

MediaCom and Luke Shires join forces to innovate UK Theatre and Arts sector

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Data-led audience insight will be at the heart of media planning and buying strategy.

MediaCom's Entertainment Department (TED) are partnering with theatre and arts marketing experts, Luke Shires Marketing, on a new project aiming to challenge traditional strategies used by theatres in their marketing. By placing importance on the use of data-led audience insight, the hope is to increase live-theatre audiences in London's West End, and potentially the rest of the UK, through the use of the latest technology.

Our Managing Partner and Head of TED, Sonya Arthur, said:

“This is the first time an agency like MediaCom has entered this space, and alongside a partner like Luke Shires and his team we’re incredibly excited about the ambition of bringing new thinking, accountability and innovation into the world of Theatre marketing.

“The London theatre scene is one of the most exciting in the world, and the room for growth is enormous. Using our expertise in data, tapping into new channels and using a strategic approach to communication, paired with Luke’s long-standing experience in the industry, we have the ingredients we need for success.”

Luke Shires, founder and CEO of Luke Shires Marketing, said of the partnership:

“MediaComTED and Luke Shires Marketing have the shared ambition to be the difference between what worked, and what works.”

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