

MAILER:

San Diego Repertory Theatre

OBJECTIVE:

San Diego Repertory Theatre faced the challenge of increasing ticket sales to it's hit musical of the summer - 33 1/3 House of Dreams.

SOLUTION:

San Diego Repertory Theatre wanted to increase ticket sales to it's 33 1/3 House of Dreams musical so eTargetMedia planned and executed a targeted email marketing campaign that reached theater and cultural fans who are interested in attending musicals and theater events. eTargetMedia strategically selected the Arts, Theatre & Entertainment Interest file and selected theater enthusiasts (skewing mostly females), over the age of 40 years old who have an affluent income, are educated with a college degree and have specified a white ethnicity. The email campaign was geo-targeted within a 60 mile radius around the 92101 zip code. The campaign included two deployments with 50,000 email transmissions each and the second deployment included a 20% discount on tickets.

OUTCOME:

The email marketing campaign was very successful at helping to promote the 33 1/3 House of Dreams musical. The campaign received an exceptional open rate and high click through rate and increased awareness of the show among theater enthusiasts.

AUGUST 1 - 25, 2019 ON THE LYCEUM STAGE

THE HIT MUSICAL ABOUT THE BIRTHPLACE OF SOME OF THE GREATEST SONGS OF ALL TIME

33 1/3 House of Dreams

UNCHAINED MELODY THE BIRDS AND THE BEES
THE BIG GOOD HURT VIBRATIONS
SUMMERTIME BLUES
ALL OF YOU
TE QUI LA
IN A GADDA DA VIDA
RIVER DEEP MOUNTAIN HIGH
CHERRY BOMB

ROCKIN' BE MY ROBIN BABY
HE'S A REBEL
ALL I REALLY WANT TO DO
TWENTY FLIGHT ROCK
WITCH DOCTOR
WOULDN'T IT BE NICE
GRAZIN' IN THE GRASS
RHYTHM OF THE RAIN
AND MANY MORE ...

By Jonathan Rosenberg and Brad Ross • Directed and Choreographed by Javier Velasco
Musical Direction and Arrangements by Steve Gunderson

BOOK NOW AND SAVE 10%, CLICK HERE! Expires August 10th

SAN DIEGO REP **San Diego Repertory Theatre**



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