

sky arts live

challenge

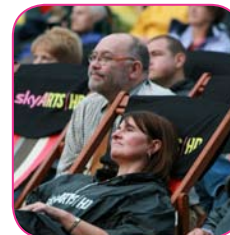
- Sky Arts is the official UK broadcast partner of Glyndebourne in 2009
- To promote the partnership, Sky Arts decided to host a live outdoor screening of a Glyndebourne opera
- Sense were briefed to find a location in the Northwest for up to 2k guests - in keeping with the Glyndebourne setting
- Sense were responsible for the screen, sound, all on-site facilities & staff
- Tickets were promoted via national & regional press & radio partners

solution

- Sense recommended Grosvenor Park, Chester for the event
- A micro-site was created for ticket redemption & event information
- A 100sqm HD screen was used, plus state-of-the-art sound system
- Carluccios provided a range of delicious hamper options to guests
- A bar, HD area & event merchandise was also available on-site
- Award winning tenor Alfie Boe was event host

results

- c. 700 consumers attended the event - 7% VIP & 93% standard tickets
- 60% claimed they were more likely to sign up to Sky Arts after the event
- 79% said they would pay up to £10 & over for an event of this kind
- 90% said they would attend another Sky Arts screening
- 70% rated the overall experience as Excellent & 30% very good / good



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