

ENTERTAINMENT

Advertising Effectiveness

DISPLAY ADVERTISING
COMPETITION / INSERT CAMPAIGN
RETAIL PROMOTION
SISTER ACT



'SISTER ACT' HITS THE HIGH NOTES WITH HELLO!

SETTING THE SCENE:

Sister Act – the divine musical comedy based on the smash-hit film starring Whoopi Goldberg was launched in London's West End in Summer 2009. With previous productions (including *Hairspray* and *Dirty Dancing*), the show's promoters achieved successful results with **HELLO!**, and consequently welcomed the opportunity of working again with **HELLO!** to promote the new soon-to-be smash hit of the theatre world.

The producers were keen to explore alternative ways to promote the show creatively, not just using display advertising because they wanted to track the response to all elements of the campaign, which can be hard to achieve with straight forward branding campaigns.





and promoters of *Sister Act* were thrilled with this innovative project which gave the show great exposure as it entered its second year. An exclusive ticket offer was included in the promotion, offering further added value to all entrants.

With its wide age-range of readers and family appeal, **HELLO!** has proven to be an excellent brand fit for musical theatre and the entertainment sector. Since the *Sister Act* campaign started, the show's promoters have run numerous competitions and reader offers with **HELLO!**. One reader offer in particular earned a profit of more than £10,000 from ticket sales, from just one insertion in the magazine.

ENTERTAINMENT: SISTER ACT

ELEMENTS OF THE CAMPAIGN:

The campaign launched with a display advert in **HELLO!** to announce the arrival of the new musical, followed by a competition in the weekly Most Stylish Celebrity poll. The prize was a VIP trip for four to see the show, including dinner, beauty treatments and overnight accommodation, worth a total of £2,000. Ten runners-up won a pair of tickets each, offering more value to the promotion. Thousands of entries were received, acknowledging the show's appeal, and the prize provoked one of the biggest responses the promotion has ever received.

Three months later, for stage two of the campaign, came a reader offer in the form of inserts, which were placed into UK copies of **HELLO!**. The response level received was so great that the show's promoters have repeated this mechanic with other West End productions in their portfolio. By now, *Sister Act the Musical* was a massive hit, selling out months in advance.

Almost a year into its run, it was still a must-see show, but the promoters wanted **HELLO!** to explore a new way of promoting awareness to **HELLO!**'s family-orientated audience. The circulation and marketing teams had begun working more with national retailers, offering shoppers added value when they purchased **HELLO!** magazine in store. *Sister Act*'s producers were keen to be on board and donated an exclusive money-can't-buy prize worth £3,000 that included a VIP trip to see the show plus a cash amount. Sainsbury's came on board as the retailer to run the campaign, promoting it with point of sale in store, in the form of shelf talkers on display for one week, as well as high-quality inserts which were placed in two consecutive issues of **HELLO!**. The producers

What were the main objectives of the collaboration with HELLO!?

The promoters of *Sister Act the Musical* were keen to run a high-profile promotional campaign with **HELLO!** magazine for a number of reasons. They wanted to showcase the brand to a hard-to-reach, high-end, culturally aware female audience, to ensure nationwide exposure for the show and to highlight the idea that the show is a family-friendly entertainment experience rather than just a luxury purchase.

What attracted you to HELLO! specifically for these projects?

The **HELLO!** audience has a natural affinity with the audience of *Sister Act the Musical* and the general theatre-going audience. ABC1 women aged 35-plus are the biggest purchasers of theatre tickets and buy tickets on behalf of family, friends and social outings. By working closely with **HELLO!**, we were able to target this audience in a way that had real impact, engaging the consumer as well as looking fantastic.

How did you find the creative work and service you received from HELLO!?

The creative process and, of course, final products were highly professional and of a very high quality at all times. The production's objectives for running these promotions and the brand guidelines were understood and implemented at all times and it was a pleasure to work on the joint projects. The producers were thrilled with the process and outcome.

Carla Moran, Promotions Manager, AKA

WHY HELLO!?

- 400,000 female readers of **HELLO!** go to the theatre two to three times a year or more often
- With 50,000 more readers than the Times Magazine **HELLO!** readers love arts and culture, with over half a million having attended the theatre, plays, opera or ballet within the last six months – 100,000 more readers than Marie Claire, 88,000 more than Glamour and more than twice as many as Grazia

Source: TGI Oct 08 – Sep 09



hellomagazine.com