



SWANSEA
ARENA
ABERTAW

INTRODUCTION
TO MARKETING

MEET THE TEAM

We pride ourselves in our team's **collaborative, inter-disciplinary approach**. We have worked consistently, in a fully-integrated capacity since opening the venue to ensure we strive towards **the highest standard** of experience for **partners, customers** and **clients**.



Joe Bayliss

Head of Marketing & Communications



Graham Morse

Marketing & Communications Manager



Olivia Brayley

Marketing & Communications Executive

The ATG Group



L♥VEtheatre

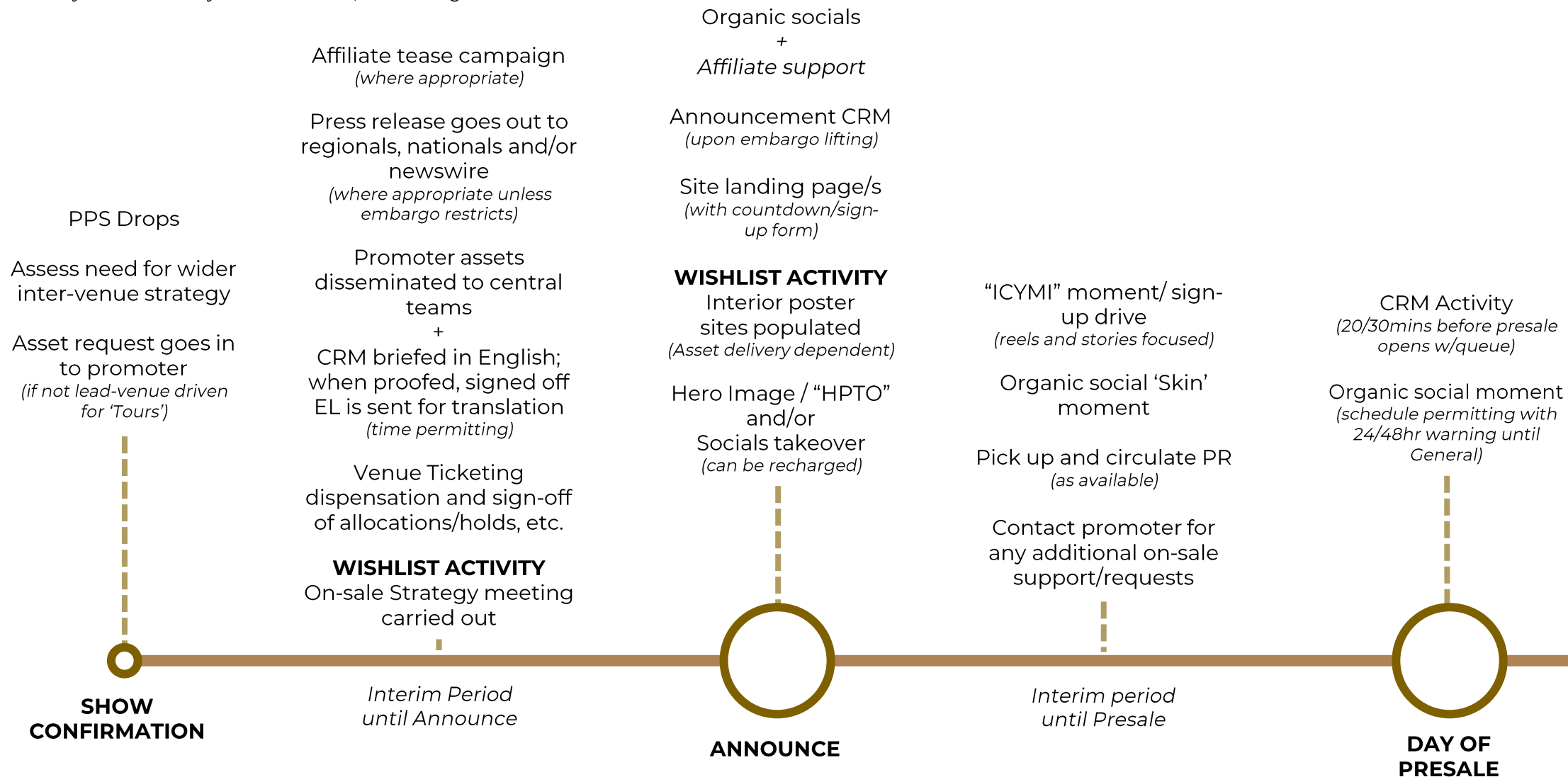
sfp



and more...

SWANSE **ARENA** BERTAWE

N.B., currently all CRM activity is data-set wide, with no segmentation.



THE LIFECYCLE OF A SHOW

GETTING SHOWS
ON SALE



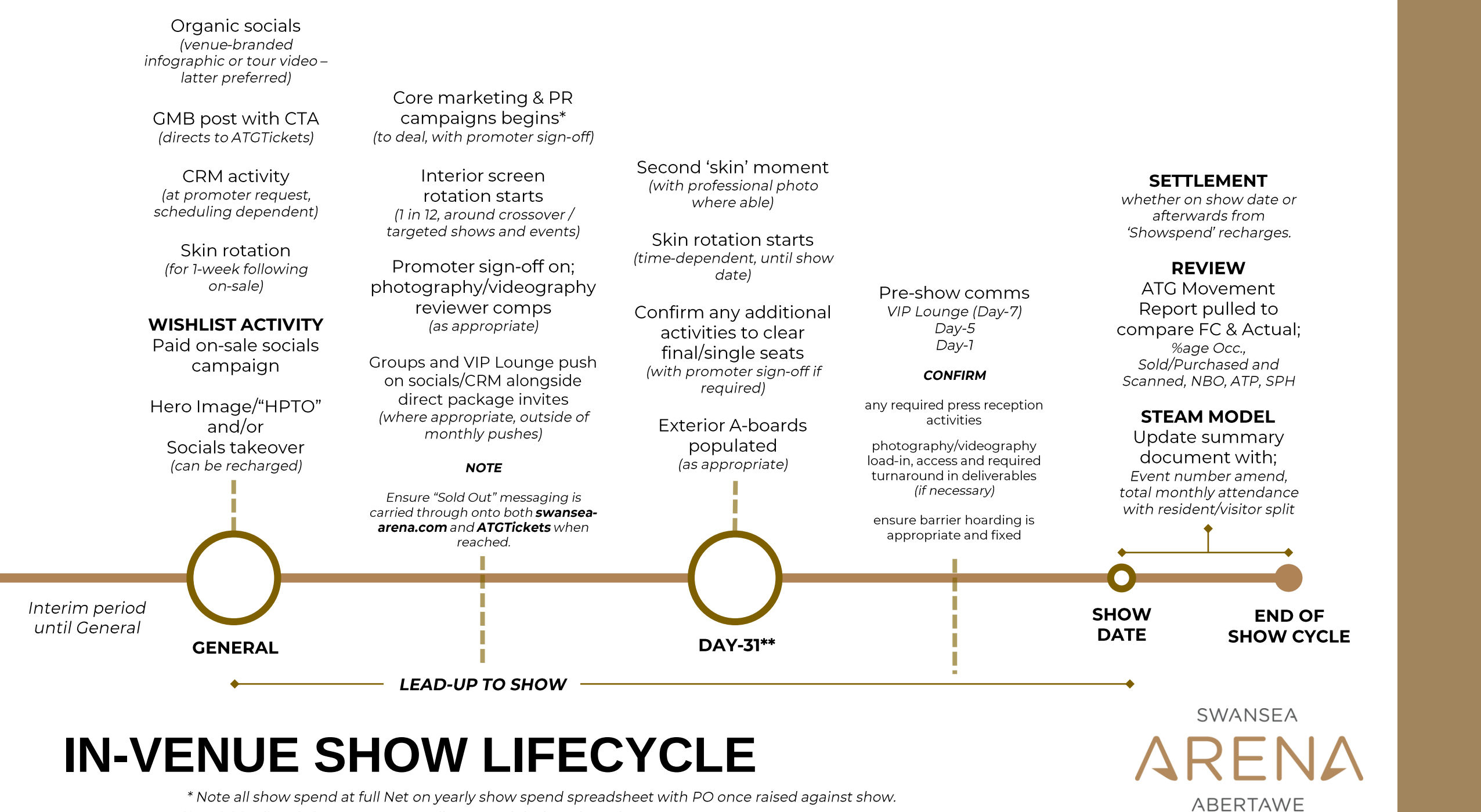
ENSURING
CONSISTENCY OF
COMMS



MAKING MOOLAH

TEAM SUPPORT
AND ASSISTANCE





IMPACT REVIEW



MONTHLY IMPRESSIONS

2,945,600

Monthly average over FY23



MONTHLY ENGAGEMENT

181,232

*Average monthly engagement
across social platforms*



DEMOGRAPHIC

59% Women
40% Male
1% Nonbinary/Unspecified

25-34yrs – 28.4%
35-44yrs – 26.3%
45-54yrs – 19.6%

SWANSE **ARENA** BERTAWE

IMPACT REVIEW



ANNUAL FOOTFALL

240,000

Estimated for FY23

241,500

*Approximate real-time footfall
at end of FY23*



EVENTS PER YEAR

303

up from 160 in our first year

this constitutes

103

Shows & Performances

200

Corporate & Social Events

SWANSE **ARENA** BERTAWE



HOUSE WARMING

SWANSE **ARENA** BERTAWE

ATTENDANCE
2,741

MARKETING BUDGET
£500

HOUSE WARMING



SWANSEA ARENA PERFORMANCE

ATTENDANCE
2,741

MARKETING BUDGET
£500

HOUSE WARMING



SWANSE **ARENA** BERTAWE

ATTENDANCE
2,741

MARKETING BUDGET
£500



Swansea Arena

4 Feb 2022 · 🌐

! IT'S TIME FOR A HOUSEWARMING !

Full announcem... See more



46

4 comments 52 shares 3.6k views



Like



Comment



Send



Share



Swansea Arena

4 Feb 2022 · 🌐

! IT'S TIME FOR A HOUSEWARMING !

Full announcement 07.02.22

Trampoline
The Now
INSCAPE
The Vega Bodegas
Prosperina
Pearler
Fallen Temples
CITIES
Lost Tuesday Society
The Orange Circus
King Goon

'You Do Nothing for Me' - Trampoline



Write a comment...



HOUSE
WARMING

SOCIAL MEDIA
LAUNCH
CAMPAIGN

Swansea Arena
7 Feb 2022 · 🌐
🔴 ON SALE NOW 🔴

Swansea Arena and Swansea Music Hub prese... See more



63 3 comments 51 shares

Like Comment Send Share

Swansea Arena
7 Feb 2022 · 🌐
🔴 ON SALE NOW 🔴

Swansea Arena and Swansea Music Hub presents Housewarming #1 & #2!

Our friends at Swansea Music Hub are putting on two very special pre-launch test events, showcasing the best local Welsh talent, at the UK's newest arena. We'll have eleven amazing emerging acts on our stage, including a homecoming headline show from [Trampoline](#) on Fri 25 Feb, and the monolithically heavy, riff-laden [Prosperina](#) on Sat 26 Feb.

We couldn't be more excited - it's going to be MASSIVE! And we want to share these days with you as we test the space in this state-of-the-art, tailor-made, live entertainment venue.

Tickets for each event are £5 and will entitle the holder to a complimentary drinks voucher at the bar, redeemable on the day.

<https://atgtix.co/3pgi4J6>



HOUSE WARMING



SOCIAL MEDIA
LAUNCH
CAMPAIGN



SWANSEA
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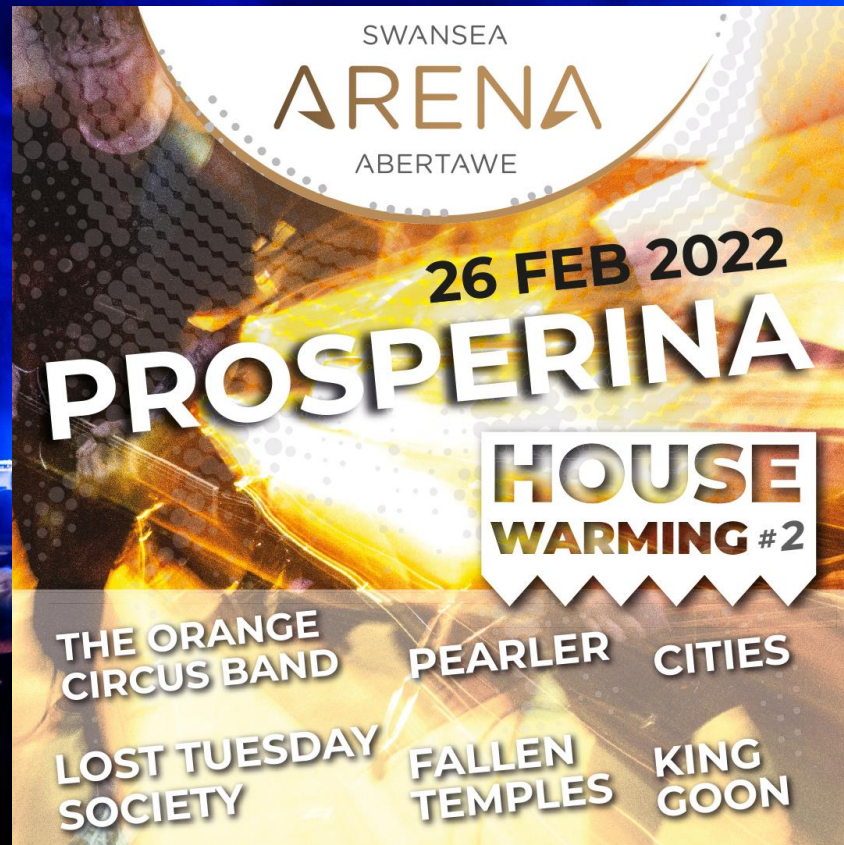
25 FEB 2022

TRAMPOLINE

HOUSE WARMING #1

THE NOW INSCAPE THE VEGA BODEGAS

This poster features a black and white photograph of a band performing on stage. A lead singer is in the foreground, singing into a microphone, while a guitarist is visible behind him. The background is dark with some stage lighting.



SWANSEA
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ABERTAWE

26 FEB 2022

PROSPERINA

HOUSE WARMING #2

THE ORANGE CIRCUS BAND PEARLER CITIES
LOST TUESDAY SOCIETY FALLEN TEMPLES KING GOON

This poster features a vibrant, abstract background with orange and yellow flames or smoke. The text is overlaid on this background. The event name 'PROSPERINA' is in large, bold, white letters.

HOUSE WARMING

SOCIAL MEDIA
LAUNCH
CAMPAIGN

SWANSEA
ARENA
ABERTAWE

25 FEB 2022
TRAMPOLINE

HOUSE WARMING #1
TEST EVENT

THE NOW
INSCAPE
THE VEGA BODEGAS

SWANSEA MUSIC HUB
ATG TICKETS
swansea-arena.co.uk
arenaswansea
arenaabertawe

SWANSEA
ARENA
ABERTAWE

PROSPERINA
26 FEB 2022

HOUSE WARMING #2
TEST EVENT

CITIES
FALLEN TEMPLES
THE ORANGE CIRCUS BAND
PEARLER
KING COON
LOST TUESDAY SOCIETY

SWANSEA MUSIC HUB
ATG TICKETS
swansea-arena.co.uk
arenaswansea
arenaabertawe

**HOUSE
WARMING**



DIGITAL OOH
LAUNCH
CAMPAIGN

arenaabertawe

HOUSE WARMING #1 TEST EVENT

CHWEF 25 FEB 2022

10:45 PRAWF ARFEROL LARWM TÂN A GWAGIO ADEILAD
ROUTINE FIRE ALARM TEST AND EVACUATION

10:00 TRAMPOLENE

9:00 THE NOW

8:00 INSCAPE

**7:00 THE VEGA
BODEGAS**

SWANSEARENAABERTAWE

28 likes

arenaabertawe Amseroedd rhedeg ar gyfer digwyddiad
prawf heddiw, Housewarming #1

Swansea Arena

25 Feb 2022 · 🌐

Happy Housewarming, Swansea ❤️



331 17 comments 11 shares

Like Comment Send Share

**HOUSE
WARMING**

SHOW
DAY



Swansea Arena

28 Feb 2022 · 🌐

Wow, wow, wow! 🤩

A HUGE thank you to each one of you for comi... See more



168

14 comments 14 shares



Love



Comment



Send



Share



Swansea Arena

28 Feb 2022 · 🌐

Wow, wow, wow! 🤩

A HUGE thank you to each one of you for coming out and supporting us with our 'Housewarming' test events on Friday and Saturday – we were truly blown away! It was extremely useful for us to be able to test the space ahead of our opening in March, and we wouldn't have been able to do it without you.

A massive thank you to all the bands involved. It's clear that we really do have some top-class homegrown acts who made the Housewarming test events extra special 🤝

This venue is really something else. Thank you to Swansea Council for bringing this dream into a reality for ourselves, the people of Swansea and beyond - [Copr Bay Swansea](#) is set to be a beautiful addition to this amazing city.

A special thanks to [Village Hotel Club](#), [Swansea Marriott Hotel](#), The Dragon Hotel and Ryan Hole at [The Green Room Bar & Kitchen](#) who all selflessly helped us out over the events. We feel so lucky to have such wonderful neighbours and to be part of this lovely community.

Most importantly, we know that things weren't perfect and there were some teething problems, but that's what these test events were for, so thank you all for bearing with us!

We are so looking forward to opening the venue in March and cannot wait to sink our teeth into our launch season 🤩

Thank you, diolch pawb ❤️

HOUSE WARMING

SOCIAL MEDIA

POST
SHOW

WATCH THIS SPACE

SWANSE **ARENA** BERTAWE

ANTICIPATED ATTENDANCE
2,500

MARKETING BUDGET
TBD

A wide-angle photograph of the interior of the Swansea Arena. The arena is filled with a large crowd of people, many of whom are raising their hands. The stage is illuminated with bright spotlights, and a large screen is visible in the background. The text "SWANSEA ARENA" is overlaid in large, bold, white letters at the top of the image.

SWANSEA
ARENA

ABERTAWE

THIS IS WHERE
YOU COME IN

FOR **BESPOKE PARTNERSHIP PACKAGES,**
PLEASE CONTACT:

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