



“The direct-mail campaigns far exceeded our expectations. *Robin Hood* was the number-one selling production in Globe Theatre history and *Buddy – The Buddy Holly Story* saw a 208 per cent increase in revenues and the show was extended by an unprecedented eight weeks.”

Colin Gingras  
Marketing Manager  
Globe Theatre



### Background

Globe Theatre, Saskatchewan’s largest performing arts organization, was founded in 1966 and is the regional theatre for Regina and southern Saskatchewan. The province’s first professional theatre company is dedicated to producing theatre-in-the-round and to fostering the work of local artists. In less than forty years, it has become a national centre of excellence—but like any business in the entertainment industry, ticket sales are always a major focus. Although Globe Theatre receives some funding through government grants and private donations, it must depend on ticket sales to make 65 per cent of its revenue.



### Marketing strategy and challenge

Direct competition is not a concern for Globe Theatre, as it is the only theatre of its kind in the region. However, the

**Client:** Globe Theatre  
**Sector:** Non-profit entertainment  
**Goal:** Increase awareness and ticket sales  
**Solutions:** Advanced Analytics, Unaddressed Admail™ and AdCard™ services

company is facing strong indirect competition. Consumers’ entertainment budgets are generally limited, and Globe Theatre must compete for ticket sales against popular options such as the Saskatchewan Roughriders games, movie theatres and music concerts. Operating as a non-profit organization with a limited marketing budget, the theatre must also find efficient yet cost-effective marketing channels to drive ticket sales.



### Canada Post solution

To create awareness and boost ticket sales for an upcoming production of *Robin Hood*, Globe Theatre decided to try a different marketing approach—

new theatre goes by using direct mail as part of a multimedia marketing strategy.

In close collaboration with Canada Post, Globe Theatre set out to try the AdCard™ service, a convenient “one-stop” direct mail solution. Advanced Analytics were used to determine the postal codes where the highest concentration of existing ticket holders lived. Globe Theatre used this information to target its Unaddressed Admail campaign to everyone living in these postal codes.

The powerful combination of Advanced Analytics, AdCard and the Unaddressed Admail services enabled Globe Theatre to take advantage of strategies that ensured deadlines, budgets and marketing goals were met—and expectations were exceeded.

The boost in ticket sales for *Robin Hood* was so strong that Globe Theatre chose to use the same trio of Canada Post marketing solutions to advertise and sell tickets for its new production: *Buddy – The Buddy Holly Story*.

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### Results

#### **Robin Hood**

The Robin Hood campaign had a significant positive effect at the box office. According to Colin Gingras, Marketing Manager, Globe Theatre, the direct-mail campaign combined with other media, including radio spots, electronic billboards and newspaper ads, resulted in *Robin Hood* being the number-one-selling production in Globe Theatre history. In fact, the production yielded a 17-per-cent increase in ticket-sale revenue over the theatre's number two best-selling show, *Peter Pan*.

"We were overwhelmed by the results," said Gingras. "We were so impressed that we decided to apply the same marketing to future productions. We even diverted other media budgets to AdCard."

#### **Buddy – The Buddy Holly Story**

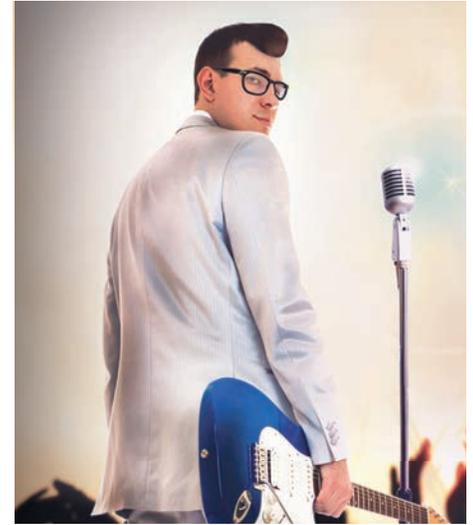
A few months later, the same trio of Canada Post solutions, Advanced Analytics, AdCard and the Unaddressed Admail services, were used to market

*Buddy – The Buddy Holly Story*. The initial goal was to maintain ticket sales and extend the show, but results far exceeded expectations.

Advanced Analytics were used to determine the postal routes where the highest concentrations of existing ticket holders lived. AdCard was used to produce an innovative and fun direct-mail piece that included a pair of "push out" glasses large enough to fit on an adult face. The Unaddressed Admail service was used to deliver the AdCard to everyone living in the postal routes identified.

"The AdCard campaign boosted overall revenues by a phenomenal 208 per cent. In fact, it increased ticket sales to the point where we had to extend the show for an exceptional eight weeks," said Gingras. "People obviously really enjoyed the fun design of the AdCard, too, because they turned up wearing the glasses."

For more information about the Advanced Analytics, Unaddressed Admail™ and AdCard™ services, visit [canadapost.ca](http://canadapost.ca).



## Canada Post Advanced Analytics, AdCard and Unaddressed Admail services: a winning combination for all your marketing campaigns.

### Advanced Analytics

Part of Canada Post's suite of data and targeting solutions, which enable you to:

- ✓ Increase return on your advertising investment.
- ✓ Reduce costs by focusing on your best new customers.
- ✓ Gain insights into your target audience.
- ✓ Tailor messages based on shared customer characteristics.

### AdCard

A one-stop solution that enables you to:

- ✓ Target specific addresses or neighbourhoods.
- ✓ Get creative with your mail and build an engaging campaign.
- ✓ Boost your response rates and generate interest.
- ✓ Send compelling mail that gets opened and, more importantly, gets a response.

### Unaddressed Admail

A new-prospect-finding channel that enables you to:

- ✓ Generate new leads using several targeting tools.
- ✓ Identify the highest potential prospects for your promotional messages.
- ✓ Boost awareness with a proven direct-mail channel.