

makeplain™

Datamining rocks!

When you think of the music industry, information technology does not immediately come to mind. Jann Arden, one of Canada's most talented songwriters and performers, wanted to expose her music and live performance to the next generation of Fanns across the country. Being a savvy business woman, Jann knew that she could apply corporate practices to her own business model.

makeplain™ was hired to design and collect purchasing and behavioral data by way of an information gathering survey placed in a national media publication that Jann was featured in. We gathered geo-demographic, current and past purchasing intent as well as current and past concert attendance in exchange for a unique opportunity to attend a concert in Toronto and meet Jann during her 2007 Canadian tour.

Based on the survey results makeplain™ developed a Fann segmentation for Jann identifying her most valuable, highest potential and most ardent Fanns. As Fann segments were geo-demographically based we were able to overlay those segments on to the Canadian postal geography to identify where Jann, her label and tour company could focus their marketing and promotional efforts to increase CD and concert ticket sales.



By looking at the local market geo-demographic and population density characteristics around the venues comprising her tour, we were able to identify tour stops that would have trouble selling out, stops that should add more shows and stops where the standard promotional plan developed by the promoter would be sufficient. Using this information we recommended a tailored promotional strategy to optimize her tour attendance and increase tour revenues by a conservative 5-10%.

The Fann segmentation also proved useful in determining an updated brand strategy and marketing tactics to increase sales of her newest CD, *Uncover Me*, and a strong recommendation to develop boxed sets and greatest hits packages from her amazing portfolio of past work. Last but certainly not least, choosing tour merchandise is always a hit or miss situation, but by applying the various segments we were able to guide a selection of merchandise that fit very well with her demographic profiles.

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Datamining rocks!

Data mining and business process optimization can be applied to all businesses and makeplain™ consultants and marketing experts

used artificial intelligence tools, GIS software as well as our own proprietary software and methodologies to prove that data mining does rock!

makeplain™ is an information technology company focused on delivering advanced analytic solutions which optimize the largest revenue and cost generating business processes in large corporations. We are not a technology vendor, we believe in risk sharing and partner in the success of our clients. We get paid when you achieve bottom-line results.

makeplain™ offers solutions like retail merchandise optimization, school board data warehousing, marketing optimization, analytic based business process optimization data warehousing, business intelligence, and master data management.

Our key partners include IBM and SAS.

Call 905-470-2376x221 or send an email to info@makeplain.com to find out more about our offerings.

<http://www.makeplain.com>

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