

**Glasgow's
Concert Halls**

**Glasgow Royal
Concert Hall**

City Halls

Old Fruitmarket

Marketing Services Guide

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Marketing Services at Glasgow's Concert Halls

Shows and events that come to the Glasgow Royal Concert Hall, City Halls and Old Fruitmarket all receive standard promotional activity as outlined below. There are also a number of additional services we can arrange on your behalf at your request to assist you with your marketing activities.

To discuss any aspect of marketing your event at Glasgow's Concert Halls, please contact:

Helen Onslow

Phone - 0141 353 8032

Fax - 0141 353 8078

Email – helenonslow@glasgowconcerthalls.com

Please inform us of any marketing activity taking place in relation to your event to enable us to staff our box office accordingly and capitalise on all sales.

1. Standard Promotion – Free of Charge

1.1 Full copy entry and listing in the GCH What's On Guide.

In September 2007 we combined the separate venue What's On Guides we produce into one What's On Guide for the three venues we operate. This joint Guide allows us to strengthen the relations between our venues and allows us to cross-sell and expose your events to a wider audience. These Guides are published on a bi-monthly basis throughout the year as part of our own promotion for our venues (except August where alternative arrangements will be made).

Every time a What's On Guide is published it will be mailed out to approximately 10,000 patrons, having combined our Concert Hall and City Halls lists, and also distributed widely within Glasgow City Centre as well as being on permanent display in our venues.

Our What's on Guide remains a **free service** and Glasgow's Concert Halls retain editorial control over all aspects of the Guide. **Individual proofs of the guide will not be given prior to going to print.**

Details about your show, including the title, date, ticket prices and **60-100** words in copy, will be included in the guide covering the period of your show, providing we receive your copy before the copy deadline for the What's On Guide passes. **Please note that the What's On Guide is primarily a piece of GCH promotional material, produced by GCH, and we retain full editorial control over its contents.** We will endeavour to use your copy as it is wherever possible but please be aware that we may edit it to suit our house style.

We will also try to include any images you submit to us within the brochure but please note that due to the volume of events that take place at our venues we **do not guarantee that every entry is accompanied by an image.**

Please note that only photographic images without text, such as studio shots or live performances, will be considered. If an image is considered unsuitable for the guide it will not be included. Examples of unsuitable images include low-res images, artwork from leaflets/posters or images that do not represent the performer/performance.

Please find below provisional copy deadlines and publishing dates for the up-coming What's On Guides.

Guide	Copy Deadline	Publishing Date
Sept – Oct '09	26 th June '09	14 th August '09
Nov – Dec '09	4 th Sept '09	16 th Oct '09
Jan – Feb '10	6 th Nov '09	18 th Dec '09
Mar – Apr '10	4 th Jan '10 (but preferably by 23 rd Dec)	19 th Feb '10
May – July '10	5 th Mar '10	16 th April '10

(NB these are *provisional* dates)

1.2 Individual web-page on Glasgow's Concert Halls website with full copy and image

Our website address is www.glasgowconcerthalls.com. This website covers all three of our venues like the What's On Guide.

Each show has its own individual "page" on our website, displaying the title of your show, show date and time, ticket prices, and a link to book tickets online, along with the copy and image that you supply us with. This page will "go live" on the on-sale date of your concert.

It is, therefore, very important that we receive your copy and image as soon as possible to allow our online customers to get as much information as possible on their first viewing of your show's page. From our online sales analysis we have noticed that shows which have copy and images on our website sell more tickets via this medium than those that don't have copy and image displayed.

Please note that we retain **full editorial control** of our website and we may edit copy to suit our house style. We like to include images for every show where possible on the website but again, please note that low-res images, artwork from leaflets/posters and images with text are discouraged as these do not display well on the website and detract from the quality of both your show and our website.

1.3 Email Campaigns

We email out monthly What's On newsletters for Glasgow's Concert Halls to encourage people to visit our website. The emails, sent mid-month, include as many shows as possible for the up-coming month from across all three venues, representing as broad a range of our events and genres as possible, with the purpose of driving people to the website where full information can be found. Your event will normally be included twice, in the 'Just on sale' section when tickets first go on sale and in the month preceding your event.

Please note, however, that we do not run email campaigns for individual shows at present.

1.4 Inclusion in general listings to press

We send out general listings for all three venues on a bi-monthly basis to all local press contacts to coincide with our What's On Guides. Your show will automatically be included in this.

Please note that due to the large number of events taking place at Glasgow's Concert Halls we **cannot send out individual press releases, and we do not contact the press on behalf of shows brought to our venue**. We can however provide you with a list of press contacts for you to contact should you wish to do so, and this will be sent to you along with your marketing services guide. Should the press contact us requesting interviews or additional press tickets, these requests will be forwarded on to you.

1.5 Display of Print in venue

There is no charge for leaflets and posters placed around our venues. Please see below for details of the different quantities required in our venues. **Please note that these quantities are for venue use only and that additional print may be required for additional activity such as city wide print distribution.** Please send all print FAO Helen Onslow to Glasgow Royal Concert Hall, 2 Sauchiehall Street, Glasgow G2 3NY or City Halls & Old Fruitmarket, Candleriggs, Glasgow G1 1NQ. Please mark the quantities of each item on the packaging.

i) The Glasgow Royal Concert Hall

3000 - 5000 leaflets to put in the leaflet racks that are in The Hall. The best size for leaflets is A5.

10 A3 posters

5 double crowns (30" x 20")

We also have limited space for **60" x 40" wet fly posters** on the exterior of the building. If you would like the opportunity of a space please send no more than three posters. Please note that these posters must be **blue-backed** in order to be displayed. We can recommend a local printer who does this type of poster.

ii) City Halls and Old Fruitmarket

2000 - 3000 leaflets to put in the leaflet racks in the City Hall. The best size for leaflets is A5.

10 A3 posters

We have limited space for displaying posters within the City Halls and Old Fruitmarket, instead, we have new state of the art Holophane Screens, onto which we project images, short video clips or animations. Please see section 1.5 for further information on this.

iii) **Print and ads should include the following text:**

Glasgow Royal Concert Hall OR City Halls OR Old Fruitmarket

Date and time of show

Ticket prices *booking fees apply (if advertising ticket prices you must mention the booking fees)

Box Office Number – 0141 353 8000

Website address – www.glasgowconcerthalls.com

We work closely with our local designers and quotes for print design are available on request.

iv) Overprinting

We can send leaflets and posters to be overprinted to our local overprinting company Exactaprint. We can get you a quote depending on the quantity of print. **It is preferable that all publicity material, especially leaflets are overprinted in order for them to be displayed at the soonest opportunity.**

v) Proof Reading

We are happy to proof read your print before it goes press.

1.6 Holophane Screens (Projected Images) – City Halls and Old Fruitmarket Only

In the City Halls and Old Fruitmarket we have new state of the art Holophane Screens, onto which we project images, short video clips or animations. These Holophane Screens are placed throughout the building, some face internally into our bar areas and promenade areas, the others face externally out onto the street.

We can create slides advertising your event in-house to display on these screens, in accordance with our house style and branding but you are also welcome to send through slides you have created yourself. We can send you examples of our own slides as guidance.

There are two different sizes of screen – which are measured in ratio:

4:3 (standard TV screen)

16:9 (widescreen TV)

The 4:3 screens are the "external" facing ones. 16:9 are the "internal" screens.

Pixel wise, the best quality would be:

4:3 = 864 pixels wide x 648 pixels high

16:9 = 1152 pixels wide x 648 pixels high

Images can be submitted in a variety of ways:

(i) As a series of stills, which will be shown as a **slideshow**. These can be submitted in the following formats:

.png (recommended) .jpeg .gif .tiff .bmp

For a good example of a "build up" style please see the three images below:

Slide 1



Slide 2



Slide 3



For a good example of a "variation of a theme" style, please see the images below



(ii) As a video. These can be submitted in the following formats:

.mpeg (recommended) .avi .wmv (.wmv up to version 7 only)

Please keep videos clips to 15-20 seconds maximum.

NB. There is no audio capability integrated into these screens – any video clips you give us should be visuals only.

(iii) As an animation. These can be submitted in the following format:

flash file (up to version 7 only)

Please keep animation clips to 15-20 seconds maximum.

NB. There is no audio capability integrated into these screens – any animation clips you give us should be visuals only.

We always endeavour to display all content received although we would request that all content should be sent through 7 days prior to the event taking place.

For more information contact Ian Robson on 0141 353 8093 or by e-mail at ianrobson@glasgowconcerthalls.com

2. Additional Services – Rechargeable

2.1 Direct Mail

We charge **43p + VAT** per client record for a direct mail. This includes printing the direct mail letter, stationary, stuffing envelopes with leaflets and postal costs. All mailings are produced in black and white on our headed paper in accordance with our house style, which is recognised by our patrons. It is our usual practice to include a leaflet with all mailings.

Data only – We can send mailing data to a third party mailing house for a direct mail arranged by you. This is charged at **10p per address + VAT**. Please note we cannot send you pre-printed labels for an in-house mailing due to data protection restrictions.

We can mail patrons who have attended previous concerts at our venues and have agreed to be mailed. **Please note we will only mail patrons who have attended concerts promoted by your company or concerts that we feel are relevant and within their specified interests** (as stated by our Data Protection Policy). This is at our discretion in accordance with the Data Protection Act. We are also careful not to inundate our customers with direct mail letters and, in order to prevent this, we **do not**:

- re-mail people regarding the same show
- immediately use data from a show that has only just taken place
- use data that is more than four years old
- use the same data for more than one mailing in the period of 2/3 months.

All mailing lists are de-duped and our database is cleaned by our box office regularly.

2.2 Distribution of Print within Glasgow City Centre

Our distribution company, Direct Distribution, can display your leaflets and A3 posters in various outlets throughout Glasgow including major venues and theatres, art galleries and museums, libraries, bars and restaurants, universities and colleges, hotels, travel centres etc. There is a standard “Arts Run” which we recommend but if you wish to target more specifically Direct Distribution will tailor a run to suit your own individual needs. Costs vary depending on run and quantities of print but we will obtain quotes and recommendations for your approval in accordance with your budget. Print quantities can be as little as 1000 leaflets up to as many as 10,000, and 30 A3 posters up to 500, so **this may require additional print**.

Direct Distribution also offers a hand-to-hand leafleting service, on its own or as part of an overall campaign, outside other venues where similar shows are taking place. Prices start at £36 per person per hour + VAT. The number of leaflets required vary from 500 per hour to 1500 per hour depending on where the handout is taking place.

2.3 City Centre Poster Runs

Our poster display company, Non Stop Advertising can post 60” x 40” (4-sheet) blue-backed posters around Glasgow City Centre in great locations. This costs £11.50 per poster per week of display plus VAT. **This requires blue-backed posters for pasting**. Please make enquiries about this service prior to printing posters, to ensure there are sites available and the correct types of posters are printed. Please note that these are legal poster sites. Glasgow City Council takes a strong stance on fly-posting, which is prohibited.

2.4 Subway Advertising

We can arrange the display of 60" x 40" posters (4-sheets) in the Glasgow Subway, which has fifteen stations. (These do not need to be blue-backed). Rates are competitive and so vary according to availability and demand but a standard rate card per poster for 2 weeks, before our client discount, is approx £175 + VAT. Quotes can be obtained on request. These sites usually require being booked quite far in advance although it can be worth checking for last minute sites that are available.

2.5 Media Advertising

i) We can help to place your adverts in the most appropriate media to sell your event. All adverts are booked through our advertising agent and quotes will be provided for your approval. Local papers include The Glasgow Evening Times, The Herald, The Daily Mail (Scotland), The Sunday Mail, The Sunday Post, Daily Record and so on. If you wish to advertise in more specialist publications we can arrange this through our advertising agent. We can also contact local papers of the areas around Glasgow for quotes regarding advertising.

ii) We can arrange radio co-promotions with local radio stations such as Clyde 1 and Clyde 2, Smooth Radio (previously SAGA 105.2fm), and Rock Radio.

iii) We will send you a list of media contacts in our area to whom you can send press packs, organise competitions and interviews etc.

2.6 Outdoor Advertising

CBS Outdoor can also provide a number of options regarding advertising on trains and at train stations. A month long display of A3s on the trains costs in the region of £48 + VAT per poster, with a required minimum of 77 posters. The rate card for the display of 60" x 40" posters at low level train stations is in the region of £350 + VAT per poster for 4 weeks display.

3. Additional Promotion and Services – Free of Charge

3.1 Exit Leafleting

We can exit leaflet shows at Glasgow's Concert Halls preceding your show that we believe will appeal to your audience. **This is subject to there being sufficient and appropriate shows scheduled and, as a free service, this is at our discretion.** We may require additional print if there is scope for large amounts of exit leafleting.

3.2 Data Analysis

We can email you the following types of data analysis for your shows. Please note that this data does not contain any personally identifiable information on our clients. Please give us as much notice as possible when requesting data analysis.

(i) Sale date analysis

A sale date analysis allows you to know which dates your patrons bought tickets. It is especially useful at seeing whether particular marketing activity has been effective. This can be provided in the form of a graph.

(ii) Postcode Analysis

We can provide information on which postal sectors your audience comes from. This can help with placing future adverts or distribution.

(iii) Pricebreak Analysis

We can provide information on how many patrons bought seats in different pricebreaks.

4. Data Protection Policy

Please find our Data Protection Policy below.

Data Protection Policy Glasgow Cultural Enterprises

GCE collects and stores customer data in accordance with the principles of the Data Protection Act (1998)

- 1) Patrons can request a record of all the data we hold on them.
- 2) GCE will not transfer, rent or sell customer data to any third party. This includes promoters.
- 3) GCE can mail patrons on behalf of the promoter, **only if the patron has consented to us doing so.**
GCE **must not** send a database of customer details to any promoter.
- 4) Patrons on the mailing list must only be mailed information of the genre they are interested in.

GCH asks the following short question to customers to seek their permission for receiving mailings from our venues regarding future events.

We would like to add your name to our marketing list to keep you informed of similar events happening at Glasgow's Concert Halls – is this all right?