



2013 Environics Analytics Analytics Report

Culture & Recreation | **Cultural Services**

Findings

Redefined Marketing Strategies

Results

Overview

- Using postal codes from program registrants, events participants and visitors, Cultural Services staff were able to draw a “picture” of Pickering’s population.
- Findings included who they are, what media they use and most of all, what interests and attracts our residents.
- As a result of these investigations, marketing campaigns targeted our customers more efficiently and with greater impact.

What we know: Clusters

Through the study, it was determined that the majority of Pickering Households fell into one of the following clusters.

Winner's Circle - 45.8 % of population

Well-off, middle-aged exurban families

Blue-Collar Comfort - add 14.8% of population

Middle-aged, upper-middle class
blue-collar families

Suburban Rows - add 7.6% of population

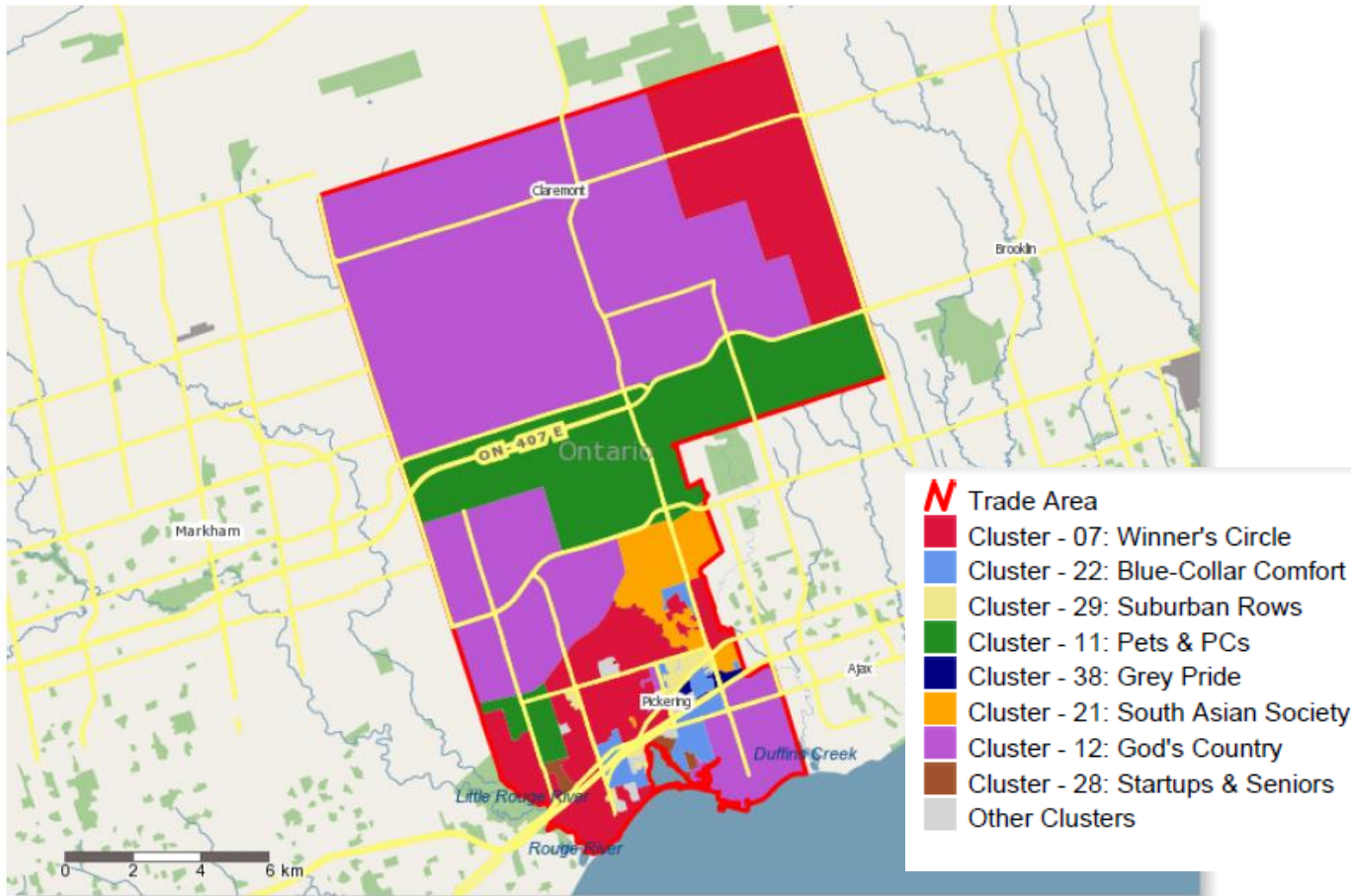
Younger, thriving immigrant families

What we know: Demographics

Based upon the study of the primary clusters, the majority of Pickering Households share the following commonalities:

- Size of household: 4 people or more
- Age of household maintainer: 45-55 years
- Age of children at home: 10-24 years
- Post-secondary qualifications
- Average income: \$113, 609/year
- Visible minorities: 34%
- Non-immigrant population: 64%

What we know: Geography



What we know:

Consumption of Information

Radio:

Medium listeners (mostly in their vehicle while commuting)

Interests: morning shows, music programs, attentive to weather and news reports

Internet:

Heavy users (7 days a week)

Interests: send and receive emails, use search engine, participate in an online social network

TV:

Light viewers (weekly reach 7-11 pm and most of the weekend)

Interests: avoid advertising (flip channels), like watching movies

Print:

Light readers

Interests: avoid advertising in newspapers and magazines (ignore or turn page), read section about local/regional/community news – focus on real news vs. advertising

Direct / Outdoor:

Usage: look at outdoor billboards while driving to work from home, use flyers inserted in community newspapers and coupons

How We've Changed: Redefined Marketing Strategies

- **Less print, more media releases:** focus on community page advertising (perceived as real news) more digital ads
- **More interaction:** leveraging social media platforms to encourage buzz and word-of-mouth
- **Give Them What They Want:** using the knowledge about our customers to offer the right messaging and programming
- **Coupons and Contests** to gather data and interest from our target population

Environics Analytics at Work: Pickering Blooms Garden Showcase

Pickering Blooms registration postal codes were used to develop a new campaign for 2013 registration.

Unchanged:

- community page advertising
- giveaway contest at event
- Banners and posters in facilities
- inclusion on family calendar
- eBlasts to past participants and program registrants

Campaign Changes:

- Increased online advertising through facebook and durhamregion.com
- Year round online registration on the City website
- Addition of a “renew annually” option on the online registration form
- Reduced print advertising in local papers
- Dedicated Facebook page under City of Pickering Great Events
- online banner
pickering.ca/greatevents

Environics Analytics at Work: Summer in the City

2013 saw a revision to the Summer Events promotions. The goal of the change was to create a streamlined campaign, and undertake outreach to capitalize on event participants with the aim of:

- increasing traffic at all events,
- providing a mainstream face to Museum promotions through general event exposure
- lessen the financial burden of multi-campaign marketing costs
- have an interactive station to collect participant data and extend brand awareness through promotional goods

The savings generated through this approach allowed for the creation of a Winter Tourism Campaign and a new resident outreach program.

Campaign Changes:

- community page advertising was presented under Summer in the City for all events
- Online advertising, durhamregion.com and facebook
- Social media updates live from events with video and pictures
- Facility banners of entire line-up
- Coupon booklets distributed in facilities and at events
- Registration for promotional giveaways by liking facebook or providing postal code data to ensure promotional saturation
- Distribution of promotional goods and a campaign contest for a bbq

Environics Analytics at Work: Destination Pickering

A tourism outreach campaign and brand was launched in winter 2013-2014 with the purpose of building awareness for local sites, events, programs, and experiences in Pickering.

This new campaign included:

- community page advertising for every event
- online advertising and promotions
- live social media updates from events capitalizing on images and video to engage participants
- facility banners
- Coupon booklets distributed in facilities, schools, businesses, and events
- event outreach station with promotional giveaways and postal code collection

Environics Analytics at Work: Museum Tours & Programs

Museum data from 2012 events was used to develop a new campaign to improve tour and program numbers for 2013. Changes to the marketing campaign included the following.

Unchanged:

- community page advertising but focused on tours and programs rather than events
- z-card advertising at museums, tourism operators, Durham tourism
- website content on pickering.ca
- Online group sales of season's passes

Changes:

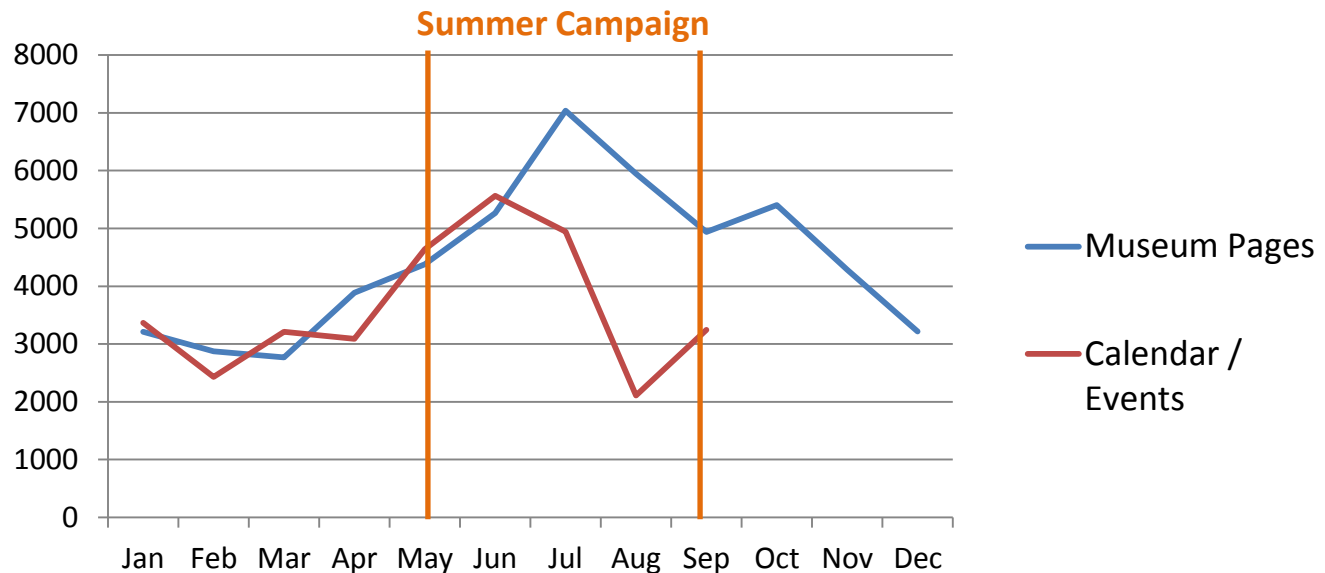
- new children's education programs
- postcards
- increased listings in Durham discovery guide
- Interior advertising on 20 DRT buses

- inclusion in summer fun guide – distributed at OnRoute locations
- addition of trip advisor and yelp profiles
- increased online presence through online sites: summer fun guide, Toronto for kids, discover Ontario app, Durham Moms blog
- addition of a monthly eNewsletter
- increased social media, blogging and eBlasts
- online ads on Facebook, durhamregion.com, and pickering.ca
- distribution of postcards and z-cards at mainstream City events
- reduction in print advertising
- coupon placement in Summer in the City booklet
- removal of radio campaign

Environics Analytics Impact: Online

Online activity:

- Museum pages were visited by 6,104 people during 2013 with a peak during the promotional campaigns
- Great events pages were visited by



Environics Analytics Impact: Social

Media

Facebook

- **Museum** followers have increased 418% in one year
- currently the average reach of daily messaging is **120,617** people
- **Great Events** followers have increase 88% in one year
- currently the average reach of daily messaging is **1,796** people, this will increase greatly during tourism campaign periods

Twitter

- Pickering Museum's profile is followed by **535** people an increase of 27%
- Pickering Events gathered **1,571** followers an increase of 42%

pickering.ca

Pickering Museum Village
4.7 ★★★★★ (14 ratings)
1,249 likes · 99 talking about this · 428 were here

History Museum
2365 6th Concession Road, Pickering, Ontario L0H 1H0
(905) 683-8401

1,249 Likes

PMV volunteers received awards at tonight's Pickering Civic Awards. Congratulations team!

Julie Oakes ★★★★★
I practically live here!
Like · 3 · about 6 months ago · 🌐

Rebecca Papenbrock ★★★★★
I love this museum for keeping history alive through wonderful interactive events in an atmosphere that helps people realize what life was like through different times in history.
Like · 1 · about 6 months ago · 🌐

Mary Parulski
Beautiful site, beautiful programs & beautiful people :)))))
Like · over a year ago · 🌐

Trina Astor-Stewart
Love the Steam days
Like · over a year ago · 🌐



Environics Analytics Impact: Buzz

Summer in the City tourism booth:

- 18 events, attended by approximately 66,900 people in June, July and August
- Collected 438 postal codes
- Gained 200 facebook followers through promotional giveaway

Destination Pickering Tourism booth:

- 12 events that gathered approximately 15,000 people
- Collection of 600 postal codes

Branded Promotional goods:

- 200 sunglasses, 50 sports bags and 750 frisbees distributed to the Plinko game winners during the summer
- 250 pairs of gloves distributed to Spin the Wheel game winners during the winter
- 2,500 coupon booklets handed out at events and in facilities during the summer
- 7,500 coupon booklets distributed during the winter at events and in facilities. Approximately, 300 coupons were redeemed.



Environics Analytics Impact: Attendance

Summer in the City: approximately 15% increase in attendance. Notably the summer concerts increased to 600-800 visitors a 33% increase.



Destination Pickering: approximately 30% increase in attendance. Notably the Tree Lighting increased from 1500 – 6500 visitors; a 333% increase.

Pickering Blooms: Garden Showcase mentorship program reached its maximum capacity in 2 weeks and doubled participants to 263.

Pickering Museum Village

- Spring & Summer events sold out for the first time in two years
- Seasonal Attendance was up by 36% over 2012

Environics Analytics Impact: Financial

PMV saw an increase of revenue through new marketing plans:

PMV Revenue Summary 2013	Increase above projected budgets	% increase 2012:2013
Gift Shop	16%	30%
Snack Bar	108%	13%
Admissions – Education Tours, Events	10%	36%
Programs – Workshops, Suppers, Outreach	23%	140%
totals	13%	19%

The efficiency of the new campaigns allowed us to save a portion of marketing budgets for Summer in the City, a New Resident campaign and a Winter Tourism Campaign.

Future Plans

- Adjusted events and programming at Pickering Museum Village in line with findings
- Continue changes to existing marketing strategies for impact and savings
- Incorporate Environics Analytics data and correlation reports into Sponsorship Activities
- Review and revision of
Camps programming and marketing
- Review and reprogramming of Recreation Complex marketing strategies starting with the January new membership drive
- Using Environics Analytics data continue adjustment of Fitness programming to strengthen attendance numbers

Recent news

- **Mother's Day Tea:** for the 2nd year in a row, the event was sold out days before it occurred.
- **Gears & Gourmet & Summer program planning** used Environics Analytics data to design the event, attract partners and develop and release promotions
- **Artfest** gathered new program partners and vendors through Environics Analytics outreach and presentations to sponsors, in addition visitors increased by 66% where we collected 150 postal codes at our tourism outreach station.
- **Instagram:** promotions included the hashtag #SummerSelfie to engage people to follow our Instagram page. On the launch weekend 150 people tagged their pictures with this hashtag
- Sponsorship and Marketing partnerships
- **My Life is a Museum:** contest organized by PMV to develop the brand and create recognition. So far, 700% increase in participation with people with a province-wide reach



Thank You