

# A summary of the broad strategic implications for increasing the frequency of attendance of live performance

Presented to the attendees of the AEIA Summit held at  
the Star City Sydney  
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# Introduction

- This document attempts to broadly summarise the implications of the qualitative research conducted by Sweeney Research
- The next stage of the research will identify primary target markets and confirm which initiatives will deliver the highest levels of conversion
- Subsequently we will clarify the return on any proposed investment



# What is a brand?

- A brand is a focal point around which an organization or industry defines how it will uniquely deliver value to the customer for a profit.
- This “value” can be emotionally or rationally based but the most successful brands – the “super brands” deliver on both dimensions.
- Its promise is delivered through its products, services and consumer communication - the total customer relationship and experience.



# Why have an industry brand

- The industry's greatest asset is the relationship it has developed with the public at large – it is by definition a brand without a name
- The more unambiguously the AEIA becomes the symbol of industry, the greater its capacity to reinforce and leverage the special significance the industry has in a political and commercial sense



# The Brand

- Performance vs Entertainment
- Brand attributes associated with 'live performance'
  - Stimulating
  - Personal
  - Unique
  - Memorable
  - Emotional experience

The high ground  
that differentiates us from  
the various other forms  
of entertainment



# The Challenge

- People would like to attend more often
  - Major barriers largely surround:
    - Cost
    - Time
    - Low awareness
- 
- Seating options
  - Transport parking and dining

Pre decision  
issues

Post decision  
considerations



# The Barriers

Cost



Value

Reinforce  
Emotional  
Address  
Practical

Time



Simple

Low awareness



Knowledge

Seating options



Peace of mind

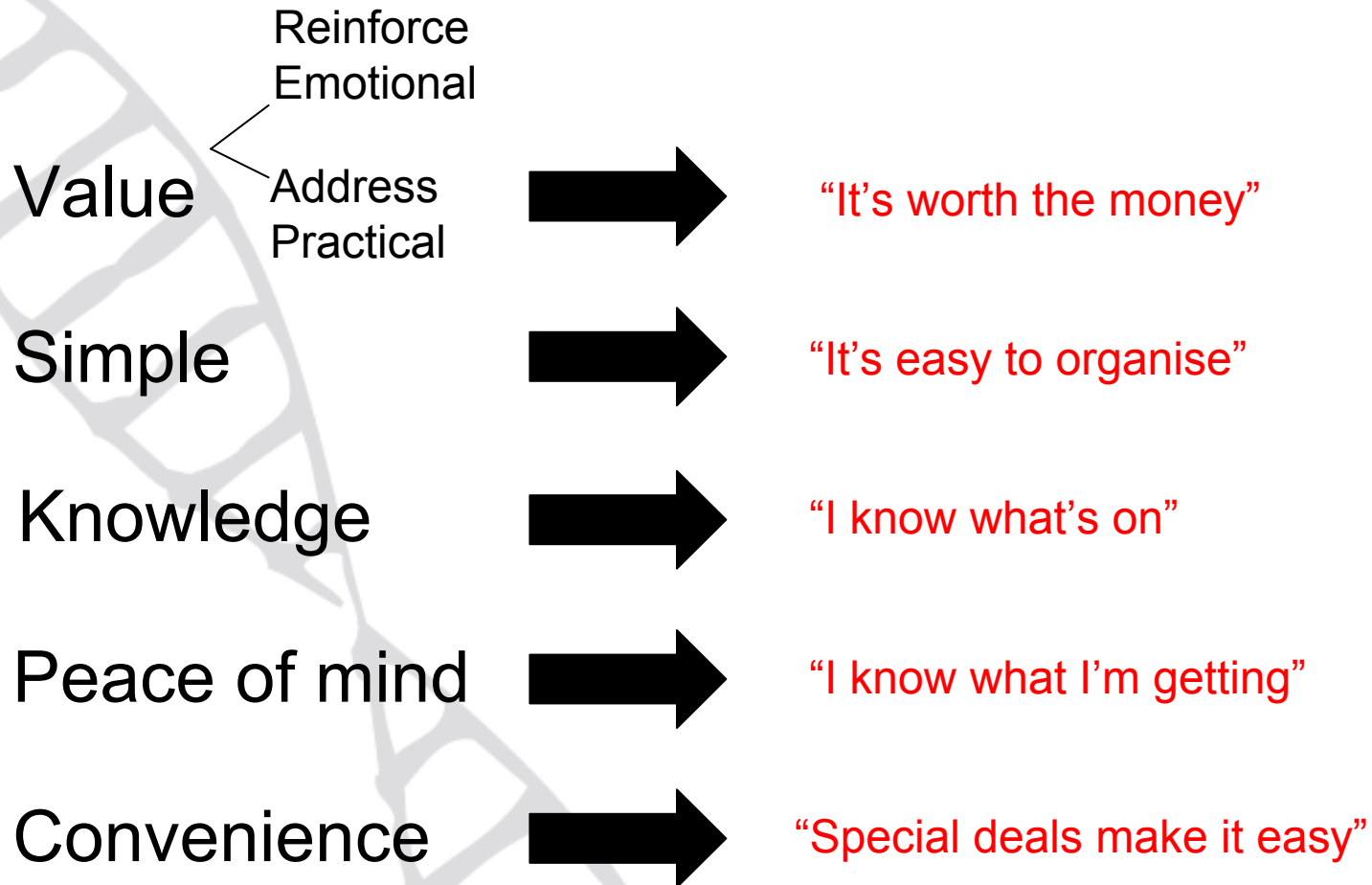
Transport parking and dining



Convenience



# The Consumer Take Out



# Building Value

- Through our strategic communications we must reinforce the unique emotional benefits of the 'live performance experience'
- Not only as backdrop to any tactical initiative but also as a matter of competitive urgency
- Re-branding the AEIA with a view to a greater focus on the consumer will be the first step
- Establishing a fully co-ordinated centralised marketing strategy which successfully takes ownership of the 'live performance experience' will be the second

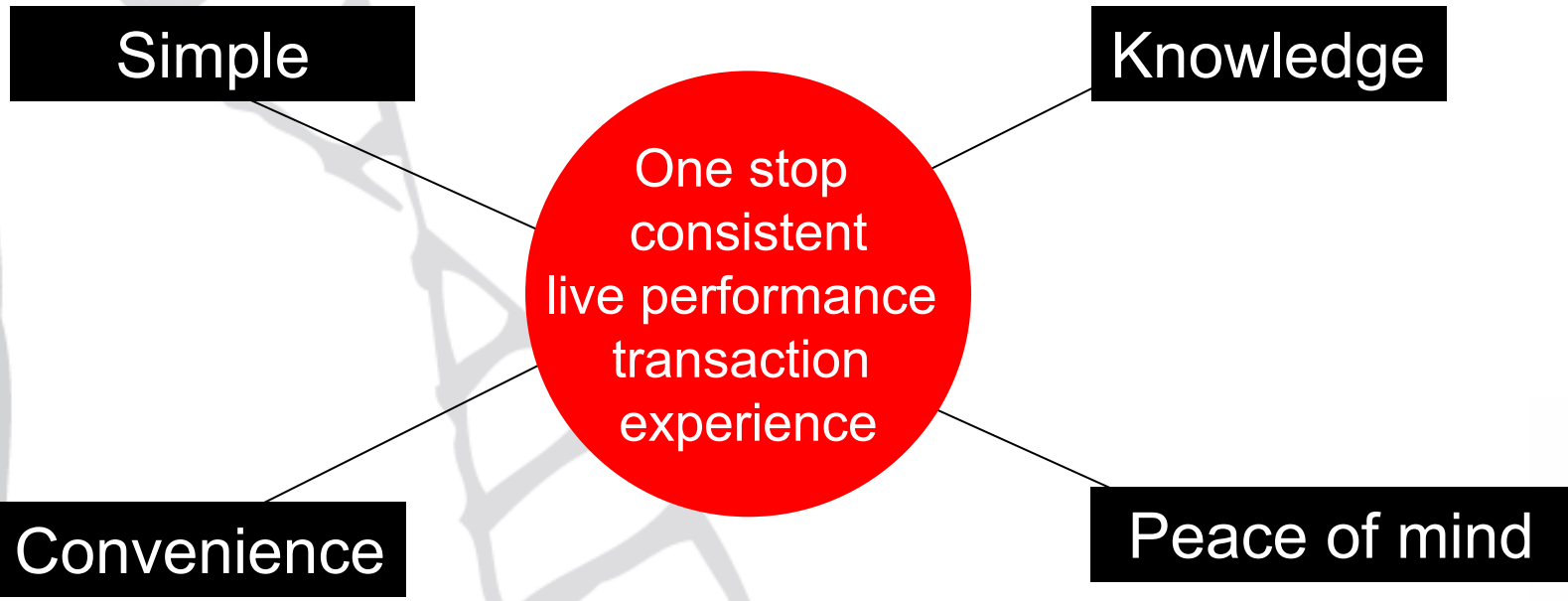
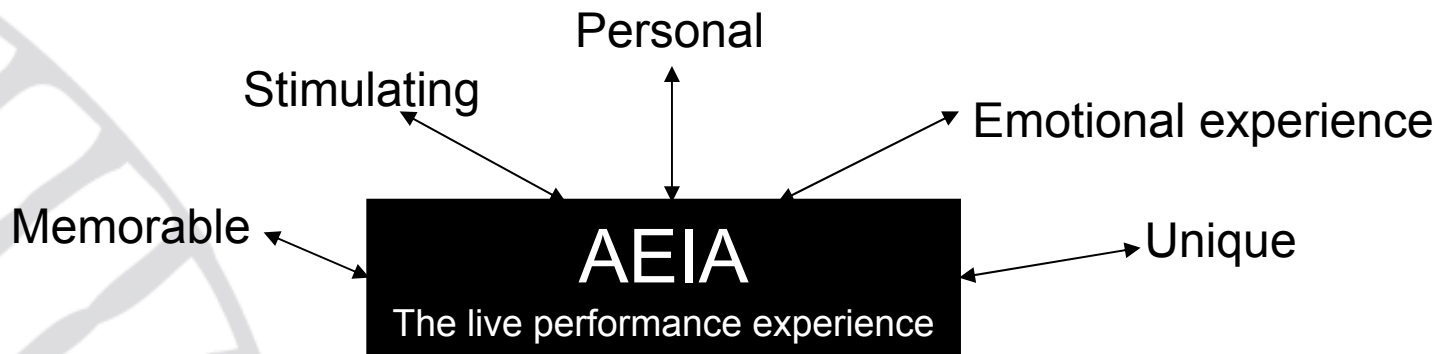


# Building Value

- The consumer concerns regarding 'cost' can be addressed broadly in two ways
  - Adding value
  - Reduce cost (where it suits the industry)
- Adding value needs to be the priority but reducing the cost where appropriate should not be rejected out of hand
- Ultimately we need to develop industry wide offers that create a consistent purchasing experience and which address the barriers associated with going to a 'live performance'



# The Value Model



# The Benefits

- A centralised approach overcomes many of the natural barriers associated with the industry
- Consumers have one destination to recall and where most of their major barriers can be addressed
- Greater marketing effectiveness and efficiencies
- Powerful industry brand will elevate AEIA member brands
- Less susceptible to the vagaries of the media and other outside influences
- Greater ability to promote stars, cross sell and encourage greater attendance by genre
- Developing a direct and more intimate relationship with the consumer – create 'life long customer'

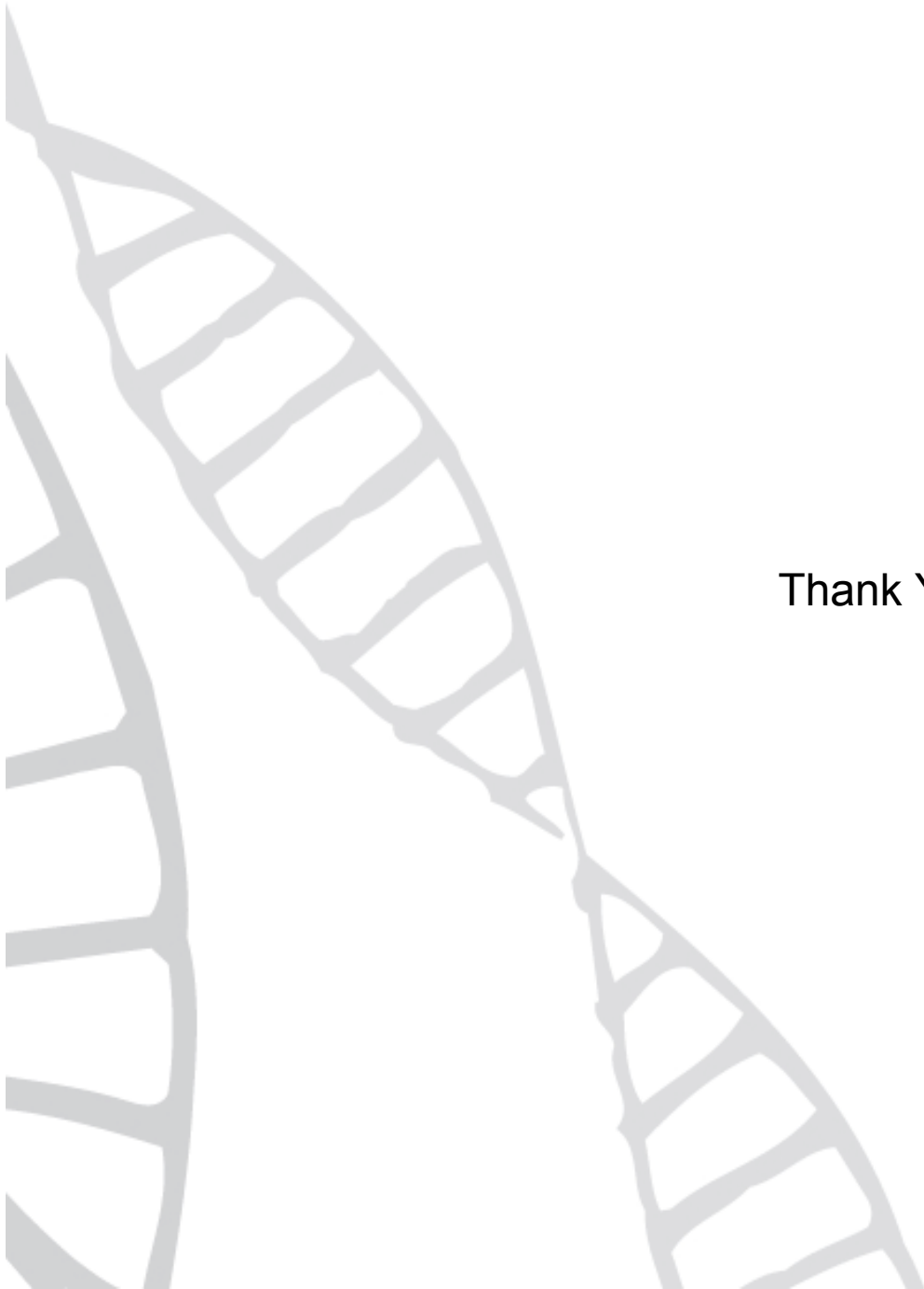


# Next Steps

1. Quantify & prioritise the opportunities
2. Develop creative recommendations
3. Develop and present business case/ROI
4. Execute and implement
5. Review progress and refine/modify as required



Thank You



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