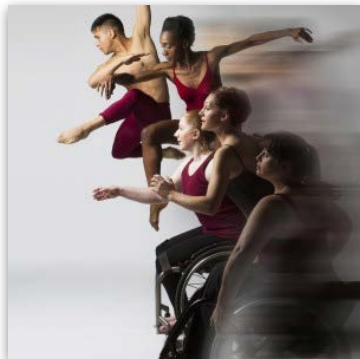


Who ARE These People?

Presented by Dance Canvas and Moving in the Spirit,
in collaboration with Turner Research Group









Questions:

- Why will audiences only go see the Nutcracker?
- Why are they more interested in seeing national touring companies?
- Why aren't they interested in local dance?
- Seriously, what is with the frickin' Nutcracker?!

Before you
“assume” try this
crazy method
called “asking”.

The Methodology



Audience Types:

- 1) **Target Audience** - People who had attended other local arts performances (live theater, music, etc.) and who were interested in dance performance, but who had not attended a local dance performance in the past year.
- 2) **Current Dance Audience** - People who had attended a local dance performance in 2016 or 2017

Current Dance Audience – Overall Performance Interest

For this group we presented six different dance offerings. The six options were similarly and highly liked overall. National companies and ballet companies had slightly more interest than others offerings.

- National dance company on national tour
- Performances by any local ballet company or organization other than Atlanta Ballet
- Performances by Atlanta Ballet
- Performances by local dance company or organization that are not ballet such as contemporary dance, African dance or Hip Hop
- Broadway shows on national tour, particularly those with strong dance elements
- Free arts festivals that have performance

Current Dance Audience – Awareness and Arts Behaviors



- Name recognition means a lot to this group
- They believe there is generally good quality in local dance. Big differentiator is budget.
- They are not fully aware of local companies and performances available to them
- They seek other arts experiences as well (ex. Live theatre, photography shows)
- Attendance frequency is a couple of times a month
- They sometimes have to pick and choose within a narrow calendar window
- Personal connection also influences this group
- Will seek out particular choreographers
- New works are more appealing to this group

Current Dance Audience - What gets them in the door?



- Deeper knowledge about the specific dance pieces or choreographers in advance
- Video is a draw for this group as well
- Performances at local festivals exposes them to new talent and new options
- Reviews and presence on social media. 90.1 WABE was mentioned by multiple participants

Target Dance Audience – Overall Performance Interests

Highest interest

- Broadway shows on national tour
- Free arts festivals that have performance (ex. The Decatur Arts Festival)
- Well known plays performed by local theater companies or groups

Moderate interest

- Performances by Atlanta Ballet
- Performances by local dance company or organization that are not ballet, such as contemporary dance, African dance or Hip Hop

Target Dance Audience – Dance Interest



Personal Connection: Much more likely to attend a ballet or other dance performance if there is a personal connection.

National vs. Local Dance: Name recognition makes a difference; however, focus groups recognized that there can be high quality dance locally.

Risk Aversion: Many are not willing to risk their ‘valuable time or money’ on an unknown performance just to experience it; need to see a review or have personal recommendation.

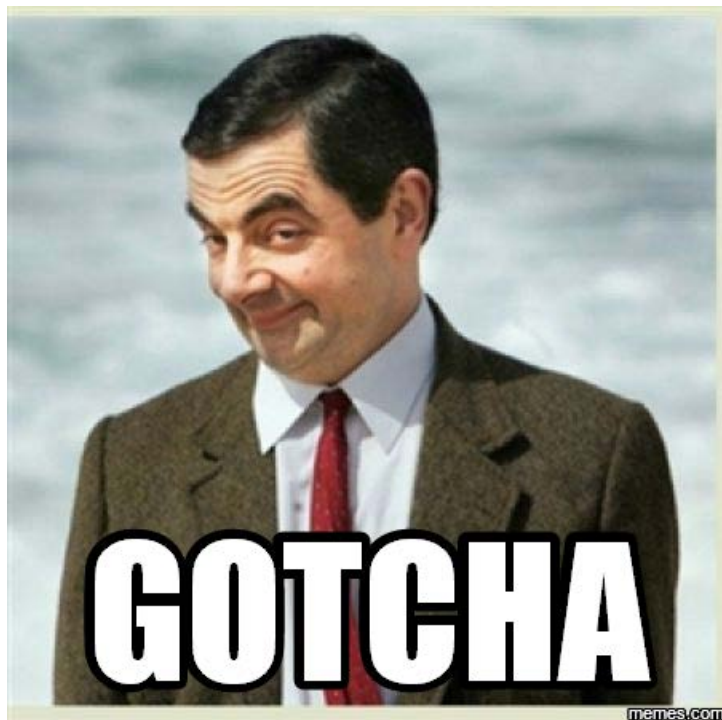
Target Dance Audience – Dance Style Preference



Modern/contemporary? Classical ballet? African dance?

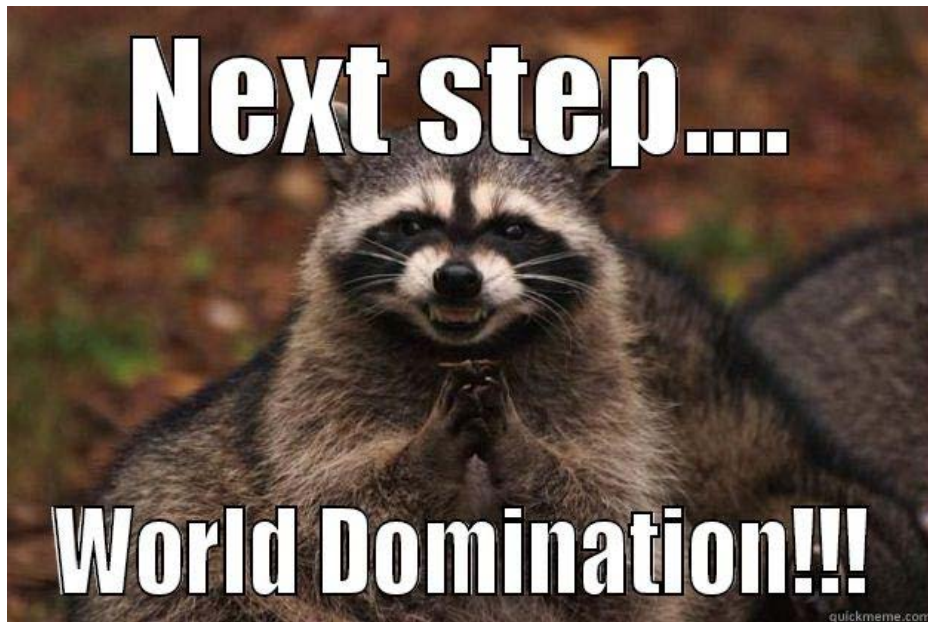
No one style shown had a commanding lead over the others. All three had good interest, but none of the three had universal appeal. Style is a personal choice.

Target Dance Audience - What gets them in the door?



- Education - knowing about the specific dance pieces or thematic content in advance
- Video of performance/dance style
- Seeing performances at local festivals
- Content directed at families
- Reviews from friends or trusted sources (ex. AJC, WABE)
- Presence on social media

Next Steps & Recommendations



- Create a well-maintained platform where all dance performance opportunities among the participating organizations are presented in one unified calendar, with previews/reviews and video clips, shareable via social media
- Integrate sponsored video posts into social media marketing plan
- Include festival performances strategically in marketing plan
- Create family-friendly marketing incentives (ex. Childcare discount code to care.com)
- Integrate personal networks of artists into marketing plan

Questions?