



## Some things we'd like to shout about.....

**Priority**  
from O2

Since May 2021 we've been working with O2 to offer their priority customers a match funded offer on Theatre Tokens up to £10k in value. The popularity of the scheme has meant we've sold £210k Tokens through the scheme within the first 11-months.

If you work at a participating theatre, there are also opportunities available courtesy of Theatre Tokens – such as being invited as a guest to conferences and events:

“I'm delighted to be attending my very first TPC conference, all thanks to the good people at Theatre Tokens. There are so many sessions that I'm planning to attend, I think the inclusivity and accessibility at the Dutch National Theatre session will be of great interest, I'm really looking forward it.”

*Ross Stark*  
*Ticketing Services Manager*  
*Perth Concert Hall + Perth Theatre*

**Sainsbury's**

We were delighted to feature in Sainsbury's 2022 Easter campaign. We were one of only four brands that appeared on in-store point of sale displays, across 500 stores throughout April.



Sainsbury's is only one of many high street retailers where Theatre Tokens are sold. We can also be found in thousands of branches of Tesco, Morrisons, WHSmith and Waterstones. Theatre Tokens are also currently rolling out in Waitrose stores, and will then launch in all John Lewis stores across the UK in May 2022.

# John Lewis



## Benefit from our partnerships with hospitality

When you make your season announcements, offer us some prize tickets and we can pair you with a hotel to promote more widely. Being able to offer accommodation allows us to share your information to our whole database rather than just a geographic segment.

## The future is online redemption of Theatre Tokens .....

Following the integration of Theatre Tokens with OfficialLondonTheatre.com we achieved a revenue growth of **8,500%** (Apr 20 – Oct 21 vs Apr 18 – Oct 19).

“We're really pleased to be part of the Theatre Tokens scheme. Jamie and the team have made it all so straightforward, and the additional marketing support they give us is incredibly valuable, especially when we are working to re-establish audiences. Opportunities such as the O2's 'Priority Showstoppers' campaign gave us the chance to reach a huge audience that otherwise might not otherwise hear about our shows. Since joining the scheme in October 2021 we have sold nearly £3,000 of tokens and redeemed over £15,000 on the website, the phone and in person. I'm very pleased we got involved.”

*Sally Anne Lowe, Director of Marketing & Customer Experience, Yvonne Arnaud Theatre*

We are now rolling out integration with individual ticketing systems. Speak to us to be next!

“We're absolutely delighted with the integration of online Theatre Token redemption on our website. Sales made using Theatre Tokens have doubled since we went live; customer contacts to our customer service team regarding redemption have all but disappeared; and the ease with which customers can redeem their Theatre Tokens has significantly improved. A great result!”

*Paul Oxley, Head of Sales and Ticketing, Delfont Mackintosh Theatres*

## It's Tour Time

In order to maximise our UK wide database, which not only draws from Theatre Tokens data but from all Society of London Theatre and UK Theatre B2C brands (including Olivier Awards, Love Your Local Theatre Lottery campaign and many more...), we can offer touring productions the following options free of charge:

- TheatreTokens.com blog post
- In return for some prize tickets, a solus email send highlighting which Theatre Tokens participating venues the tour visits and option to follow up to non-winner data
- Show branded eGifts promoted via remarketing across social media channels
- Content opportunities

Chat to us about all this and more! Email [jamie@theatretokens.com](mailto:jamie@theatretokens.com)