MARKETING STRATEGY FOR A CHRISMAS CAROL AT HANOVER THEATRE

By Team Han Gover

THE STORY OF ACC

A cherished Worcester holiday tradition, A Christmas Carol has been bringing families together at The Hanover Theatre for years.

Its timeless story, festive atmosphere, and community spirit make it one of the theatre's most beloved productions.

PROBLEM STATEMENT

HANOVER ENJOYS STRONG COMMUNITY SUPPORT, PRESENTING GREAT OPPORTUNITIES FOR FURTHER GROWTH.

BUILDING ON EXISTING STRENGTHS WILL HELP ACC REACH WIDERAUDIENCES AND MAXIMIZE SEASONAL IMPACT.

AUDIENCE INSIGHTS REVEAL POTENTIAL TO ENHANCE DIGITAL VISIBILITY, AMPLIFY WORD-OF-MOUTH, AND ENGAGE YOUNGER AUDIENCES MORE DEEPLY.

KEY STRATEGIES TO STRENGTHEN ACC ENGAGEMENT & REACH

BOOST WORD-OF-MOUTH & RECOMMENDATION CAMPAIGNS

STRENGTHEN DIGITAL & SOCIAL MEDIA PRESENCE

BROADEN APPEAL TO YOUNGER AUDIENCES

KEY STRATEGIES TO STRENGTHEN ACC ENGAGEMENT & REACH

BOOST WORD-OF-MOUTH & RECOMMENDATION CAMPAIGNS

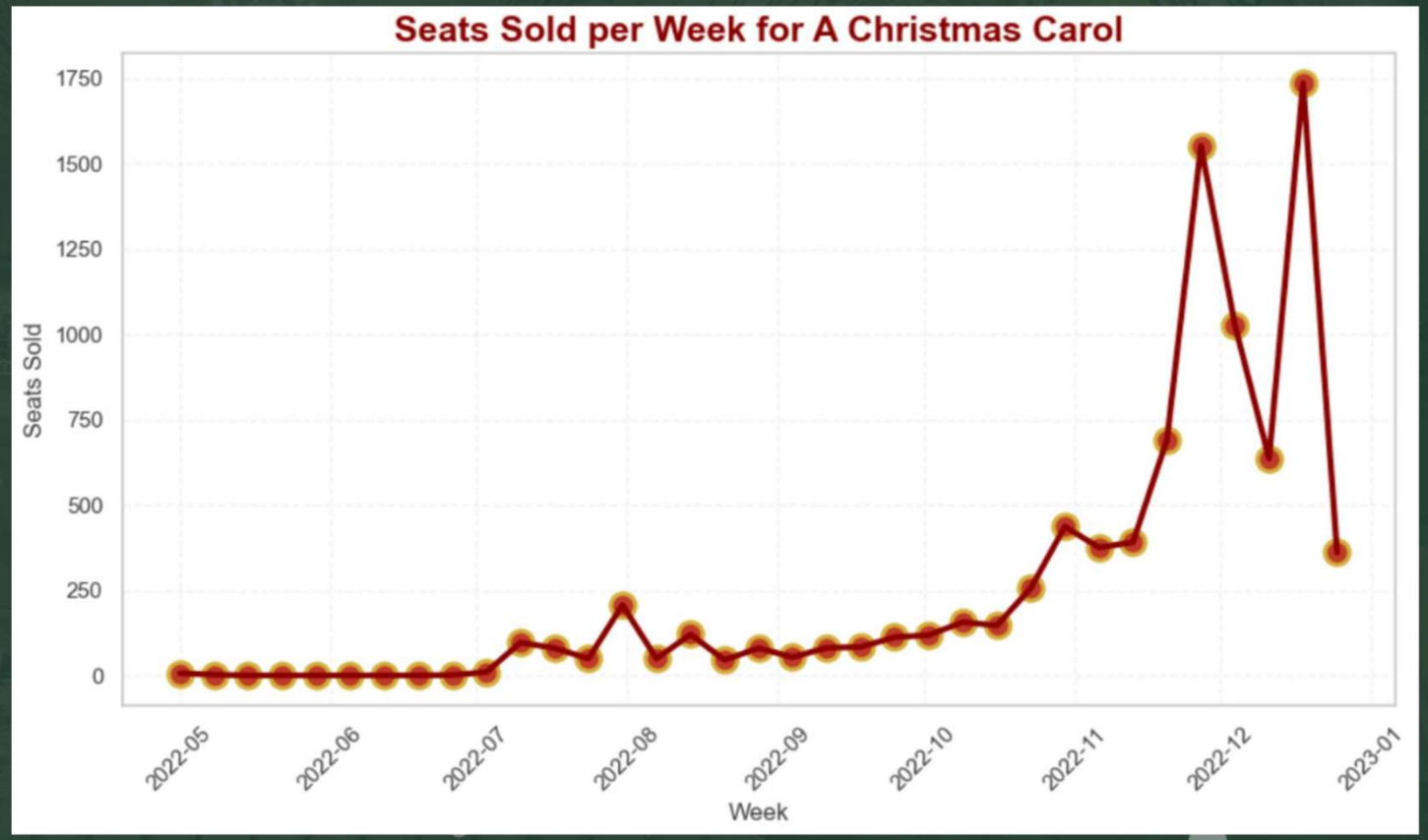
SEASONAL SALES PATTERNS DRIVEN BY WORD-OF-MOUTH

LOW SALES MOST OF THE YEAR

HOLIDAY SEASON DRIVES SPIKES

WORD-OF-MOUTH IS KEY

BUILD EARLIER MOMENTUM



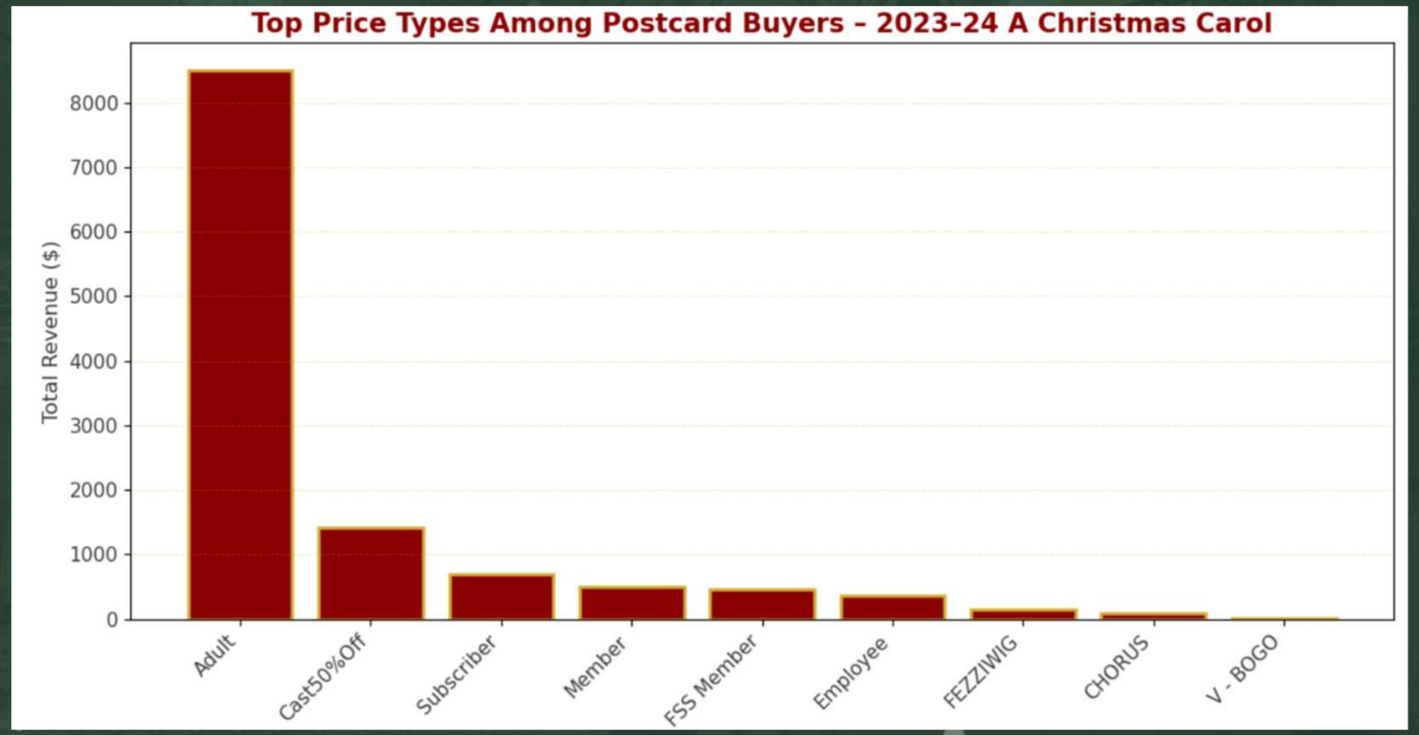
POSTCARD AUDIENCE REVENUE DRIVERS

ADULTS DRIVE MOST POSTCARD REVENUE

DISCOUNTS REMAIN HIGHLY EFFECTIVE

STRONG REPEAT AUDIENCE BASE

STRONG BASE FOR EXPANDING COMMUNITY REACH

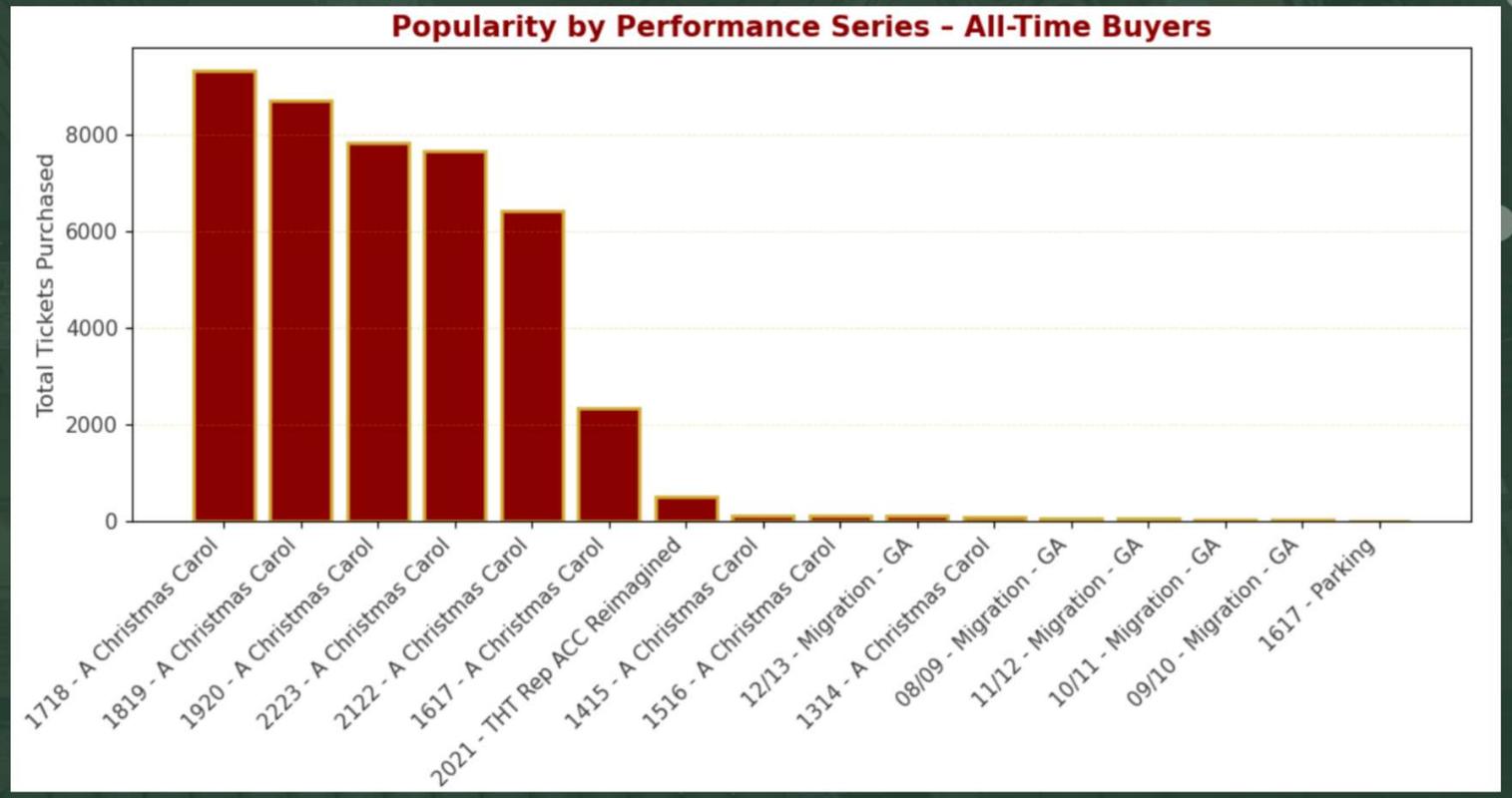


ACC IS THE MOST POPULAR PERFORMANCE SERIES ALL-TIME

ACC LEADS ALL PERFORMANCE SERIES

GREAT AUDIENCE FOR TESTIMONIALS & SOCIAL SHARING

REPEAT BUYERS STRENGTHEN WORD-OF-MOUTH

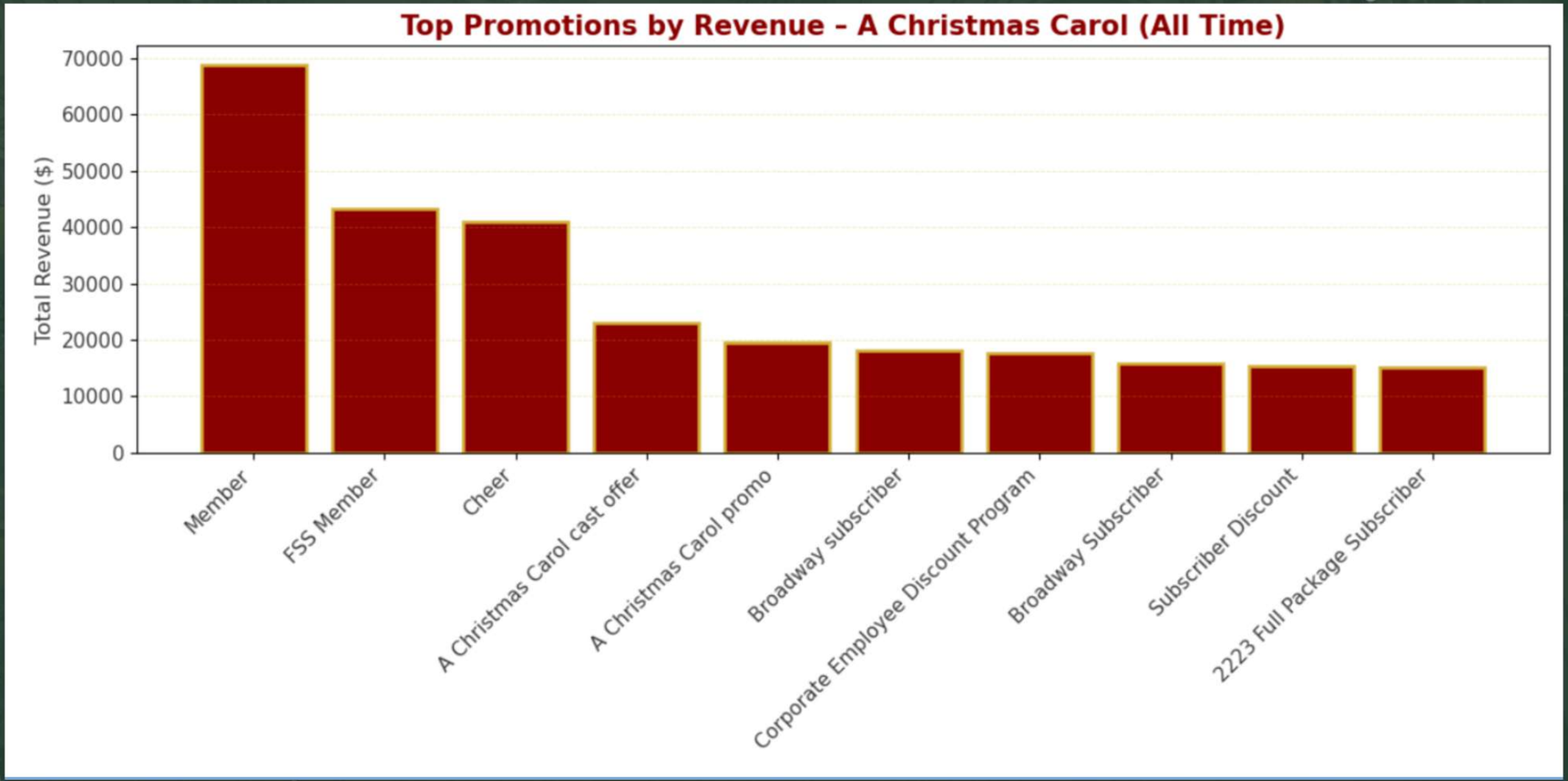


TOP REVENUE-DRIVING PROMOTIONS (ALL TIME)

MEMBERSHIP DEALS
DRIVE
THE
MOST REVENUE

CAST & SUBSCRIBER
OFFERS
PERFORM STRONGLY

LOYAL BUYERS
FUEL
WORD-OF-MOUTH
MOMENTUM



KEY STRATEGIES TO STRENGTHEN ACC ENGAGEMENT & REACH

STRENGTHEN DIGITAL & SOCIAL MEDIA PRESENCE

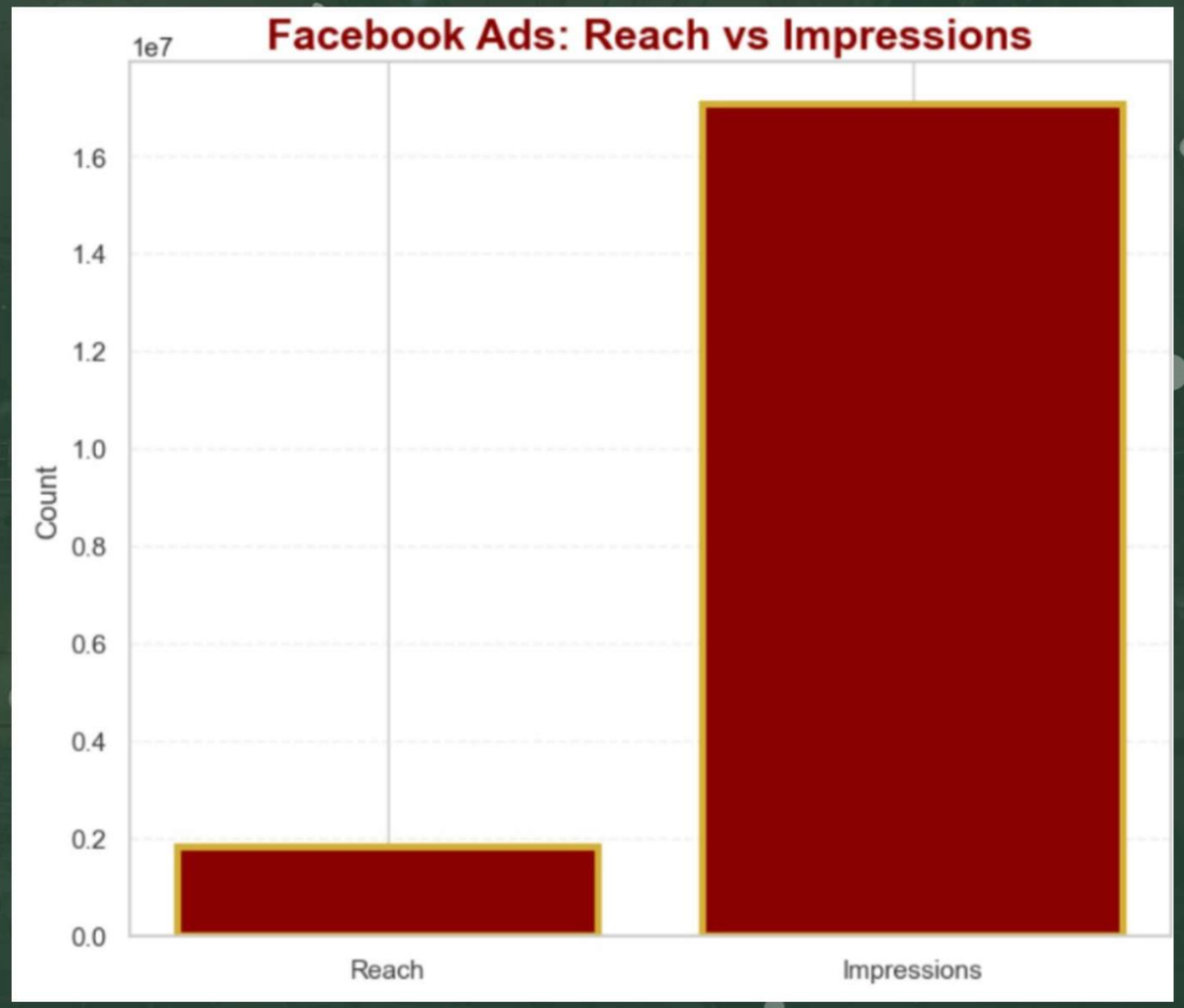
FACEBOOK: A KEY DRIVER OF DIGITAL AWARENESS

~17M IMPRESSIONS,
~1.8M REACH

FACEBOOK = POWERFUL
AWARENESS CHANNEL

KEY PLATFORM FOR
DIGITAL STRATEGY

EXCELLENT EXPOSURE
FOR COST OF $0.07 PER PERSON



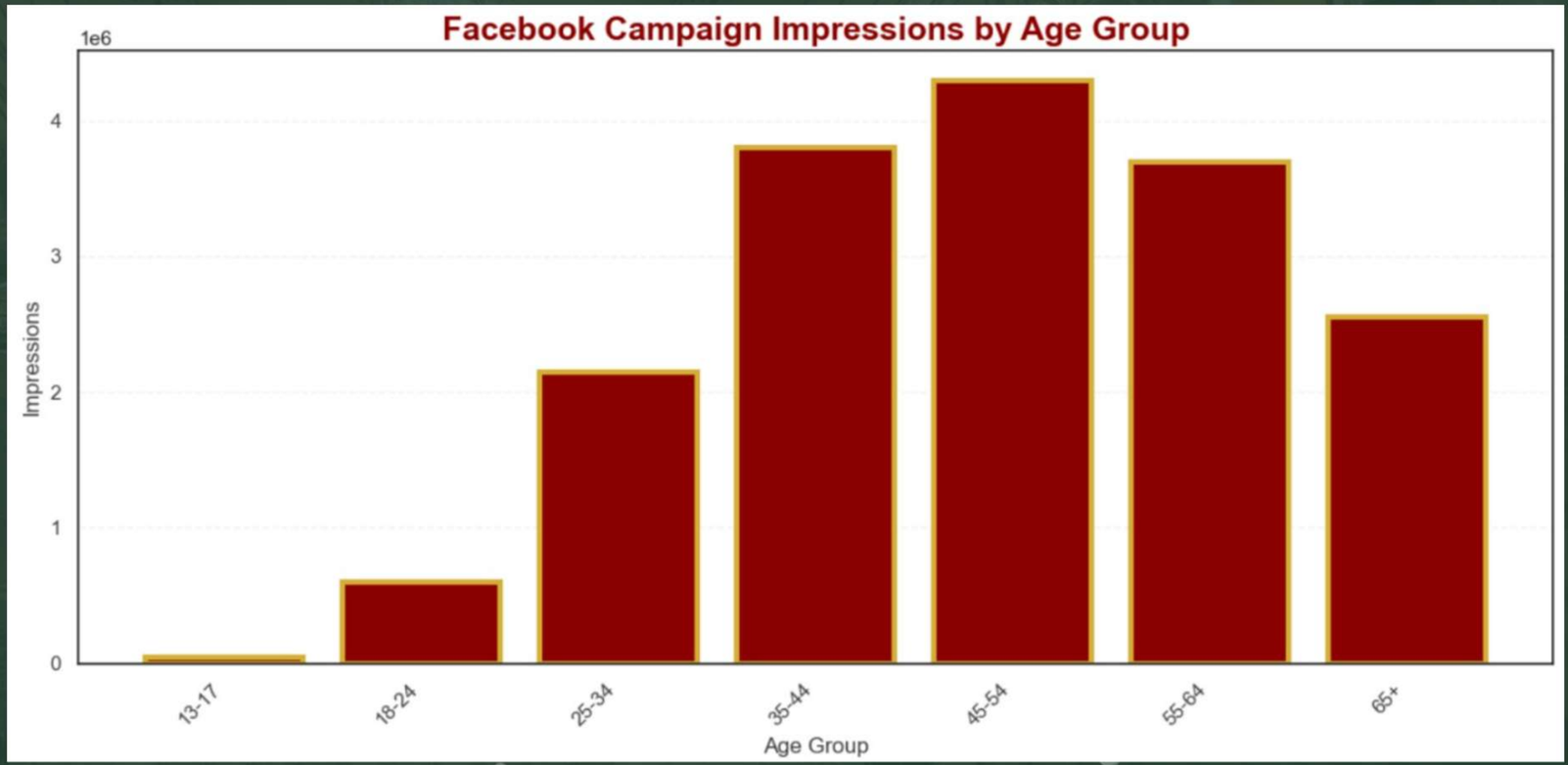
AGE-GROUP INSIGHTS TO STRENGTHEN DIGITAL & SOCIAL MEDIA PRESENCE

SUPPORTS STRONGER DIGITAL & SOCIAL PRESENCE

REBALANCE TARGETING FOR YOUNGER USERS

UNDER-DELIVERY TO 18–34

IMPRESSIONS PEAK AT 35–54



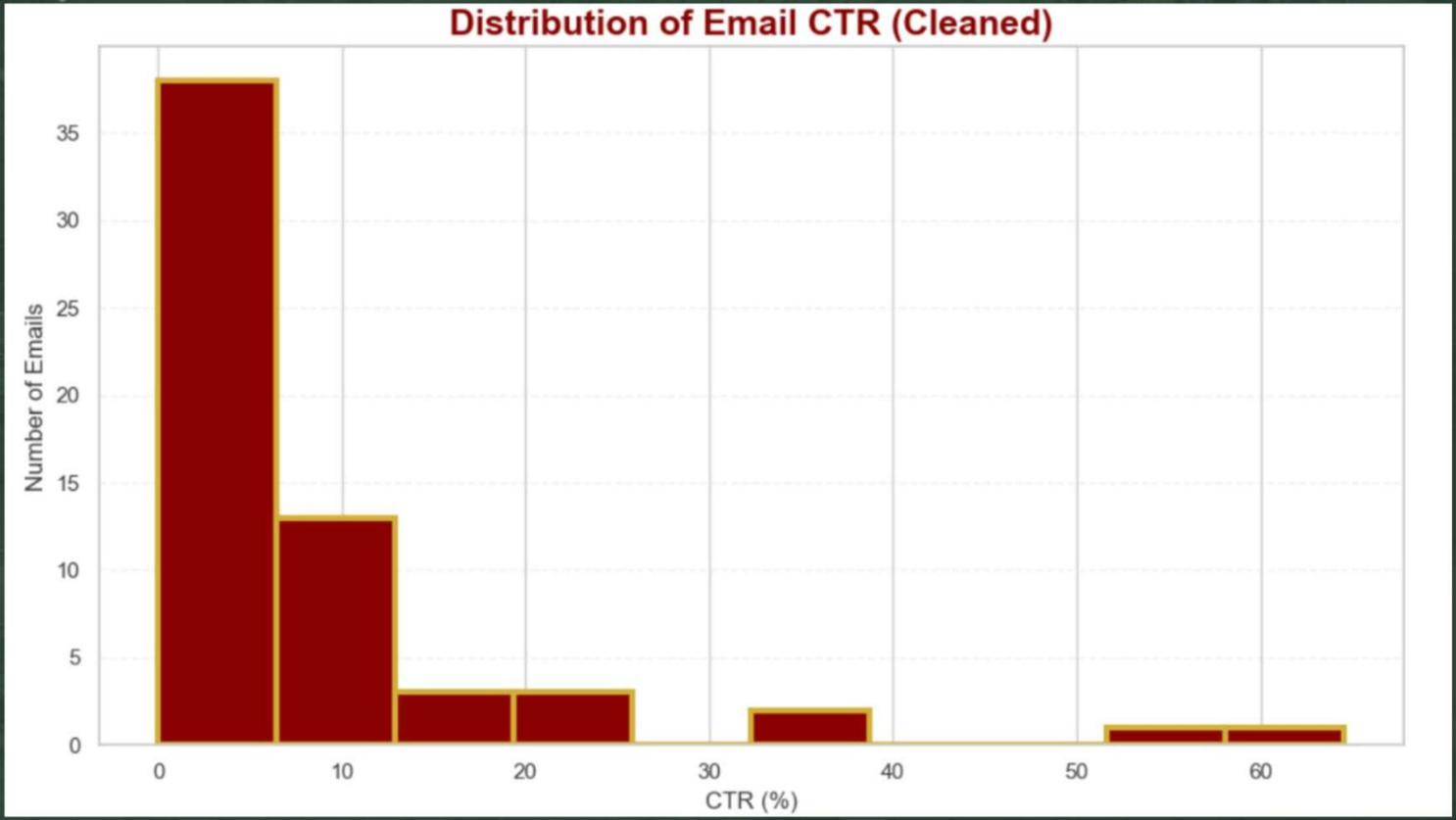
EMAIL ENGAGEMENT TRENDS REVEAL CONTENT OPPORTUNITIES

MOST CTRS <10%

FEW EMAILS REACH 30–60%

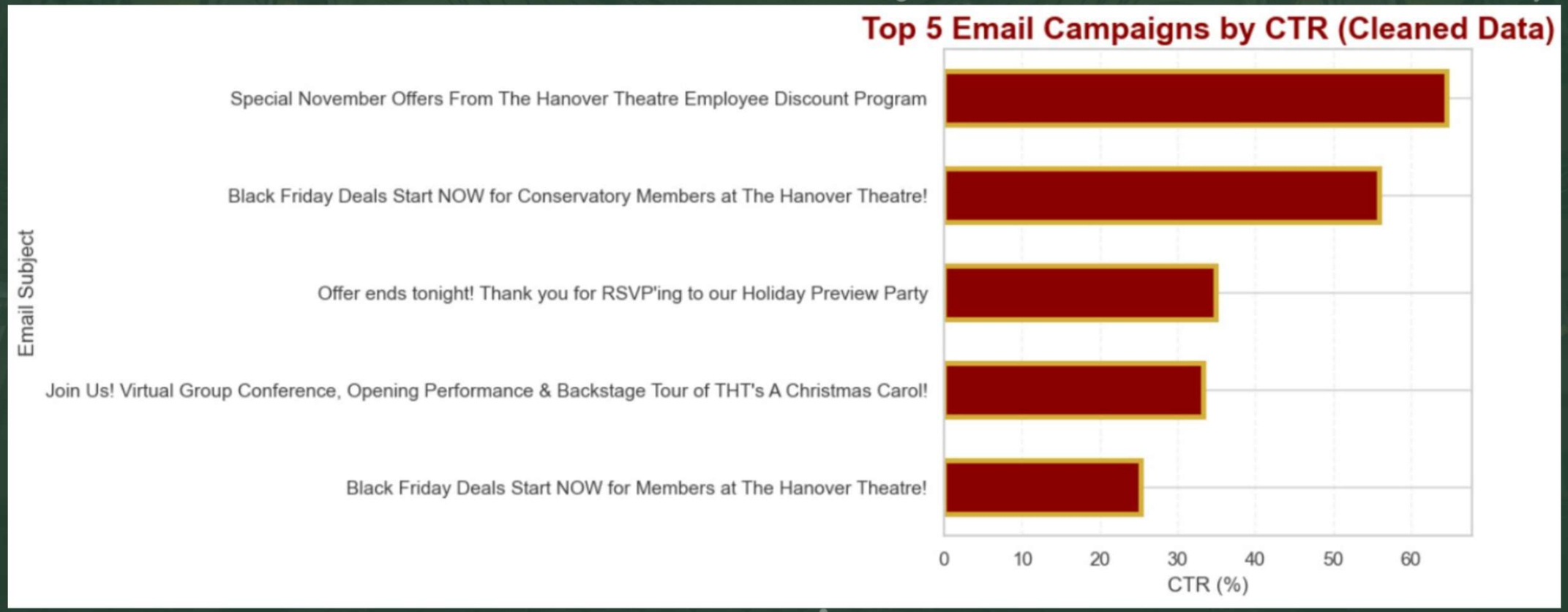
REPLICATE HIGH-PERFORMING CONTENT

STRENGTHEN DIGITAL PRESENCE



INSIGHTS FROM TOP-PERFORMING EMAIL CAMPAIGNS

- HIGH PERFORMERS USE TIMELY, COMPELLING MESSAGING
- MEMBER-FOCUSED CONTENT DELIVERS STRONG RESULTS
- EXCLUSIVE OFFERS ATTRACT STRONG INTERACTION



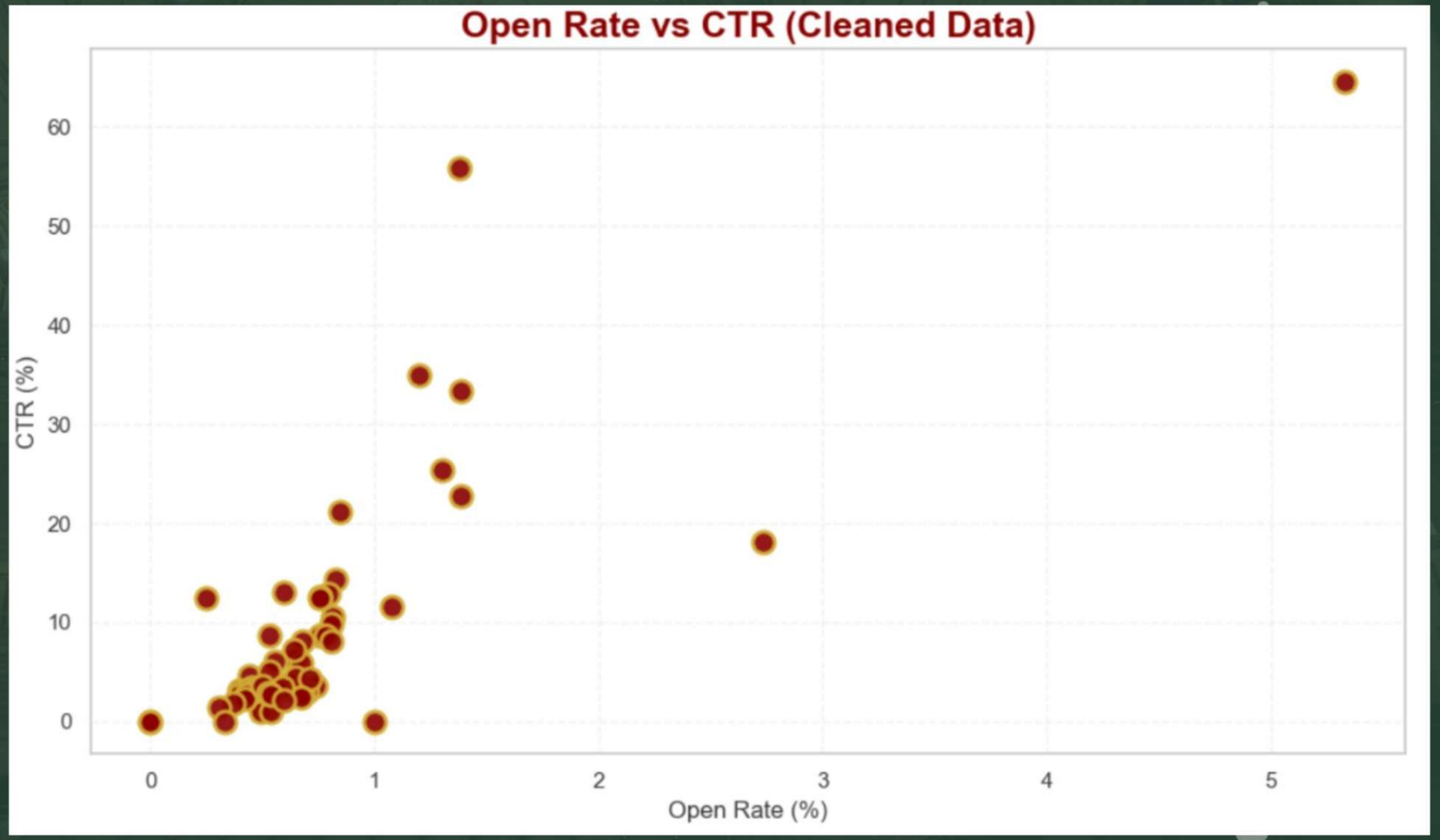
OPEN RATE VS CTR: KEY INSIGHTS

MOST EMAILS SHOW VERY LOW OPENS

STRONG CTR OCCURS EVEN WITH LOW OPENS

HIGHER OPEN RATES → EXCEPTIONAL CTR

BETTER SUBJECT LINES CAN LIFT ENGAGEMENT

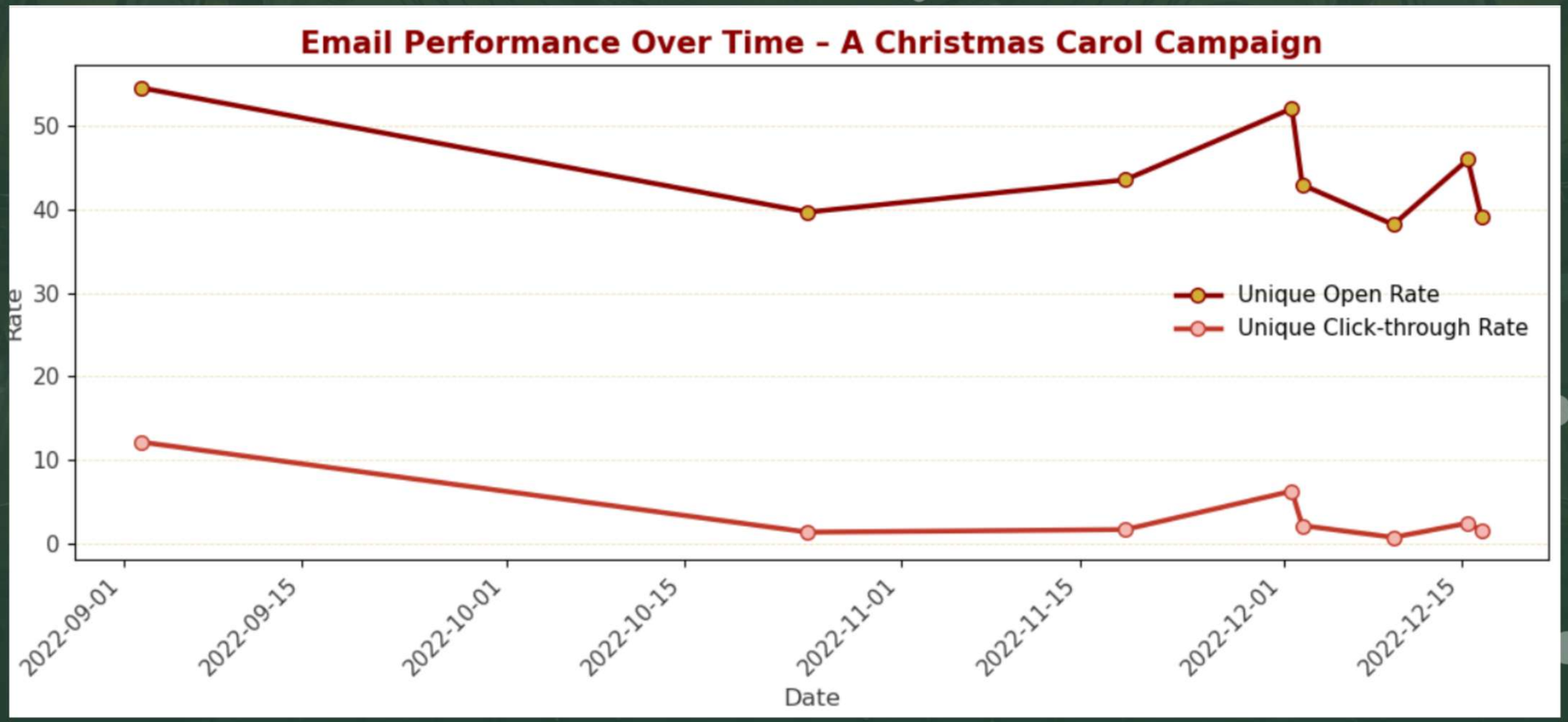


EMAIL ENGAGEMENT PATTERNS – ACC 2022

STRONG OPEN RATES THROUGHOUT THE SEASON

CTR JUMPS DURING EARLY-DECEMBER PROMOTIONS

HOLIDAY THEMES DRIVE HIGHER INTERACTION



KEY STRATEGIES TO STRENGTHEN ACC ENGAGEMENT & REACH

BROADEN APPEAL TO YOUNGER AUDIENCES

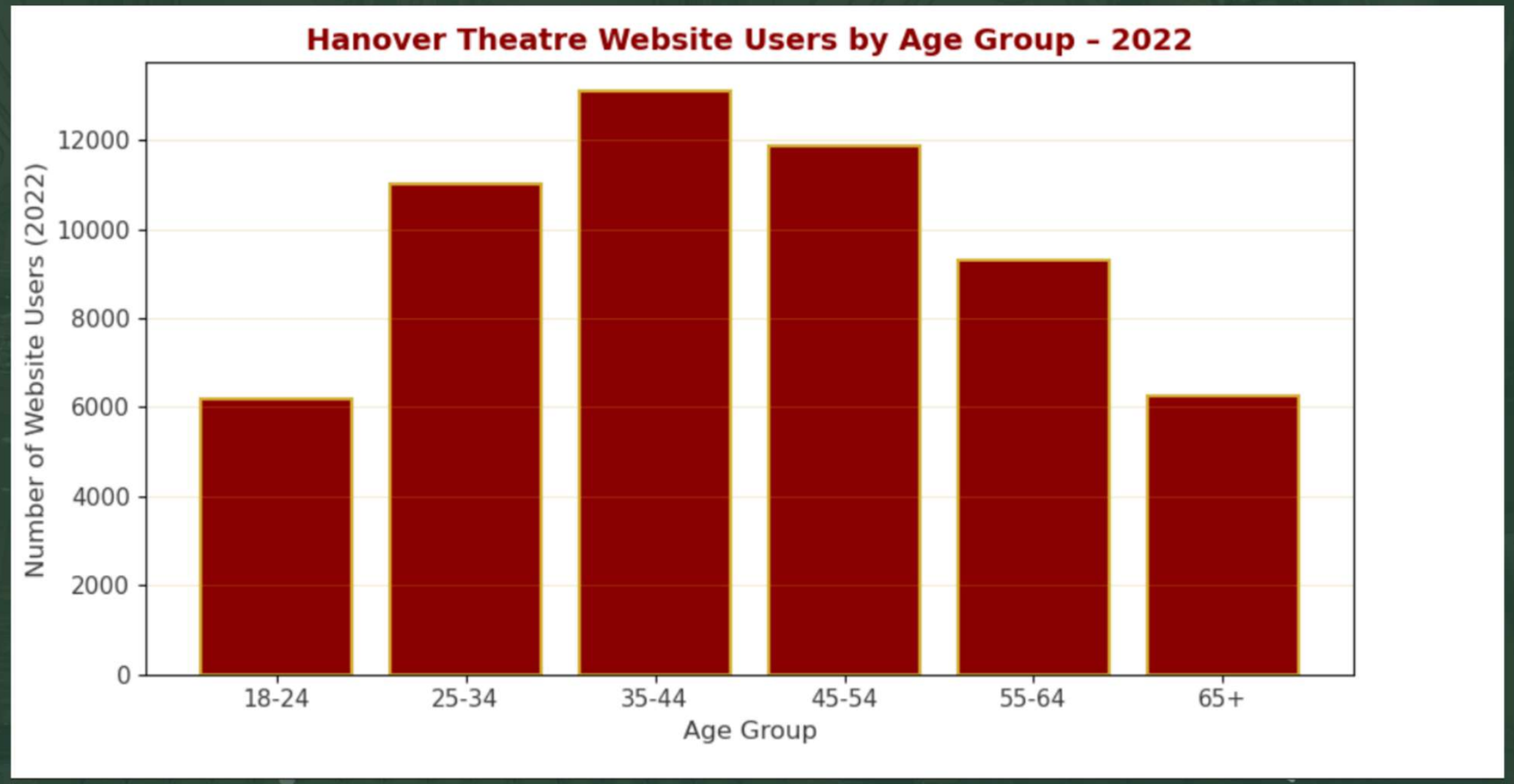
YOUNGER AUDIENCE INTEREST & GROWTH OPPORTUNITY

STRONG WEBSITE ACTIVITY FROM 18 - 34

LARGEST USERS STILL 35 - 54

BIG CHANCE TO CONVERT YOUNGER VISITORS

SUPPORTS GOAL TO BROADEN YOUTH APPEAL



SNAPCHAT AR LENS - YOUTH ENGAGEMENT ACTIVATION

SNAPCHAT IS POPULAR WITH AGES 13–24

AR FILTERS BOOST SHAREABILITY & REACH

LOW-COST, HIGH-IMPACT HOLIDAY FEATURE

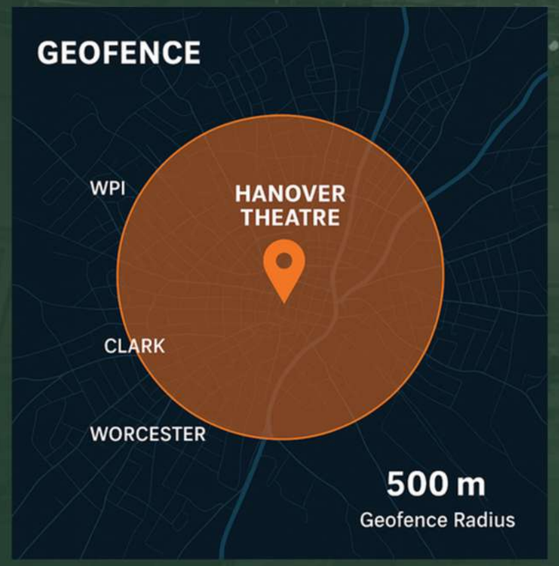
GEOFENCING TARGETS WORCESTER CAMPUSES

SNAPCHAT GEOFENCING FOR YOUTH ENGAGEMENT

WHAT IT IS

WHY IT WORKS

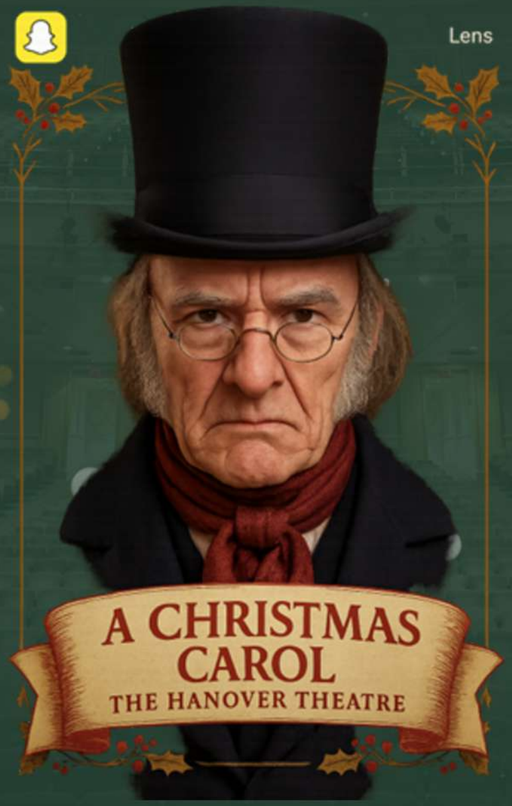
EXPECTED OUTCOMES



LENS IDEAS

"BECOME SCROOGE" FACE EFFECT

GHOST OF CHRISTMAS PAST FLOATING AR EFFECT



SNOW-GLOBE HANOVER THEATRE

•TICKET REVEAL FILTER (SHAKE → TICKET APPEARS)

STUDENT AMBASSADOR PROGRAM

RECRUIT AMBASSADORS FROM WPI, CLARK, WORCESTER STATE, ASSUMPTION

USE TRACKABLE PROMO CODES TO MEASURE OUTREACH

STUDENTS PROMOTE A CHRISTMAS CAROL ON CAMPUS & SOCIAL MEDIA

BUILD LONG-TERM YOUTH ENGAGEMENT & THEATRE CULTURE

OPENING ACTS & VOLUNTEER OPPORTUNITIES

STUDENT PERFORMERS CREATE A LIVELY, FAMILY-FRIENDLY PRE-SHOW ATMOSPHERE

MUSIC, CHOIR, AND MINI-SKITS ACTIVATE THE THEATRE LOBBY

VOLUNTEER ROLES INCLUDE USHERS, GREETERS & SOCIAL MEDIA HELPERS

BUILDS RÉSUMÉ EXPERIENCE AND STRENGTHENS THEATRE–CAMPUS CONNECTION

& MERRY CHRISTMAS

for you and your family

THANK YOU