

Hypothesis:

The buying history of classical single-ticket households can indicate a composer preference.

This can be used to identify and create Classical 3- and 4-concert subscription packages that would appeal to these households.

In this short study we will look at the buying history of households that attended 5+ classical concerts from 01-02 to the present (where “classical” consists of Classical, Casual Classics, and Sommerfest/Musicfest classical concerts) and who do **not have a 04-05 Classical subscription** (as of 9/16/04). From these findings I made the following conclusion:

Conclusion: We should package each set of concerts of five particular composers and target them at all patrons in the Metro-area with a 33% or greater preference for these composers (regardless of the number of concerts they have attended in the past). Almost 800 of these prospects are members of the Email Club and should be marketed by email.

This demonstrated composer-preference can also be used in programming for upcoming seasons.

Composer	Households with 50%+ of 5+ concerts 0102-0405	% presence in subject programs 0102-0405
BERNSTEIN, Leonard	19	5.44%
BRAHMS, Johannes	12	9.46%
BEETHOVEN, Ludwig Van	11	10.60%
TCHAIKOVSKY, Peter Ilyich	8	7.45%
PROKOFIEV, Sergei	7	8.88%
SHOSTAKOVICH, Dmitri	7	8.88%
MAHLER, Gustav	6	8.60%
MOZART, Wolfgang Amadeus	6	12.03%
STRAUSS, Richard	5	9.46%
NIELSEN, Carl	4	9.17%
STRAVINSKY, Igor	4	6.30%
WAGNER, Richard	3	5.44%
BARTÓK, Béla	2	5.73%
COPLAND, Aaron	2	3.15%
HAYDN, Franz Joseph	2	6.02%
SIBELIUS, Jean	2	6.88%
MACMILLAN, James	1	1.43%
ORFF, Carl	1	0.86%
RACHMANINOFF, Sergei	1	2.87%
RAVEL, Maurice	1	8.02%

Observations: In the buying history of households that attended 5+ classical concerts from 01-02 to the present (where “classical” consists of Classical, Casual Classics, and Sommerfest/Musicfest classical concerts) and who do **not have a 04-05 Classical subscription** (as of 9/16/04), we see that:

10 composers are the **definite** preference of 104 of these households. This is demonstrated by 50%+ of their concerts featuring just one of these 10 composers.

“Subject programs 0102-0405” are Classical, Casual Classics, and those Sommerfest & Musicfest programs with a Classical repertoire.

“Households” are identified by:
LAST NAME+ZIP5+BLDG#+APT#+PO BOX#

“% presence” is the frequency with which a composer was played for the period 0102-0405. If two or more works of a composer are played during one program (i.e., series of related Event_IDs), the composer is counted only once.

Notice that for this population of households, a composer’s frequency is **not** necessarily indicative of single-ticket buyer attendance.

For example, Ravel was played more often than Bernstein (8% vs. 5%), but Bernstein scored much higher.

In this same population of households, we see:

These same 10 composers are the probable favorites of 649 of these households as demonstrated by 33%+ of their concerts featuring just one of these same 10 composers.

Note that the Top 10 composers by households with 33%+ occurrence are the same Top 10 as the 50%+ households in the previous screen. Only the order is changed slightly.

Among ***this*** broader population of households, the frequency with which a composer is played ***is more*** indicative of probable preference.

Once again, however, **Bernstein** is a notable exception.

Composer	HHs with 33%+ of 5+ concerts 0102-0405	% presence in subject programs 0102-0405
BEETHOVEN, Ludwig Van	107	10.60%
BERNSTEIN, Leonard	97	5.44%
BRAHMS, Johannes	72	9.46%
PROKOFIEV, Sergei	69	8.88%
SHOSTAKOVICH, Dmitri	68	8.88%
MOZART, Wolfgang Amadeus	64	12.03%
MAHLER, Gustav	62	8.60%
STRAUSS, Richard	62	9.46%
NIELSEN, Carl	48	9.17%
TCHAIKOVSKY, Peter Ilyich	45	7.45%
STRAVINSKY, Igor	34	6.30%
RAVEL, Maurice	28	8.02%
SIBELIUS, Jean	26	6.88%
HAYDN, Franz Joseph	24	6.02%
WAGNER, Richard	21	5.44%
COPLAND, Aaron	20	3.15%
RACHMANINOFF, Sergei	19	2.87%
DVORÁK, Antonín	16	4.87%
BARTÓK, Béla	13	5.73%
BERLIOZ, Hector	13	4.87%
MENDELSSOHN, Felix	13	3.72%
GERSHWIN, George	12	2.01%
ELGAR, Edward	9	4.58%
RODGERS, Richard	9	0.86%
SCHUMANN, Robert	9	3.44%
BARBER, Samuel	7	1.72%
VERDI, Giuseppe	7	3.15%
ADAMS, John	5	3.15%

DEBUSSY, Claude	5	5.16%
IVES, Charles	5	1.15%
ARGENTO, Dominick	4	2.01%
HOLST, Gustav	4	1.43%
MACMILLAN, James	4	1.43%
RAUTAVAARA, Einojuhani	4	1.72%
ARNE, Thomas	3	0.86%
ORFF, Carl	3	0.86%
SCHUBERT, Franz	3	2.29%
BERG, Alban	2	2.29%
FAURÉ, Gabriel-Urbain	2	2.58%
LISZT, Franz	2	2.58%
MASSENET, Jules	2	2.01%
MOSZKOWSKI, Moritz	2	2.01%
ROSSINI, Gioachino	2	2.58%
STRAUSS, Johann, Jr.	2	1.43%
VAUGHAN WILLIAMS, Ralph	2	1.72%
BRITTEN, Benjamin	1	2.01%
CHÁVEZ, Carlos	1	1.43%
CHOPIN, Frédéric	1	2.01%
DIAMOND, David	1	1.15%
HANDEL, George Frideric	1	0.86%
HINDEMITH, Paul	1	2.01%
PAULUS, Stephen	1	1.72%
RIMSKY-KORSAKOV, Nikolai	1	0.86%
SCHUMAN, William	1	1.15%
SCHWERTSIK, Kurt	1	0.86%
SKROWACZEWSKI, Stanislaw	1	7.74%
WEBER, Carl Maria Von	1	1.72%

Prologue ID	Address_Name	City	Product	Event_ID	Event_Name	Date
Patron #1 (redacted)		Rochester	Classical	2SHB12JANE	Bernstein the Composer	12-Jan-02
		Rochester	Casual	2CCT09MAYE	Copland's Appalachian Spring	09-May-02
		Rochester	MusicFest	2VMF29JUNE	Candide	29-Jun-02
		Rochester	MusicFest	2VMF13JULE	Gershwin's Rhapsody In Blue	13-Jul-02
		Rochester	MusicFest	2VMF20JULE	England And Beyond	20-Jul-02
		Rochester	Classical	3MFE08NOVE	Debussy's La Mer	08-Nov-02
		Rochester	Classical	4MTE05NOVE	100th Anniversary Concert	05-Nov-03
		Rochester	Classical	4MTE26NOVE	Peter Serkin Returns	26-Nov-03
Patron #2 (redacted)		Minneapolis	Classical	2FM126OCTE	Oue Conducts Gurre-Lieder	26-Oct-01
		Minneapolis	Classical	2ODT10JANC	Bernstein the Composer	10-Jan-02
		Minneapolis	Classical	2OHA04APRE	Perlman Conducts Beethoven	04-Apr-02
		Minneapolis	Classical	2CDT30MAYC	Eiji Oue's Finale	30-May-02
		Minneapolis	MusicFest	2VMF30JUNE	Candide	30-Jun-02
		Minneapolis	MusicFest	2VMF23JULE	Daniel Rodriguez	23-Jul-02
		Minneapolis	MusicFest	2VMF01AUGC	Rodgers, Hammerstein, & Hart	01-Aug-02
		Minneapolis	MusicFest	2VMF02AUGE	America Sings	02-Aug-02
Patron #3 (redacted)		Minneapolis	Classical	4SPA25APRA	Vanska Conducts Sibelius	25-Apr-04
		Plymouth	Classical	2FM111JANE	Bernstein the Composer	11-Jan-02
		Plymouth	Classical	2SHB12JANE	Bernstein the Composer	12-Jan-02
		Plymouth	Classical	2WM116JANE	Bernstein the Conductor	16-Jan-02
		Plymouth	Classical	2FM431MAYE	Eiji Oue's Finale	31-May-02
		Plymouth	Classical	2SHB01JUNE	Eiji Oue's Finale	01-Jun-02
		Plymouth	MusicFest	2VMF30JUNE	Candide	30-Jun-02
		Plymouth	MusicFest	2VMF13JULE	Gershwin's Rhapsody In Blue	13-Jul-02
		Plymouth	MusicFest	2VMF19JULE	British Bravado	19-Jul-02
		Plymouth	MusicFest	2VMF20JULE	England And Beyond	20-Jul-02
		Plymouth	Classical	3MFE29NOVE	Eiji Oue Conducts Beethoven	29-Nov-02
		Plymouth	Classical	3MFE18APRE	St. Olaf Choir Sings Faure	18-Apr-03
		Plymouth	Classical	4MSE08NOVE	100th Anniversary Concert	08-Nov-03
	Plymouth	Classical	4MTM20NOVM	Symphonie fantastique	20-Nov-03	
	Plymouth	Classical	4MSE29MAYE	Orff's Carmina burana	29-May-04	

Here is the complete 3-year buying history of just three of the Bernstein aficionados. Bernstein concerts are highlighted in yellow.

Note that the third person (bottom) attended the same all-Bernstein event, "Bernstein the Composer", twice.

Specific examples: Bernstein aficionados

Of these 10 most popular composers, five are featured in the 04-05 Classical season: **Beethoven**, **Brahms**, **Shostakovich**, **Prokofiev**, and **Mozart** (not including Casual Classics). Some of them are the subject of the Music Up Close lecture at the concert where they will be played.

Composers who are featured in more than one 04-05 program

# of 04-05 programs	Composer Last Name	Composer First Name	Product	Season
5	Nielsen	Carl	Classical	2004-2005
5	Mozart	Wolfgang Amadeus	Classical	2004-2005
4	Beethoven	Ludwig Van	Classical	2004-2005
3	Brahms	Johannes	Classical	2004-2005
2	Mahler	Gustav	Classical	2004-2005
2	Prokofiev	Sergei	Classical	2004-2005
2	Shostakovich	Dmitri	Classical	2004-2005
2	Bach	Johann Sebastian	Classical	2004-2005
2	Skrowaczewski	Stanislaw	Classical	2004-2005
2	Tchaikovsky	Peter Ilyich	Classical	2004-2005
2	Sibelius	Jean	Classical	2004-2005
2	Wagner	Richard	Classical	2004-2005

8 of the Top 10 most popular composers are included in the 04-05 season. They are highlighted in blue.

The other 2 composers are not included at all:

- **Leonard BERNSTEIN**
- **Richard STRAUSS**

REVIEW OF OBSERVATIONS:

In the buying history of households that attended 5+ classical concerts from 01-02 to the present (where “classical” consists of the products Classical, Casual Classics, and Sommerfest/Musicfest classical concerts) and who do **not have a 04-05 Classical subscription** (as of 9/16/04), we see the following:

- 10 composers are the definite preference of 104 of these households. This is demonstrated by 50%+ of their concerts featuring just one of these 10 composers.
- These same 10 composers are the probable favorites of 649 of these households as demonstrated by 33%+ of their concerts featuring just one of these same 10 composers.
- In the case of Beethoven and Mozart, who appear in the Top 10, this could be explained by the prevalence of their works in the Orchestra’s repertoire (11% and 12% of programs for the seasons in question, respectively). However, this is not true for all of the Top 10. For example, 97 households showed a probable preference for Leonard Bernstein, whose works were only in 5% of programs.

Of these 10 composers, five are featured in the 04-05 Classical season: **Beethoven, Brahms, Shostakovich, Prokofiev, and Mozart** (not including Casual Classics). Some of them are the subject of the Music Up Close lecture at the concert where they will be played.

We will now look at my recommendations...

RECOMMENDATIONS

Based on the popularity of the Top 10 composers of 0102 to 0405 and their presence in the 0405 season, I suggest the following four customized subscription packages:

Shown below are the first two of four

	Composer	Event_Name	Upclose theme is this composer?	When	Performance_Title
Beethoven	Beethoven	Skrowaczewski Conducts		9/30/2004 - 10/2/2004	Piano Concerto No. 3
	Beethoven	Bronfman Plays Beethoven		4/21/2005 - 4/23/2005	Emperor Cto and Overture to Coriolan
	Beethoven	Beethoven's Best I	Yes!	5/19/2005 - 5/21/2005	Overture to <Fidelio>
	Beethoven	Beethoven's Best II		5/26/2005 - 5/28/2005	Symphony No. 8

Beethoven mailable prospects (non-sub 33% events any #):

2,062

This is the number of households with a 33% demonstrated preference for this composer who are in the 7-county Metro area and WI suburbs **and** who can be mailed. This includes patrons who attend fewer than five concerts from 0102-0405

... in Email Club:

194

Brahms	Brahms	Nielsen Symphony		9/23/2004 - 9/25/2004	<Tragic Overture>
	Brahms	Dvorak Cello Concerto		10/7/2004 - 10/9/2004	Var. on a Theme by Haydn
	Brahms	Brahms Violin Concerto		2/10/2005 - 2/11/2005	Violin Concerto

Brahms mailable prospects (non-sub 33%+ events any #):

1,262

This is the number of those 1,262 households that are members of the Email Club (this permits us to market to them by email). The advantages of marketing by email are: 1) Zero cost; 2) Customization & personalization of each individual message; 3) Audio clips and links to additional info; 4) Increased likelihood message will be seen and read; 4) Hyperlink the message directly to the "buy" page on our website for their subscription package.

... in Email Club:

141

Recommended CYO packages (last two of four)

	Composer	Event_Name	Upclose theme is this composer?	When	Performance_Title
Shostakovich/Prokofiev	<i>Shostakovich</i>	<i>Skrowaczewski Conducts</i>	<i>Yes!</i>	<i>9/30/2004 - 10/2/2004</i>	<i>Symphony No. 8</i>
	Prokofiev	Prokofiev's Fifth		1/20/2005 - 1/22/2005	Symphony No. 5
	Shostakovich	Shostakovich's Fifth	Yes!	2/3/2005 - 2/5/2005	Symphony No. 5
	Prokofiev	Pictures at an Exhibition		4/28/2005 - 4/30/2005	Violin Concerto No. 1

Shos/Prok mailable prospects (non-sub 33%+ events any #):

2,246

... in Email Club:

200

Mozart	Mozart	Mozart C minor Mass		11/4/2004 - 11/5/2004	Mass in C minor
	Mozart	Ax Plays Mozart		1/13/2005 - 1/15/2005	Piano Cto #27 and Overt. to Magic Flute
	Mozart	Shostakovich's Fifth		2/3/2005 - 2/5/2005	Symphony No. 35 <Haffner>
	Mozart	Brahms Violin Concerto		2/10/2005 - 2/11/2005	Overture to Marriage of Figaro
	Mozart	Bronfman Plays Beethoven	Yes!	4/21/2005 - 4/23/2005	Symphony No. 41 <Jupiter>

Mozart mailable prospects (non-sub 33%+ events any #):

1,781

... in Email Club:

133

FORECASTING: What if these four recommended composer-based series had been offered in 03-04?

The four series I propose for 04-05 are:

- **Beethoven (4 concerts)**
- **Brahms (3 concerts)**
- **Shostakovich/Prokofiev (4 concerts)**
- **Mozart (5 concerts)**

By looking at each composer-preferring household in this study and their 03-04 single-ticket (non-subscription) purchases, we can see that a composer-specific package would have brought in more revenue by selling more concerts in the package than were sold to these households as single-ticket events.

Single-ticket (non-subscription) purchases	Total concerts in "series"	Who attended all in the "series"	Who attended all but one	Who attended 50-75%	TOTAL
Brahms & Beethoven <i>(2 Beethoven, 1 Brahms)</i>	3	\$0	\$2,841	\$2,841	\$2,841
Mozart <i>(4 concerts)</i>	4	\$0	\$0	\$5,239	\$5,239
Shostakovich & Prokofiev <i>(2 Shostakovich, 2 Prokofiev)</i>	4	\$0	\$950	\$16,612	\$17,562
		\$0	\$950	\$24,691	\$25,641

Summary

- For many households, a composer preference can be identified from buying history.
- Five of the Top 10 composers of 0102 to 0405 are featured in multiple concerts in the 04-05 season: Beethoven, Mozart, Brahms, Shostakovich, and Prokofiev.
- These concerts should be packaged by composer and marketed to non-subscribers with a likely preference for these composers. Since few of these households attend all the concerts of their preferred composer, such a package would generate more revenue than marketing these concerts as individual single-ticket events.
- 7,351 households fit the target profile for these customized packages.
- 668 of these households have given us permission to market to them by email.
- Email provides a zero-cost way to provide a highly customized message designed to bring the reader to our website's "buy" page for the subscription package.
- The response rate for such subscription packages, whether promoted by email, postal mail, or both, is likely to be higher than other mail campaigns given that the product would be so well matched to the demonstrated musical preference of the target population.
- Time is critical for this idea to work since three of the concerts that would be incorporated will occur within the next few weeks.