ZARAGOZA ES CULTURA
#ZGZescultura

An Audience Development Plan; a brand for this plan, a city connecting with its public with music from the Adeste Project.
ZARAGOZA IN SPAIN

700,000 inhabitants

15 museums
5 theatres
2 Auditoriums
25 cultural centres
28 concerts halls
28 libraries
24 exhibition halls
...
BEFORE 2015: TRANSACCIONAL COMMUNICATION
First step: the Auditorium
AUDIENCE DEVELOPMENT PLAN

MAIN GOAL
Culture: more democratized and more democratic

To connect with the audience

STRATEGIES
1. DIGITAL
2. Engagement - Community
3. Improve the experience
4. Data-base management

TOOLKIT
- Web 3.0
- Ticketing / Attendances
- Relational marketing
- Business Intelligent / CRM
- Content Plan (UX design)
- Customer Department
- Research / surveys
- Co-creation with the community

GENERAL OBJECTIVES
- Public, the most important
- To get more and more data
- ↑ attendances / participation
- ↑ loyalty
- + Satisfaction
- New Public (to find)
- Help for the sector

HABITUAL
OCASSIONAL
BEGINNER
COMMUNITY

Initiators
YOUNG / FAMILIAR
CREATORS / ACTIVIST

OTHER CULTURAL CONSUMERS
# TOOLKIT FOR ADP

## DATA ANALYSIS

TO IMPROVE EXPERIENCE

### Business Intelligent / CRM

<table>
<thead>
<tr>
<th>DATA ANALYSIS IN STRATEGY</th>
<th>PERSONALIZED NEWSLETTERS</th>
<th>SURVEYS FOCUS GROUP PARTICIPATORY PROCESS</th>
<th>CUSTOMER DEPARTMENT ON / OFFLINE</th>
<th>Insight audience to improve our website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the data to inform the brother strategic direction</td>
<td>PERSONALIZED CAMPAIGNS</td>
<td>NEW PRODUCTS for new and old audiences</td>
<td>MEMBERSHIP SCHEMES</td>
<td>CO-CREATION Community</td>
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<tr>
<td>ENGAGEMENT INFLUENCERS</td>
<td>ELASTIC PRICES</td>
<td>SOCIAL MEDIA PLAN</td>
<td>Content is UX, UX is content User experience in all</td>
<td>Our own brand for our ADP</td>
</tr>
</tbody>
</table>

- **Engagement**
- **Digital Strategy**

- **Attendances data / Ticketing**
- **Web 3.0**

- **Relational Marketing**

- **Content is UX, UX is content**

- **User experience in all**

**Content is UX, UX is content**
A WEAKNESS BECAME A CULTURAL INFLUENCER
OUR FIRST RESULTS

CLASSICAL MUSIC
THE AUDITORIUM OF ZARAGOZA

GREAT SEASON AUTUMN CONCERTS
Season Tickets Evolution

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<td>1.135</td>
<td>961</td>
<td>970</td>
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Tickets Evolution (without Season Tickets)

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<td>1.929</td>
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GREAT SEASON SPRING CONCERTS
Season Tickets Evolution

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Tickets Evolution (without Season Tickets)

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CYCLE OF INTRODUCTION TO MUSIC
Season Tickets Evolution

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Tickets Evolution (without Season Tickets)

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<td>4.521</td>
<td>3.736</td>
<td>5.568</td>
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A STRATEGIC PLAN COORDINATED WITH AN ADP

Our mission:

Towards a cultural policy of the common good
To improve the cultural information of the city
To create a participation channel
To build community
To manage the culture with data
Working with audiences
BUSINESS INTELLIGENT STRATEGY

software as a service
real time data
integration with ticketing systems and email marketing platforms
selection and segmentation filters
responsive version

tickets
- how [channels, average prices and discounts]
- when [anticipation]
- where [geolocation]
- what [shows, services, art disciplines]
A BRAND FOR AN ADP

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ZARAGOZA ES CULTURA

ZARAGOZA OPEN CITY

ZARAGOZA OPEN CITY

ZARAGOZA ES CULTURA
ADP IN THE FINANCIAL SUPPORT RULES

Citizens' access to culture: it is important to work with specific programs aimed at the formation of public and specific actions that generate new users, as well as actions related to the audience, development of communication actions to diversify the audiences, collaboration with other organization to facilitate the attendance to the cultural projects, projects in non-conventional spaces in order to make cultural fact more accessible, etc.

- Up to a maximum of 4 points / 42 points
- BUDGET 458.441 €
DIGITAL STRATEGY AND UX CONTENT PLAN
ZARAGOZA CULTURAL BOARD

A participative process to manage culture
YOUNG PILAR
Connecting with young people
NEW AUDIENCE

68,000 students every year in our pedagogical activities

A big data base to work and share
COMMUNITY CULTURE

https://harinerazgz.wordpress.com

Harinera ZGZ

@HarineraZGZ
NEW WEBSITE

www.zaragozaescultura.es
COMING SOON
THANKS!

SONIA SIN VILLANOV

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Skype: sonia.sin