

Theatre/Venue Case Study

A major theatre venue that markets a subscription-based show offering to a large market audience needed a way to solicit new subscriptions and subscription renewals in a way that maximized response and minimized printing and mailing costs.

The client had built a sophisticated database that tracked outbound marketing efforts, response demographics and subscription history with related pricing. The primary need was to produce solicitation campaigns that were targeted based on prospect demographics and to custom tailor the components sent based on the audience group.

Adam's variable imaging and inserting technologies provided a solution by enabling the customization of the package personalization as well as the insertion of a variable number of components.

The secondary need was to provide fulfillment services to the responders using data captured by the client through their inbound telemarketing and web channels. Adams created a custom program to facilitate the variable output required on the printing of renewal packages with an invoice for each subscriber.

The third phase of the program required the printing of a variable number of tickets per subscriber based on their specific event plan chosen. Adams utilized high quality digital presses to personalize the 4-color tickets and develop a production stream that combined variable volume ticket fulfillment into a single production run that minimized fulfillment and postage costs.

Adams Direct & Media Services is a data-driven marketing company founded in 1965 that specializes in producing high impact direct mail programs for the entertainment industry. Our proven expertise in program management utilizes multi-channel messaging capabilities to maximize response and ensure the success of your program.

