

Targeting specific audiences

We know that participating venues value the Museums at Night campaign primarily as an audience development vehicle. Of the 199 venues responding to our campaign survey question 'why did you take part in the campaign this year?' 87% said 'to attract new audiences' (the top answer).

To effectively attract new audiences a venue first needs to decide who they are currently attracting and who they could potentially attract. By identifying what kind of people you want to attract you are in a better position to devise events that are likely to succeed in reaching your target audience.

Segmentation is a market research term used to describe a way of grouping people according to their shared beliefs, tastes, needs or behaviours. It can be used as a tool to help arts organisations to identify who their target audiences are.

Arts Council England produced a report called '[Arts Audiences: Insight 2011](#)' which used segmentation methods to identify 'patterns of arts consumption and attitudes towards the arts'. This divided the adult population of England into 3 categories and 13 sub-categories.

We studied the report and identified five segments which we think Museums at Night can be particularly successful in attracting significant numbers of people from:

'Fun, fashion and friends' – this group particularly likes live events and attend fun events with family and friends. They respond to high-profile media campaigns and are online every day so the festival PR and marketing strategy is ideally suited to them.

'Mature explorers' – visual arts is their passion especially when tied in with learning and heritage, so their interests align directly with the campaign. Event ideas for this segment include specialist knowledge sharing e.g. curator talks and behind-the-scenes archive tours.

'Dinner and a show' – they respond to a sociable artistic offer and one that gives them value for money, for instance two or three events rolled into one offer. Venues taking part in the festival within a cluster may find this segment good to target.

'Family and community' – this category typically enjoys carnivals as a way of spending time with each other so we think sleepovers may appeal to them.

'Time poor dreamers' – this group are more likely to attend if an event is local, low cost or free and informal (a drop-in and try for a short time aspect) they may also respond to the competition aspect of Connect10.

Take a look at the report; there are eight other segments which you may feel your venue is more suited to attracting. Choose one or two segments and think about how the event you are devising will appeal to these people.

How are you going to review the success of the event? You'll want to account for the numbers of people attending but you could also devise a survey that asks questions designed to get qualitative feedback.

More information: [The Arts Marketing Association](#), [Taking part in the arts](#), [The Audience Agency](#)