Cullinan	087 882 6240	<a href="mailto:mickcullinan@gmail.com">mickcullinan@gmail.com</a>	Design package €480 – Flyer design plus poster design resized.
Electric Media		01 232 0902	<a href="mailto:info@electricmedia.ie">info@electricmedia.ie</a>	Online advertising including Irish Times and Entertainment.ie
TV3 Show guide	Pat Egan	01 679 7700	<a href="mailto:pat@pateganmgt.ie">pat@pateganmgt.ie</a>	Nationwide advertising from €375 per week



**Project Arts Centre Complimentary Ticket Request Form**

**NB: Please return this form before 6pm (or in the case of early/lunchtime shows a minimum of 3 hours prior to the start of the performance)**

Email to both:  
 box-office@projectartscentre.ie  
 AND  
 melanie@projectartscentre.ie

**COMPANY DETAILS**

Company Name:	
Form Completed by:	Phone No. for today:

**PERFORMANCE DETAILS**

Name of Performance:	
Performance Date:	Performance Time:

**TICKET LIST (Please use full names)**

	FULL NAME
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
<b>TOTAL NO OF COMPS:</b>	

For Project Arts Centre Use Only: Ticket Requested Completed on / / @ . PM by
--

### APPENDIX 3 – PLACES TO TRY FOR DISTRIBUTION

<b>Places that should take flyers:</b>	
Temple Bar Cultural Trust	12 East Essex Street, D2
Winding Stair Bookshop & restaurant	40, Ormond Quay Dublin 1
Temple Bar Gallery and Studios	Temple Bar, D2
Button Factory	Curved Street, Temple Bar, D2
Filmbase	Curved Street, Temple Bar, D2
Ark	11 Eustace Street, Temple Bar, D2
IFI	6 Eustace Street, Temple Bar, D2
Irish Gallery of Photography	Meeting House Square, Temple Bar, D2
Shebeen Chic	4 South Great Georges Street, Dublin 2
Powerscourt Town House Centre	South William Street, D2
Kerlin Gallery	Anne's Lane South Anne Street Dublin 2
Rubicon Gallery	10 St Stephens Green
Goethe Institut	37 Merrion Square, D2
Green on Red Gallery	26-28 Lombard Street East, Dublin 2
The Douglas Hyde Gallery	Trinity, Dublin 2
Dublin Tourism Centre	Suffolk Street, Dublin 2
Andrews Lane Theatre	9-17 St Andrews Lane, D2
FOUR Gallery	119 Capel Street. D1
Oonagh Young Gallery	1 James Joyce Street, Liberty Corner, D1
The Lab, Dublin City Council The Arts Centre	Foley Street, Dublin 1
Pallas Heights Studios	Pallas Studios, unit 12, Brunswick Mill, north brunswick street, D7.
Fire Station Artists' Studios	9-11, Lower Buckingham Street, D1
DIT	Mountjoy Square, D1
Hugh Lane Municipal Gallery of Modern Art	Charlemont House, Parnell Square North, D1
Broadstone Studios	Hendrons building, 36 - 40 Upper Dominic street, D 7
Thisisnotashop.com	26 Benburb St, Dublin 7
Motherstankstation	1-43 Watling Street, Ushers Island, D8
IMMA	Royal Kilmainham Hospital, D8
N C A D	100 Thomas Street, D8
Monster Truck Gallery & Studios	73 Francis St, D8
Kevin Kavanagh Gallery	Chancery Lane, Dublin 8
Dance House	Foley Street, Dublin 1
The Abbey Theatre	Stage Door, Lower Abbey Street, D1
<b>Places that may take posters and flyers</b>	
Busyfeet and Coco Café	Sth William St
Road Records	Fade St
Selectah Records	Crow St (beside Temple Bar Music Centre)
City Discs	Crow St (beside Temple Bar Music Centre)
Freebird Records	beside O'Connell bridge Tower Records, Wicklow St.
Secret Book and Record Store	Wicklow St.
Music Maker	Wicklow St.
Cornucopia	Wicklow St.
Final Vinyl	Camden St.
Smile records	George's St.
Soundcellar	Nassau St.

Alliance Francaise	Kildare St.
<u>Pantibar</u>	Capel Street
<u>Buddabag</u>	Italian Quarter
Lemon Jelly	Italian Quarter
<u>Front Lounge</u>	Temple Bar
<u>Lemon Jelly/Stage Door</u>	Temple Bar
Exchange	Temple Bar
<u>Purity Kitchen</u>	Temple Bar
Turks Head	Temple Bar
<u>Café Irie</u>	Temple Bar
Gruel	Temple Bar
<u>Cake Café</u>	Southside – George Street Area
<u>The Globe</u>	Southside – George Street Area
<u>Café Bar Deli</u>	Southside – George Street Area
<u>Launderette</u>	Southside – George Street Area
<u>Simon's place</u>	Southside – George Street Area
<u>Ukiyo</u>	Southside – George Street Area
Try all cafes and Internet cafés	
<b>Hostels (may take posters &amp; Flyers):</b>	
<u>Avalon Hostel</u>	Southside – George Street Area
Four Courts Hostels	on the quays opp the 4 courts
Brewery Hostel	Thomas St
Barnacles	Temple Bar
Isaac's	nr The Isaac Butt
Brown's,	Gardiner St.
Backpackers Ireland Euro Hostel	Gardiner St
Backpackers Ireland Citi Hostel	Gardiner St
Mount Eccles Court	Nth Gt George's
St Avalon House	Aungier St
Simon's Café	Georges Street Arcade



## APPENDIX 4 – CATCHMENT AREA ANALYSIS – PROJECT ARTS CENTRE (REPORT CONDUCTED IN 2008)

### 1. Key facts

- 86% of ticket buyers in the past 12 months came from within a 45 minute drivetime of the Arts Centre
- 61% of ticket buyers came from Dublin Co Borough
- 1.5% of households in Dublin Co Borough and 1.3% of households in Dun Laoghaire-Rathdown bought tickets at Project Arts Centre in the past 12 months
- 43% of ticket buyers at Project Arts Centre in the past 12 months are reasonably young and affluent couples. If they have children, they tend to be under 10 years of age. The theatre also attracts 7% of its audience from older, low income households

### 2. Catchment area

14% of ticket buyers came from outside a 45 minute drivetime.

Project Arts Centre's catchment area – ie the area within which the its marketing should be focused – is shown below. There are outlying DEDs with relatively high numbers of ticket buyers – see penetration map overleaf.



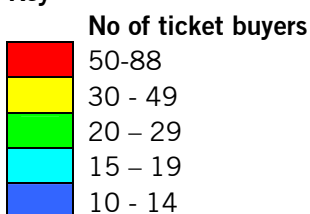
### 3. Existing audience

County	No of ticket buyers	% of all ticket buyers	% of households that bought tickets
Dublin Co.Borough	2191	61%	1.5%
Dun Laoghaire-Rathdown	698	20%	1.3%
Fingal	301	8%	0.7%
South Dublin	193	5%	0.5%
Wicklow	89	2%	n/a

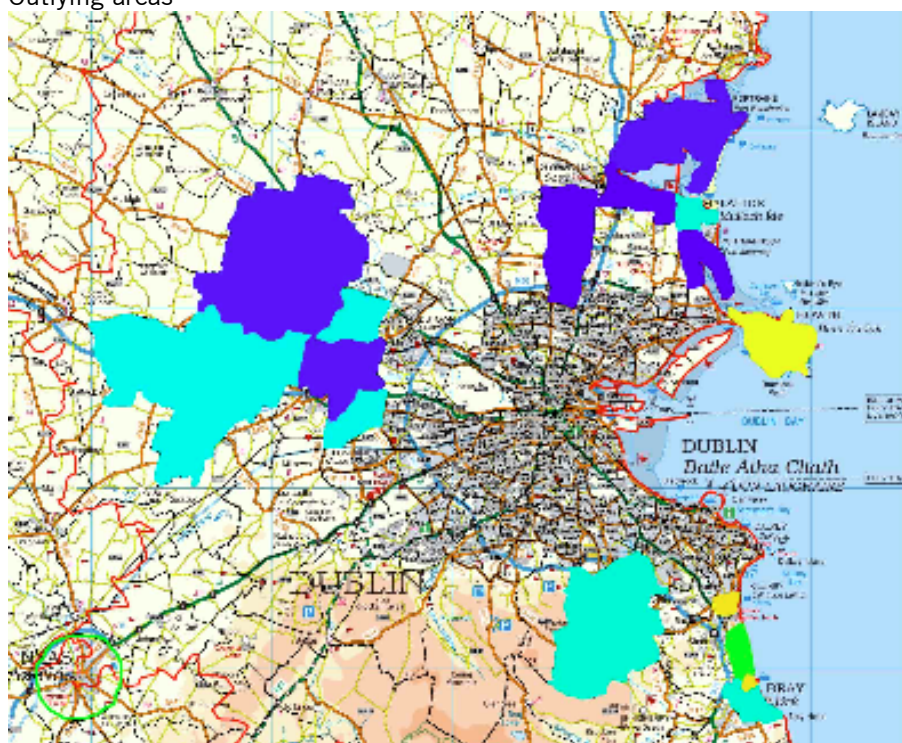
### 4. Potential audience

An analysis of the number of ticket buyers against the number of households in each ED shows the hot and cold spots in the venue catchment (see map below). Full details are in the table overleaf. A detailed map showing the location of each ED is attached.

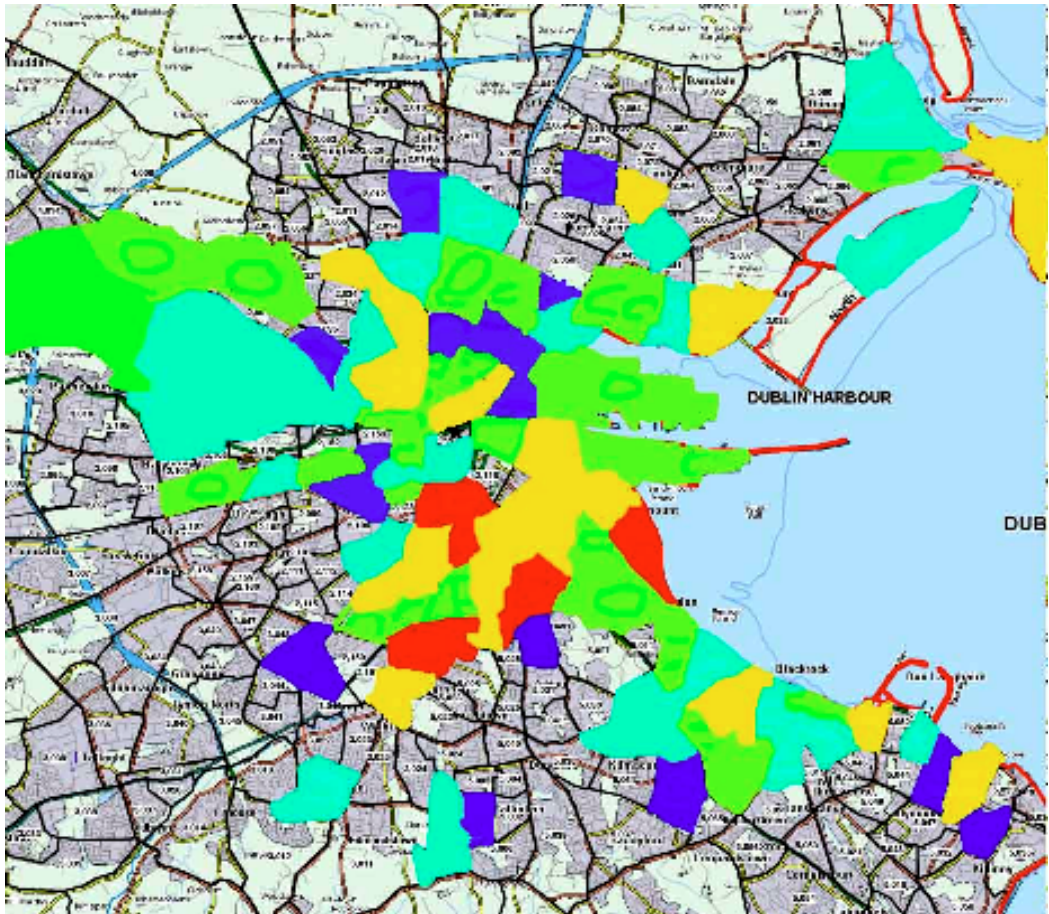
#### Key



Outlying areas



Dublin City





**Key**

No of ticket buyers		% of households buying tickets	
	50-88		10% +
	30 - 49		5% - 6%
	20 - 29%		4%
	15 - 19%		3%
	10 - 14%		2%
	EDs outside catchment with significant penetration or no. of ticket buyers		

DED	No of ticket buyers	% ticket buyers	House-holds	Penet-ration	County	District name	DED name
02146	88	2%	1603	5%	Dublin Co.Borough		St. Kevin's
02162	65	1%	1706	4%	Dublin Co.Borough		Wood Quay B
02144	62	1%	1117	6%	Dublin Co.Borough		Royal Exchange A
02127	59	1%	1549	4%	Dublin Co.Borough		Pembroke East C
02133	55	1%	1676	3%	Dublin Co.Borough		Rathfarnham
02139	51	1%	1704	3%	Dublin Co.Borough		Rathmines West B
02135	50	1%	1898	3%	Dublin Co.Borough		Rathmines East B
05050	48	1%	1387	3%	Dun Laoghaire-Rathdown		D'laoire-Sandycove
02132	47	1%	1728	3%	Dublin Co.Borough		Pembroke West C
04024	46	1%	2880	2%	Fingal	Fingal	Howth
02126	45	1%	1298	3%	Dublin Co.Borough		Pembroke East B
03026	44	1%	1204	4%	South Dublin	South Dublin	Rathfarnham Village
02005	42	1%	1385	3%	Dublin Co.Borough		Arran Quay E
02030	42	1%	2345	2%	Dublin Co.Borough		Cabra East A
05051	41	1%	696	6%	Dun Laoghaire-Rathdown		Dun Laoire-Salthill
02131	41	1%	1017	4%	Dublin Co.Borough		Pembroke West B
02073	40	1%	1033	4%	Dublin Co.Borough		Mountjoy A
02134	40	1%	1911	2%	Dublin Co.Borough		Rathmines East A
02138	40	1%	2259	2%	Dublin Co.Borough		Rathmines West A
0212	39	1%	726	5%	Dublin Co.Borough		Merchants Quay E

3							
02137	39	1%	1286	3%	Dublin Co.Borough		Rathmines East D
05039	39	1%	1408	3%	Dun Laoghaire-Rathdown		Dundrum-Sandyford
02143	38	1%	1267	3%	Dublin Co.Borough		Rathmines West F
02002	35	1%	1215	3%	Dublin Co.Borough		Arran Quay B
05010	35	1%	1271	3%	Dun Laoghaire-Rathdown		Blackrock-Central
02136	34	1%	1424	2%	Dublin Co.Borough		Rathmines East C
02148	34	1%	1524	2%	Dublin Co.Borough		Terenure A
05059	33	1%	2045	2%	Dun Laoghaire-Rathdown		Killiney South
02038	33	1%	2372	1%	Dublin Co.Borough		Clontarf East B
15003	31	1%	669	5%	Wicklow	Bray U.D.	Bray No. 1
02147	31	1%	1569	2%	Dublin Co.Borough		South Dock
02075	30	1%	1279	2%	Dublin Co.Borough		North City
02130	30	1%	1368	2%	Dublin Co.Borough		Pembroke West A
02120	29	1%	1530	2%	Dublin Co.Borough		Merchants Quay B
02142	29	1%	1562	2%	Dublin Co.Borough		Rathmines West E
04016	29	1%	4701	1%	Fingal	Fingal	C'knock-Knockmaroon
02117	28	1%	1457	2%	Dublin Co.Borough		Mansion House A
02049	27	1%	1301	2%	Dublin Co.Borough		Drumcondra South C
02125	27	1%	1525	2%	Dublin Co.Borough		Pembroke East A
02140	26	1%	1156	2%	Dublin Co.Borough		Rathmines West C
02077	26	1%	1396	2%	Dublin Co.Borough		North Dock B
02122	25	1%	906	3%	Dublin Co.Borough		Merchants Quay D
15034	25	1%	2368	1%	Wicklow	Rathdown No. 2 R.D.	Greystones
06003	25	1%	6506	0%	Kildare	Naas U.D.	Naas U.D.
05068	24	1%	642	4%	Dun Laoghaire-Rathdown		Stillorgan-Priory
02068	24	1%	1042	2%	Dublin Co.Borough		Inns Quay C
02040	24	1%	1079	2%	Dublin Co.Borough		Clontarf East D
0500	24	1%	1166	2%	Dun Laoghaire-Rathdown		Blackrock-

8							Boooterstown
0214 1	24	1%	1479	2%	Dublin Co.Borough		Rathmines West D
0500 9	24	1%	1823	1%	Dun Laoghaire-Rathdown		Blackrock-Carysfort
0206 7	23	0%	1277	2%	Dublin Co.Borough		Inns Quay B
0204 7	23	0%	1402	2%	Dublin Co.Borough		Drumcondra South A
0506 2	23	0%	1683	1%	Dun Laoghaire-Rathdown		Shankill-Shanganagh
0202 8	22	0%	1386	2%	Dublin Co.Borough		Botanic B
0214 9	22	0%	1404	2%	Dublin Co.Borough		Terenure B
0208 8	22	0%	1637	1%	Dublin Co.Borough		Rotunda A
0403 5	22	0%	2136	1%	Fingal	Fingal	Sutton
0200 6	22	0%	2214	1%	Dublin Co.Borough		Ashtown A
0215 7	21	0%	1066	2%	Dublin Co.Borough		Ushers F
0212 9	21	0%	1279	2%	Dublin Co.Borough		Pembroke East E
0401 7	21	0%	1279	2%	Fingal	Fingal	Castleknock-Park
0204 4	21	0%	1439	1%	Dublin Co.Borough		Clontarf West C
0501 4	20	0%	528	4%	Dun Laoghaire-Rathdown		Blackrock-Seapoint
0210 6	20	0%	911	2%	Dublin Co.Borough		Inchicore A
0200 3	20	0%	1026	2%	Dublin Co.Borough		Arran Quay C
0207 4	20	0%	1239	2%	Dublin Co.Borough		Mountjoy B
0212 8	20	0%	1460	1%	Dublin Co.Borough		Pembroke East D
0504 2	19	0%	924	2%	Dun Laoghaire-Rathdown		D'Laoire-East Central
0204 5	19	0%	974	2%	Dublin Co.Borough		Clontarf West D
0506 3	19	0%	992	2%	Dun Laoghaire-Rathdown		Stillorgan-Deerpark
0203 1	19	0%	1427	1%	Dublin Co.Borough		Cabra East B
0211 0	19	0%	1558	1%	Dublin Co.Borough		Kilmainham C
0300 2	19	0%	1578	1%	South Dublin	South Dublin	Ballyboden
0604 0	19	0%	3199	1%	Kildare	Celbridge No. 1 R.D.	Maynooth
0214 5	18	0%	566	3%	Dublin Co.Borough		Royal Exchange B
0209	18	0%	1158	2%	Dublin Co.Borough		Whitehall A

0							
02042	18	0%	1366	1%	Dublin Co.Borough		Clontarf West A
04009	18	0%	7859	0%	Fingal	Fingal	Blanch'town-Blakestown
02079	17	0%	548	3%	Dublin Co.Borough		Phoenix Park
02027	17	0%	1108	2%	Dublin Co.Borough		Botanic A
02087	17	0%	1286	1%	Dublin Co.Borough		Raheny-St. Assam
15005	17	0%	2251	1%	Wicklow	Bray U.D.	Bray No. 3
05057	17	0%	3162	1%	Dun Laoghaire-Rathdown		Glencullen
05016	16	0%	933	2%	Dun Laoghaire-Rathdown		Blackrock-Templehill
02094	16	0%	987	2%	Dublin Co.Borough		Chapelizod
02121	16	0%	1077	1%	Dublin Co.Borough		Merchants Quay C
02161	16	0%	1118	1%	Dublin Co.Borough		Wood Quay A
15004	16	0%	1931	1%	Wicklow	Bray U.D.	Bray No. 2
03015	16	0%	7281	0%	South Dublin	South Dublin	Lucan-Esker
05013	15	0%	716	2%	Dun Laoghaire-Rathdown		Blackrock-Newpark
05003	15	0%	813	2%	Dun Laoghaire-Rathdown		Ballinteer-Marley
05067	15	0%	839	2%	Dun Laoghaire-Rathdown		Stillorgan-Mt. Merrion
05017	15	0%	895	2%	Dun Laoghaire-Rathdown		Blackrock-Williamstown
02039	15	0%	1068	1%	Dublin Co.Borough		Clontarf East C
02113	15	0%	1141	1%	Dublin Co.Borough		Kimmage C
05012	15	0%	1325	1%	Dun Laoghaire-Rathdown		Blackrock-Monkstown
05006	15	0%	1413	1%	Dun Laoghaire-Rathdown		Ballinteer-Woodpark
02004	15	0%	1428	1%	Dublin Co.Borough		Arran Quay D
02032	15	0%	1521	1%	Dublin Co.Borough		Cabra East C
04029	15	0%	1721	1%	Fingal	Fingal	Malahide East
04004	15	0%	1990	1%	Fingal	Fingal	Baldoyle
06034	15	0%	4332	0%	Kildare	Celbridge No. 1 R.D.	Celbridge
06039	15	0%	4430	0%	Kildare	Celbridge No. 1 R.D.	Leixlip
0402	14	0%	99	14%	Fingal	Fingal	Lucan North

7							
05029	14	0%	651	2%	Dun Laoghaire-Rathdown		Clonskeagh-Milltown
05036	14	0%	749	2%	Dun Laoghaire-Rathdown		Dalkey Upper
02029	14	0%	933	2%	Dublin Co.Borough		Botanic C
04032	14	0%	960	1%	Fingal	Fingal	Portmarnock South
02036	14	0%	1025	1%	Dublin Co.Borough		Cabra West D
02154	14	0%	1069	1%	Dublin Co.Borough		Ushers C
03042	14	0%	1523	1%	South Dublin	South Dublin	T'eogue-Kimmage Manor
04001	13	0%	35	37%	Fingal	Fingal	Airport
02048	13	0%	579	2%	Dublin Co.Borough		Drumcondra South B
02155	13	0%	781	2%	Dublin Co.Borough		Ushers D
02046	13	0%	937	1%	Dublin Co.Borough		Clontarf West E
05066	13	0%	982	1%	Dun Laoghaire-Rathdown		Stillorgan-Merville
04039	13	0%	1480	1%	Fingal	Fingal	Swords-Seatown
03016	13	0%	1846	1%	South Dublin	South Dublin	Lucan Heights
04019	13	0%	1923	1%	Fingal	Fingal	Donabate
04030	13	0%	1925	1%	Fingal	Fingal	Malahide West
04036	13	0%	3002	0%	Fingal	Fingal	Swords-Forrest
02124	12	0%	875	1%	Dublin Co.Borough		Merchants Quay F
05001	12	0%	954	1%	Dun Laoghaire-Rathdown		Ballinteer-Broadford
05043	12	0%	1000	1%	Dun Laoghaire-Rathdown		D'Laoire-Glasthule
02078	12	0%	1248	1%	Dublin Co.Borough		North Dock C
02013	12	0%	1308	1%	Dublin Co.Borough		Ballygall C
02022	12	0%	1488	1%	Dublin Co.Borough		Beaumont B
11009	12	0%	2194	1%	Meath	Dunshaughlin R.D.	Dunboyne



## 5. Lifestyle analysis

The Ogham segmentation system has been developed by PMI, a major supplier of Irish consumer data and analysis. Based on lifestyle, geographic, census and other datasets, the system divides every household in Ireland into one of 34 clusters according to geographic location, lifestage, affluence and lifestyle preferences. Everyone on the venue database who has bought tickets in the past 12 months and has a complete address has been allocated an Ogham coding.

### 5.1 Main Ogham segments

The following are the five most frequently occurring Ogham segments amongst ticket buyers at Project Arts Centre

Ogham code	Description	No of ticket buyers	% ticket buyers	% of Irish population
RAB1	Up and Coming	1058	26%	1.3%
UBB4	Urban Wannabes	488	10%	5.9%
UBB5	The Sorted Segment	376	7%	3.4%
UEC2	Gold Card Oldies	345	7%	1.4%
UDA2	The Cultured Elite	339	7%	2.1%

### 5.2 Description of Ogham segments

#### RAB1

#### Up and Coming

Reasonably young and affluent, this group consists of young couples in small towns or rural areas. They also live in city centre business districts where there is a very low density of residential addresses. If they have children, they tend to be of pre-school age. They are currently buying their own home and are typically employed in management or have some form of skill or profession. A significant number are self-employed. They invest in pensions, life assurance and private health care and are likely to use credit cards. Multiple car ownership is high. Hobbies include cars, holidays, computer games, TV sport, soccer and golf.

#### UBB4

#### Urban Wannabes

The children in these middle-income young families are typically under 10 years of age. Employment is likely to be in management or supervisory roles. Despite reasonably good income levels, their financial portfolio is quite restrained, typically consisting of a company pension and mortgage. Credit cards tend to be used freely. The family car is likely to be an economy model, upgrading to an estate or people carrier as the family grows. Interests revolve around watching and playing a variety of sports.

#### UBB5

#### The Sorted Segment

Reasonably wealthy, well educated and professional, this group have healthy and varied financial portfolios including regular savings plans, pensions, life assurance and private health cover. They are free and easy with credit cards. Children are junior school age. They have a strong partiality for the Irish Times. Socialising and keeping fit are the focus of free time while home is fully equipped for entertainment - PC, digital TV, Internet, and computer games are standard. They enjoy holidaying in Europe and the USA.

#### UEC2

#### Gold Card Oldies

Elderly couples with a comfortable income who live in large family residences or may have moved to smaller townhouses or apartments. Most likely retired from commerce or professional services. They have built up a varied financial portfolio including savings bonds, lump sum investments and shares and have a keen interest in the stock market. They read the Irish Times and other broadsheets for current affairs and finance. They spend their newfound free time on cultural activities, keeping fit, gardening and grandchildren.

#### UDA2

#### The Cultured Elite

The children in these well-off mature families are still at home finishing secondary education or are in college. Their homes are large, detached or semi-detached. They drive two cars; the main one is often luxury. The head of family is in higher management or a professional role. Private health schemes and stocks and shares feature among a wider financial portfolio. They are staunch Irish Times readers, especially current affairs and finance pages. They holiday in Europe or the US and take more than one holiday a year. They enjoy good food and wine, the theatre and galleries. Sporting pursuits are more likely to include golf, tennis and rugby. They are heavy users of computers and the Internet.

### 5.3 Lifestage

The following is a breakdown of households according to lifestage with the youngest group first and the oldest last.

Lifestage	No of ticket buyers	% of ticket buyers
Footloose	1676	35%
Starting out	1129	23%
Young families	464	10%
Established families	794	16%
Empty nesters	761	16%
	4824	

### 5.4 Affluence

The following is an analysis of households according to their relative affluence with the wealthiest group first and the poorest last.

Lifestage	No of ticket buyers	% of ticket buyers
A (most affluent)	823	17%
B	2743	57%
C	822	17%
D (least affluent)	436	9%
	4824	

**APPENDIX 5 – MARKET RESEARCH RESULTS  
LOVE & MONEY (APR/MAY 2009)**

<b>Q1. Is this your first time at PAC?</b>	
Yes	<b>21%</b>
No	<b>79%</b>
<b>Q2. How often do you visit PAC?</b>	
First time	<b>22%</b>
1 to 3 pa	<b>31%</b>
4 to 6 pa	<b>23%</b>
7 to 9 pa	<b>10%</b>
10 or more pa	<b>14%</b>
No Answer	<b>2%</b>
<b>Q3. How did you hear about the show?</b>	
Project Brochure	<b>11%</b>
Direct Mail	<b>4%</b>
From a friend	<b>33%</b>
Poster/leaflet	<b>9%</b>
Radio	<b>3%</b>
Social Networking	<b>6%</b>
Press/review	<b>19%</b>
Website	<b>12%</b>
Other	<b>3%</b>
<b>Q4. What age group are you?</b>	
U16	<b>2%</b>
17-24	<b>15%</b>
25-34	<b>35%</b>
35-44	<b>17%</b>
45-54	<b>14%</b>
55-64	<b>10%</b>
65+	<b>5%</b>
<b>Q5. Gender?</b>	

Male	<b>34%</b>
Female	<b>63%</b>
No Answer	<b>2%</b>
<b>Q6. Which Category describes you best?</b>	
Student	<b>14%</b>
Retired	<b>8%</b>
Unemployed	<b>4%</b>
Employed/ Self Employed	<b>70%</b>
Caring for home/family	<b>3%</b>
Other	<b>1%</b>
<b>Q7. Where did you travel from to see the show?</b>	
Dublin City	<b>71%</b>
Dublin County	<b>18%</b>
Leinster	<b>4%</b>
Rest of Ireland	<b>3%</b>
Other	<b>3%</b>
No Answer	<b>0%</b>
<b>Q8. What newspaper do you regularly read?</b>	
Times	<b>38%</b>
Independent	<b>9%</b>
Examiner	<b>2%</b>
Sunday Trib	<b>7%</b>
Sunday Times	<b>15%</b>
Metro/Herald AM	<b>15%</b>
Evening Herald	<b>4%</b>
Other	<b>9%</b>
<b>Q9. What radio stations do you regularly listen to?</b>	
RTE1	<b>24%</b>
2FM	<b>7%</b>
FM104	<b>6%</b>
Today FM	<b>16%</b>

98FM	<b>6%</b>
Lyric	<b>15%</b>
Newstalk	<b>13%</b>
Other	<b>13%</b>
<b>Q10. What other arts/cultural events do you regularly attend?</b>	
Performance Arts	<b>11%</b>
Contemporary Dance	<b>6%</b>
Ballet	<b>3%</b>
Readings	<b>6%</b>
Visual Art	<b>11%</b>
Film	<b>28%</b>
Contemporary Music	<b>10%</b>
Classical Music/opera	<b>9%</b>
Rock/pop music	<b>15%</b>
Other	<b>1%</b>
<b>Q11. Do you think your ticket offers value for money?</b>	
Yes	<b>87%</b>
No	<b>3%</b>
No Answer	<b>10%</b>
<b>Q12. How satisfied are you with the facilities at PAC??</b>	
Very	<b>43%</b>
Satisfied	<b>48%</b>
Neutral	<b>4%</b>
Dissatisfied	<b>1%</b>
No Answer	<b>3%</b>