

What marketing strategies could auckland theatre company

[Business](#), [Marketing](#)



These discounts ND packages will differ according to the genre of performance and different festive periods. As explained by Helen Bartlett that 'people often feel more comfortable going out during the day', Auckland Theatre Company can also offer weekend matinee performances with group discount. They can also offer family bundles whereby children below the age of 12 will be offer child ticket pricing all year round for the matinee shows on weekends and they will be able to watch for free during the Christmas holiday.

This way, it can also encourage parents to take their children out o watch a performance which can also be a form of family bonding tale/actively, especially for working parents who may have little time to spend with their family on weekdays. Auckland Theatre Company can also tie up with schools and come with special school bookings where the tickets will be of subsidized price for the student during school holidays. As attending a theatre performance can be as much about 'being seen' as seeing the performance, it is said that to be artistically aware and supportive is seen as a respectable and desirable attribute. Coffman 2011) Therefore, in order to meet the egoistic and self-actualization needs, Auckland Theatre Company can come out with a loyalty membership. For example, a prestigious group of ; arts supporters' can subscribe to Auckland Theatre Company as a member for PIP benefits and also be able to get the first hand information of up-coming performance and be able to have priority booking before It is released to the public.

Members will also be given the opportunity to meet with the cast involved with the production be it as a meet-and-greet session, or to understand how the production was put together with a tour on the 'behind the scenes' of the production. For certain productions that may be more prestigious, members will also be invited to cocktail receptions prior to the performance or post show parties where they will be able to mingle with people for the arts industry.

Member can also be invited to Gala premieres of performances, an exclusive event strictly for members that will be a prestige to be able to attend it. Therefore, the purpose of having this loyalty membership is to provide this prestigious group of 'arts supporters' PIP benefits and to be treated like 'royalties'. Auckland Theatre Company can also emphasize that each performance requires their consumers to exercise creativity and imagination in order to engage in the 'high-art', needs.

Auckland Theatre Company can also satisfy the needs of social and egoistic by launching exclusive coffee table books which are limited in quantity in each quarter of the year to inform their consumers of the past quarter's performances/ achievements and what will be coming up in the next quarter of the year. Owning a copy of this 'limited edition' coffee table will allow the egoistic to seem exclusive and as a avid supporter of the arts and as the consumer may share this information gained for the coffee table book, he/she will be able to share it with his/her friends which encourages discussions and thus satisfying the social need.

Conclusion The Mascots hierarchy of needs identifies and categorizes five basic levels of human needs in order of importance. The theory suggests that humans seek to satisfy the lower level needs and achieve satisfaction before a higher need arises. The Auckland Theatre Company caters the social need by providing space for social interaction as performances takes place in a social setting. Audiences can attend this performances whilst on a date, with family, or even while catching up with old friends.

To further enforce the social need, the Auckland Theatre Company encourages people to attend the performances in groups by offering group discounts. Having satisfied the social need, the Auckland Theatre Group moves up further into the hierarchy of needs by tapping into the audience's ego needs. By positioning themselves as 'New Sealant's leading theatre company, the company instills a sense of exclusivity, making it respectable and desirable to be a supporter of the company.

The success of Auckland Theatre Company comes from the effort they have taken to understand Mascots hierarchy of needs and applying it to their advertisements to address the needs of social, ego and self-actualization to its consumers. This allows the consumer to know that the performance will be of quality and that they will rest assure that their social, egoistic and self-actualization needs will be met through the theatre experience that Auckland Theatre Company is providing.