

Case Study: mac Birmingham

- The mac Birmingham looked at its different customers and ways in which it could 'speak' to them with a view to fundraising
- Produced a simple matrix of customer/ user segments and communications methods (see below)
- This highlighted that there were people who only came in to use the loos
- Simple advertising on the back of the loo doors means that they now don't miss out

	<i>Word of mouth: BO/reception staff</i>	<i>Word of mouth: bars & catering</i>	<i>Special campaign leaflets</i>	<i>Announcement at events re: bucket collections</i>	<i>On-going DM, event brochures, etc.</i>	<i>Donations box</i>	<i>Pop-up posters near reception</i>	<i>A1 posters in foyers</i>	<i>Info on hoardings</i>	<i>Table cards</i>	<i>Beer mats</i>	<i>Back of loo doors</i>	<i>'Keep the change' cannisters</i>	<i>On-line donations</i>
<i>Ticket purchasers: courses</i>	Y		Y (perhaps passed on by tutors?)	Y (tutors are key here)	Y	Y	Y	Y	Y			Y	Y (if in person)	Y (if tix bought on-line)
<i>Ticket purchasers: cinema</i>	Y		Y (perhaps distributed by stewards on exit?)	?	Y	Y	Y	Y	Y			Y	Y (if in person)	Y (if tix bought on-line)
<i>Ticket purchasers: all other events</i>	Y			Y	Y	Y	Y	Y	Y			Y	Y (if in person)	Y (if tix bought on-line)
<i>Exhibition attenders</i>			Y		Y	Y	Y	Y	Y			Y		Y
<i>Bar & café patrons</i>	Y	Y				Y	Y	Y	Y	Y	Y	Y	Y	
<i>Park visitors who use mac's loos!</i>						Y	Y	Y	Y			Y		
<i>Car park users</i>									Y					
<i>Schools (esp. Xmas show)</i>	Y				Y							Y		Y