

6.4_B

Answers: Suggested divisions

Marketing strategy in a mature marketCase study: Sunday programme at the City Art Gallery

Paragraph 1

- art gallery operating in a small market – needs to maintain a competitive edge – how?
- illustrate = City Art Gallery sponsorship programme (struggling to remain viable) shown
- analysis of figures → museum attendance low: market reached maturity
- new initiatives necessary → revitalize the programme

Paragraph 2

- gallery developed 2 major new activities:
 - 1) activities for families on Sunday afternoons – many attractions
 - 2) online gallery – pre/during/after visit – show all collection + many other features

Paragraph 3

- parents saw benefits quickly
- sharp increase in web hits → people get interested in gallery/activities
- → attendance up
- Sunday afternoon events – v. well attended

Paragraph 4

- after making changes, gallery did research:
 - attracted new (esp. younger) customers
 - keep existing customers
 - increased awareness of gallery
 - new activities = v. important for young visitors

Paragraph 5

- long-term issue = finance – how to keep events going?
- sponsorship = good marketing strategy
- family performance activities attracted interest of media
- Sunday Telegraph newspaper → aim: younger readership

Paragraph 6

- to keep ahead paper had to look at poss. extra benefits → attract existing + new readers
- deal made = Sunday Telegraph sponsored 'Sundays @ City Art Gallery'
- arrangement = beneficial to both parties
- both gallery and newspaper achieved aims + created added value

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Answers: Model paragraph

Case study: Sunday programme at the City Art Gallery

An art gallery operating in a small market needs to maintain a competitive edge in order to keep its attendance figures up. To illustrate this, the City Art Gallery sponsorship programme, which has been struggling to remain viable, is shown. Having analyzed its figures, the Art Gallery realized attendance was too low, given that the market had reached maturity. It was decided that new initiatives were needed so as to revitalize the programme.

The gallery developed two major new activities. Firstly, they organized activities on Sunday afternoons for families with many attractions. Secondly, they developed an online gallery which visitors could look at before, after or even during their visit to the gallery. The online gallery showed the entire collection and had many other attractive features.

Parents quickly saw the benefits of these developments. There was a sharp increase in web hits, and people became interested in the gallery and activities. This resulted in increased attendance. The Sunday afternoon events were especially well attended.

After making these changes, the gallery carried out some research. This showed that the gallery had attracted new (especially younger) customers, kept existing customers and increased awareness of the gallery. It showed that the new activities were especially important in appealing to young visitors.

The long-term issue was finance: how to keep the events going. It was thought that sponsorship would be a good marketing strategy. The family performance activities had drawn the attention of the media. The *Sunday Telegraph* newspaper was aiming to reach a younger readership, which it needed to keep the paper ahead of its competitors.

Having decided on that strategy, it was looking for benefits it could offer to attract existing and new readers. A deal was made in which the *Sunday Telegraph* sponsored 'Sundays @ City Art Gallery'. The arrangement was beneficial to both parties: both the gallery and newspaper achieved their aims and created added value.