

INCREASING TICKET SALES WITH EFFECTIVE MARKETING

The sheer array of tickets available to today's sports fan is prolific. Single game tickets, group tickets, partial season plans, full season plans, club seats, suites and all-inclusive sections are just some of the options. And some of those prices can change, literally, game by game. Plus, you have to factor in the various buying avenues – via the team at the stadium or their website, or from any number of ticket sellers on the secondary market.

THE CHALLENGE

A pro sports team was struggling with season ticket renewal rates and also wanted to improve on the previous season's single game ticket sales. The team decided to take a closer look at their media buy in terms of both target groups and media mix.

APPLYING OUR INSIGHTS

The pro sports team identified three fan segments it wanted to target in the off-season – Hispanic men, households with kids, and men 35+ with household incomes of \$100k or more. For each segment, quintiles (media heaviness measures) were analyzed to determine the top three media categories to use.

MEDIA USAGE OF HISPANIC MEN (1ST QUINTILE)

Media	%	Index
Mall media	27%	133
Radio	24%	122
Digital video displays	23%	114

MEDIA USAGE OF HOUSEHOLDS WITH CHILDREN (1ST QUINTILE)

Media	%	Index
Miles traveled	27%	134
Digital video displays	25%	122
Internet use	23%	118

MEDIA USAGE OF MEN AGE 35+ WITH HOUSEHOLD INCOME \$100,000 OR MORE (1ST QUINTILE)

Media	%	Index
Miles traveled	30%	151
Newspaper	30%	151
Mall media	27%	134

SPORTS TICKET SALES

The quintile analysis showed that different mixes of media should be used for each target group. A further analysis then determined which specific vehicles were the most efficient and effective buys within each category.

THE RESULTS

The team noticed increased awareness and interest from all targeted groups, especially households with kids. One month into the season, they saw an 18% increase in single game ticket sales from the previous year. And before the season began, their season ticket renewal rates showed a slight increase after three consecutive down years.

CONTACT YOUR NIELSEN REPRESENTATIVE TO LEARN MORE ABOUT SCARBOROUGH LOCAL MARKET INSIGHTS