



UNDERSTANDING AUDIENCES
NOVEMBER 2018

Overview

- About Earthen Lamp
- Planning and positioning for audience engagement
- Understanding audiences
- Working with venues
- Feedback from audiences

About Earthen Lamp

- working in the crossover space between culture and other sectors since 2012
- core team of six plus nine associate researchers
- delivered 130 projects including market research and feasibility studies, strategy development and evaluation
- large number of evaluation projects of varying scale in arts, heritage and third sector

Planning and positioning

Positioning your company and approach

- Your mission and values
- Your strengths and weaknesses

Planning your audience engagement:

- Current and future audiences
- Alignment with your values and approach
- Touring marketing is not just about selling tickets for the show – you are also building venue partnerships and audience engagement for the future.

Understanding audiences

CultureHive from Arts Marketing Association:

www.culturehive.co.uk

Thrive: <https://wewillthrive.co.uk>

Audience Spectrum:

<https://www.theaudienceagency.org/audience-spectrum>



Metroculturals

Prosperous, liberal, urbanites interested in a very wide cultural spectrum



Commuterland Culturebuffs

Affluent and professional consumers of culture



Experience Seekers

Highly active, diverse, social and ambitious, engaging with arts on a regular basis



Trips and Treats

Mainstream arts and popular culture influenced by children, family and friends



Up Our Street

Modest in habits and means, popular arts, entertainment and museums

Working with venues: top tips

- Understand the venues' audiences and their catchment area
- Sell your work first to the venue staff
- Don't assume there's a venue audience for your work or artform – think laterally cross-artform
- Share the marketing effort between company and venue appropriately ie. help each other to target more unfamiliar audiences
- Consider different marketing messages, selling the benefits in different ways, for different audience segments
- Always have your copy read by someone not expert in marketing or your artform – think about the messages that will appeal to non-artform specific audiences or first-time attenders
- Use social media intelligently – it's about building relationships
- Evaluate experiences between companies and venues

The Audience Agency 2010

Feedback from audiences

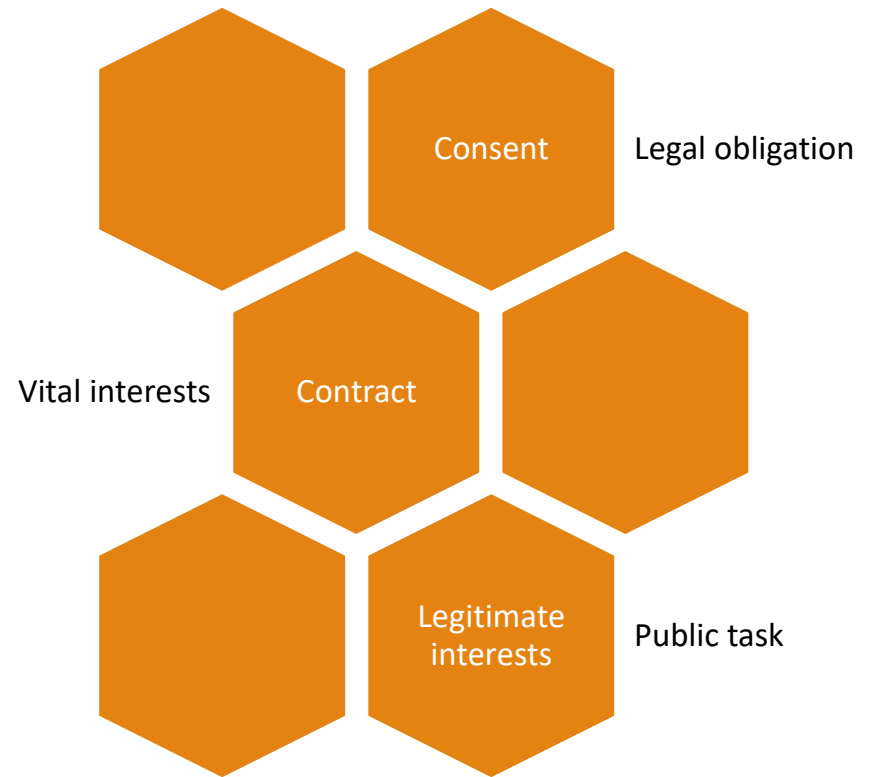
Gathering it

- Through the venue
- Direct from audiences
 - At point of show
 - Following up after show

Using it

- Future audience engagement
- Advocacy and fundraising
- Strategy development
- Evaluation

Processing data under GDPR



Connect with us!



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