

## PLANNING A TEST DRIVE CAMPAIGN

You can use this to help design your campaign. Think about what kind of response you are likely to get according to the choices you make.

*For example:* If you are an urban theatre using your own database to target local attenders and using personalised direct mail the response to your campaign is likely to be much higher than broad targeting using random distribution.

### What are the objectives of your campaign?

Put them in order of priority.

- 1.
- 2.
- 3.
- 4.
- 5.

### Who is the campaign aimed at?

Current attenders  
Lapsed arts attenders  
Active intenders (*would go if persuaded*)  
Passive intenders (*would go if really enthused*)  
Resistors (*actively expressed disinterest*)  
Rejectors (*actively expressed a dislike*)

### Where are they?

Primary catchment area (urban)  
Secondary catchment area (urban)  
Primary catchment area (rural)  
Secondary catchment area (rural)

### What action are you asking people to take?

Try a new brand of a familiar artform  
Try a new artform at a familiar venue  
Try a new venue  
Try the arts for the first time

### How are you going to identify people to target?

Your own database  
Existing lists from other arts organisations  
Existing lists from other non-arts organisations  
Create a new list  
TGI/Acorn data profiling (lists which identify specific lifestyle types/post codes)  
Random geographical

**What are you offering as an incentive to act?**

- Free tickets to a ticketed event
- Discount entry to a ticketed event
- Value added benefits to non-ticketed event
- Value added benefits to ticketed event
- Money back guarantee
- Pay what you like

**Do your new customers have a choice of dates?**

Yes

No

**Do your new customers have a choice of product?**

Yes

No

**How will you communicate with them?**

- By telephone
- Personalised direct mail
- Direct mail
- Media advertising
- Door to door distribution

**How will you distribute the tickets?**

- Send them out free of charge
- Charge to send them out
- Collection on the door

**What is your budget for this project?**

- Research
- Additional staff
- Cost of offer
- Print
- Distribution including mailings
- Other

Total

**How will you record the over demand (if any) of your offer?**

**How will you gather qualitative (personal comments) feedback from your respondents?**

**How will you gather quantitative (numeric measures) feedback?**

**What will be the nature of your second offer to this group? (If you don't complete this you're not doing Test Drive!)**

**What will be the nature of your third offer to this group? (If you don't complete this you're not doing Test Drive!)**