

MAILER:

Adrienne Arsht Center

OBJECTIVE:

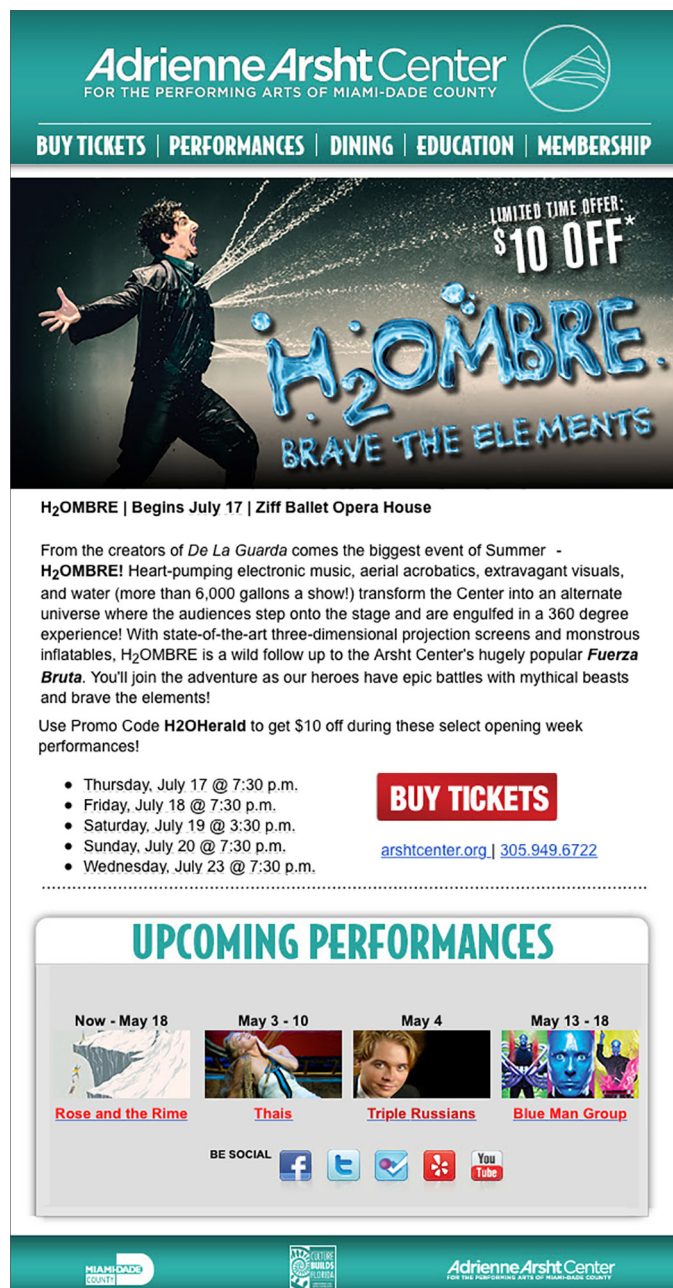
The Adrienne Arsht Center faced the challenge of increasing ticket sales for the featured performance of H2OMBRE.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of avid arts, entertainment and music enthusiasts in the Miami DMA. The offer was designed to promote the new H2OMBRE show beginning July 17th at the Ziff Ballet Opera House and offer a \$10 discount on advanced ticket purchase. The offer was also intended to educate theatergoers about the unique features of the performance including aerial acrobatics, visual effects and water tricks using 6,000 gallons per performance, while also inviting attendees to learn more about VIP packages as well as group ticket sales. eTargetMedia utilized the specialized list of Arts Theater and Entertainment Enthusiasts while layering in target customer profile demographics to segment an ideal audience for the H2HOMBRE performances.

OUTCOME:

The email campaign resulted in significantly above industry average open and click through rates while generating awareness, interest and buzz over the new scheduled performances of H2OMBRE leading to an overall excellent result for the email marketing initiative.



Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

BUY TICKETS | PERFORMANCES | DINING | EDUCATION | MEMBERSHIP

H2OMBRE.
BRAVE THE ELEMENTS

LIMITED TIME OFFER:
\$10 OFF*

H2OMBRE | Begins July 17 | Ziff Ballet Opera House

From the creators of *De La Guarda* comes the biggest event of Summer - **H2OMBRE!** Heart-pumping electronic music, aerial acrobatics, extravagant visuals, and water (more than 6,000 gallons a show!) transform the Center into an alternate universe where the audiences step onto the stage and are engulfed in a 360 degree experience! With state-of-the-art three-dimensional projection screens and monstrous inflatables, H2OMBRE is a wild follow up to the Arsht Center's hugely popular *Fuerza Bruta*. You'll join the adventure as our heroes have epic battles with mythical beasts and brave the elements!





Use Promo Code **H2OHerald** to get \$10 off during these select opening week performances!






- Thursday, July 17 @ 7:30 p.m.
- Friday, July 18 @ 7:30 p.m.
- Saturday, July 19 @ 3:30 p.m.
- Sunday, July 20 @ 7:30 p.m.
- Wednesday, July 23 @ 7:30 p.m.

BUY TICKETS

arshtcenter.org | 305.949.6722

UPCOMING PERFORMANCES

Now - May 18	May 3 - 10	May 4	May 13 - 18
			
Rose and the Rime	Thais	Triple Russians	Blue Man Group

BE SOCIAL     

MIAMI-DADE COUNTY | MIAMI-DADE COUNTY | Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com