



Lunchbox Case Study

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For the Love of Lunchtime Theatre.

Lunchbox Theatre needed a web redesign plus interactive media solutions that would enrapture theatre enthusiasts and herald an intense commitment to the art and quality of their live, one-act performances.

www.Lunchboxtheatre.com



Build a Bigger Theatrical Community

Lunchbox Theatre is a non-profit group that has entertained lunchtime crowds in the downtown core since 1975. It is one of the most successful noon-hour theatre companies in the world.

When incepted, Lunchbox Theatre's core demographic was a downtown business crowd. These regular customers were now seniors. Lunchbox decided it was a perfect opportunity to reach beyond their core demographic and attract younger customers. This included an aggressive rebranding campaign designed to drive web site traffic. Taking it one step further, they loved the idea of building an online community through social media—to nurture further interest in their performances and appeal to a younger set.

Translate the Brand Online

Lunchbox Theatre rebranded their organization and asked Pump to adopt the new branding with an upgraded web site with new design elements, trendier colors, and a more energetic tone of voice. The user experience was improved with more intuitive navigation and functional website options. Current shows and key messages are communicated with interactive site elements. Their website now exudes the pride and quality of the Lunchbox Theatre art form.

Understand the Theatre-Goer

What makes a Lunchbox-lover tick? We tracked the behaviour of online visitors and how they interacted with the site. We used the information to streamline site functions, create highly-accurate marketing campaigns and generate new leads to help capture a younger demographic and more vibrant audience. We even managed to convert many user-visits to higher ticket-sales overall.

Low-maintenance for Non-Profit

A non-profit group needs to have some level of cost-effective, technical independence—so we installed a robust Content Management System that provides increased google-positioning with easy site-access. We then trained the Lunchbox team to create, edit, manage, search and publish pages on their own, whenever they need.

Theatre and Social Media - Art Forms Made For Each Other

Lunchbox Theatre's culture and enthusiasm translates perfectly to social media platforms. For them, close-knit online communities are the best solution for creating customer loyalty and improving brand value. Facebook, Twitter, Youtube, Flickr, and Wordpress blogs were all launched to share and connect the Lunchbox brand experience. Users can log-on for daily communications; load photos and videos; generate content; and revel in the connection to other like-minded theatre-goers.

Services utilized

- Strategic Consultation
- Visual Design
- Web Development
- Content Management System
- Wordpress Blog Development
- Online Box Office Integration
- Search Engine Optimization

Results

- Combined with branding efforts, revenue and visitors per show increased
- Growth in business crowds and younger demographics to nurture future theatre enthusiasts
- Lunchboxtheatre.com became an effective primary communications tool
- Better google-positioning and integrated offline marketing activity improved brand awareness and web site traffic
- Social media features encourage audience interaction, cultivate interest and capture support
- Improved brand equity for sponsors and private donors

