



Entertainment Industry Case Study

Ticket Seller Used Direct Mail to Engage Travel Market

Introduction

Applause Theatre and Entertainment Service has been selling Broadway and event tickets to the public since 1987. The company wanted to increase sales by effectively capitalizing on the tourism and business travel market. They contacted a marketing expert and used a direct mail postcard campaign to expand business.

The Challenge

Applause Theatre wanted to increase sales by capitalizing on the tourist and business travel market throughout the country.

The Strategy

Applause Theatre decided to target travel agents in various states, as those recipients could share the information with all of their clients. They printed 20,000 tri-color brochures and mailed the brochures to travel agents nationwide.

The brochure design had a clear bold headline and testimonials to support the message clearly. They did one mass brochure mailing to travel agents first and continued to mail postcards every 3 months after.

The Results

Applause has found that even though business has been down over the last three years, using direct mail to engage travel agents was effective in expanding their business. The company cut other expenses; but ensured that they maintained the budget to continue to use direct marketing.

Case Study Provided by [Direct Mail Marketing Company](http://DirectMailMarketing.com):  PostcardMania
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