

RedSplash

Focusing Musica Europa on the buyer resulted in increased sales at decreased cost

Case Study



Glass ceiling

As a long established organiser of musical tours, Musica Europa was striving to break through what the management recognised as a glass ceiling. Business was good but it needed to be moved up to the next level before success and stability could be claimed. Red Splash was invited to review the options available to the company as it searched for a growth strategy.

The importance of trust

We first set about researching the market and most importantly how clients engaged with the company. In the main these are school teachers or individuals organising or representing an orchestra or choir.

The research established that absolute trust in the company to deliver a successful event was paramount. If things went wrong the individual responsible would feel under enormous personal pressure and carry the brunt of any complaints, but of course if all went well they would enjoy the kudos of success.

How and why clients buy

With trust clearly established as the single most important factor in a buying decision, Red Splash created a marketing communications plan to ensure that Musica Europa were both seen by the market they wished to serve as not only creative in their travel proposals and knowledgeable about musical performances, but as people that the group organisers could implicitly trust from the outset to deliver all the organisational aspects needed for a successful tour.

Making every penny count

We then investigated the media options available to deliver these messages to the target audience and discovered that Musica Europa was currently spending most of its budget on specialist press advertising and directory listings but that these were not delivering a particularly good return on investment.

During our discussions with the target audience, it was clear that the internet had overtaken this traditional media in informing prospective clients and directing them to a tour operator.

We therefore developed a new website that would better appeal to the target audience, clearly communicate the trust proposition and could be found and indexed by the search engines. A low cost but powerful pay-per-click campaign was put in place to drive highly targeted new business traffic to the website. Finally new marketing literature followed through on the same theme.



A robust performance

In a market which has contracted over the last year, sales for Musica Europa have held firm, the number of leads are significantly up and next year's bookings are well ahead of target. Through the focused use of the internet to drive new business this has all been achieved whilst halving the on-going marketing spend.



Musica Europa

Launched in 1989, Musica Europa enables musicians and choirs of all standards to enjoy the experience of performing live on tour, anywhere in the world.

Over 20 years on, Musica Europa is the first choice for many directors of music and conductors who wish to take their musicians on tour.

Its formula for success is a unique combination of the achievements and experiences of its staff as musicians, professional organisers and linguists, and their personal approach to working with clients in order to achieve the experience they want.

Musica Europa does not sell pre-designed tour packages, but works with its clients to create innovative and interesting tours that are tailored to individual needs.

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