

# RECOGNISING THE BEST OF BRITISH ENTERTAINMENT

 British  
theatre playhouse

The Best in Live British Entertainment



## BACKGROUND

The key mission for the British Theatre Playhouse (BTP) housed in Singapore is to “revitalise” British theatre in the region by producing top quality plays, comedies including musical plays by internationally-famous British playwrights and staging them in world-class hotels.

It was a sell-out when we launched the British Theatre Playhouse by producing and presenting Alan Ayckbourn’s “How The Other Loves” in Singapore at the Shangri-La Hotel in April 2004. Coutts Bank was our Presenting Sponsor and we dedicated one performance and evening for a charity gala to help raise funds for “Make A Wish” Foundation Singapore.

At BTP, we pride ourselves on high standards equivalent to London’s West End and offer UK casts comprising prominent, professional, stage, television and film artists, including our Directors and Designers.

Since BTP was established in 2004, the company has produced ten productions which include “How The Other Half Loves” by Alan Ayckbourn; “The Importance of Being Earnest” by Oscar Wilde; “Funny Money” by Ray Cooney; “Private Lives” by Noel Coward; “A Bedfull of Foreigners” by Dave Freeman; “Relatively Speaking” by Alan Ayckbourn; “The Rise and Fall of Little Voice” by Jim Cartwright, “Blonde Bombshells of 1943” by Alan Plater, “From a Jack to a King” by Bob Carlton and a brand new energy-packed musical, “Buddy vs The Killer” written by two British actor-musicians, Billy Geraghty and Kevin Oliver Jones.

In 2006, BTP was nominated by the public for the Singapore Tourism Board’s “Best Leisure Award”.

In October 2008, BTP was nominated and selected a finalist at the British Business Awards 2008 awarded by the British Chamber of Commerce.

## 1. BTP Key Growth and Expansion

Through listening to feedback from our *audiences and* customers, it was reaffirmed that ‘**finding the right play**’ and ‘the concept of established British plays and musicals performed by established, professional UK casts with the emphasis on comedy’ is the correct path based on the great success of BTP shows in partnership with hotel venues.

BTP’s production of Oscar Wilde’s “The Importance of Being Earnest” (October 2004) attracted high society and business leaders. The production was attended by notables including The President of Singapore, HE S R Nathan, Minister Mentor Mr Lee Kuan Yew, Senior Minister and ex-Prime Minister of Singapore, Mr Goh Chok Tong, Defence Minister Mr Teo Chee Hean and ex-Deputy Prime Minister Mr Tony Tan.

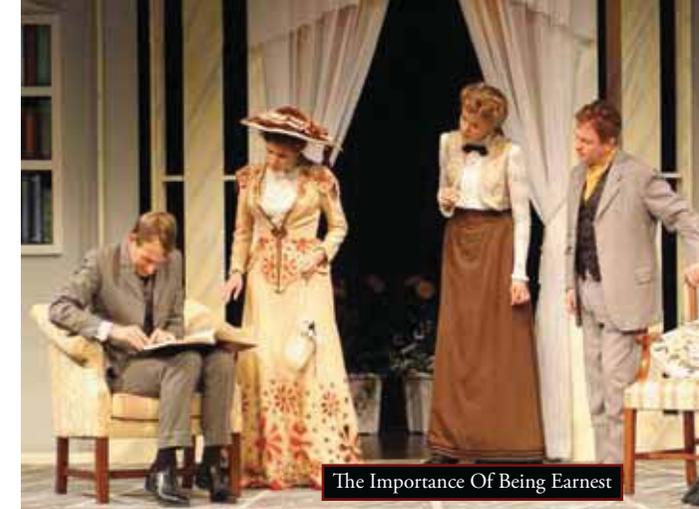
Following its Singapore run, “The Importance of Being Earnest” transferred to London’s Greenwich Theatre in March 2005.

BTP shows are very well supported by the media and in Singapore, they include the International Herald Tribune, The Straits Times, Business Times Lifestyle, Tatler, The Peak, ELLE, Time Out, Expat, Expat Living, Business Review to name a few. Our productions and high profile gala events are seen in major publication and media including radio and television (eg Channel News Asia’s Prime Time Singapore) to reach our target audience.

In May 2005, BTP produced and staged “Funny Money” by Ray Cooney at the Shangri-La Hotel and welcomed back Minister Mentor Mr Lee Kuan Yew and Mrs Lee and Defence Minister Teo Chee Hean and Mrs Teo. With this production, BTP expanded into Malaysia for the first time in May 2005 and brought back the return of British dinner-theatre to Kuala Lumpur at the Hilton Kuala Lumpur. The production attracted Malaysian royalty and high society members including sponsors such as Hilton, Citigroup and Cartier to take up each, an exclusive performance/evening for their VIP corporate hospitality and entertainment.

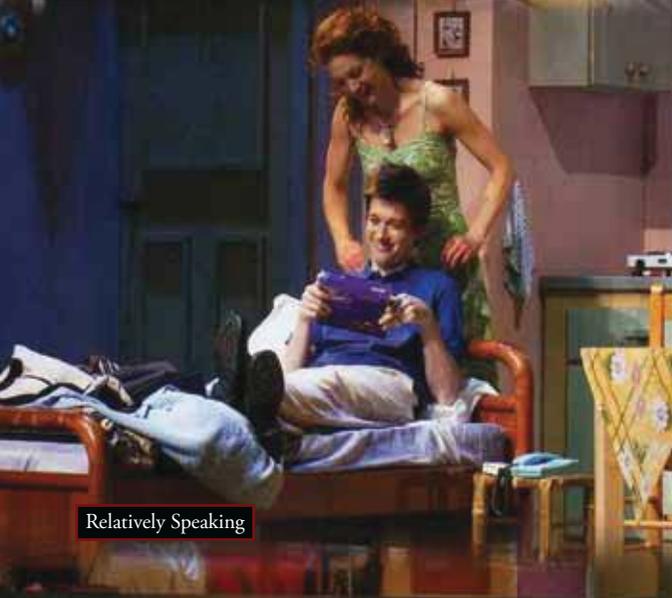
Thereafter, BTP became a touring company, taking shows after their Singapore run to Malaysia, Thailand and Sri Lanka.

Wherever BTP operates, we will be working towards partnerships with the British Embassies and British Chamber of Commerce abroad to stimulate interest and support for British theatre and BTP shows.





A Bedfull Of Foreigners



Relatively Speaking



The Rise & Fall of Little Voice

## 2. BTP Services & Features

The overall strategy of BTP is to be consistent in quality and in everything we do to support our brand positioning - from product development to marketing, advertising & promotion to online marketing & BTP's website and building key partnerships - and to lead in the live theatre industry by strengthening the BTP brand name and reputation as a market leader in British Entertainment and exclusive, high-class Corporate Hospitality.

British Theatre Playhouse's sponsors include household names that support quality, international theatre and high-class events in stylish 5-star hotel surroundings and they include Hilton Hotel, Coutts Bank, BAE System, Citibank, Cartier, HSBC, Standard Chartered Bank, Rolls-Royce, CapitaLand, BP, British Airways, Singapore Airlines, Malaysia Airline, Finnair and Etihad Airways to name a few.

BTP seeks out the best partners to work with in the area of Advertising and Promotion and PR exposure.

In Singapore, our key partners include the British High Commission, British Chamber of Commerce, British Association, Singapore Tourism Board, China Club, British Club, Tanglin Club and the Singapore International Chamber of Commerce to name a few. At BTP, we believe strongly in getting local communities involved and entrenching marketing partnerships with key organisations.

In November 2007, BTP commissioned an independent marketing and research company, Podium Asia to conduct a consumer research in Singapore and an interesting key finding from the survey indicates BTP shows and events are not an exclusively expat experience. A significant market segment is local Singaporeans and that BTP audiences will recommend the BTP productions to others and return.

Demographics and lifestyle habits of BTP audiences including BTP experience and BTP enjoyment were also analysed to help BTP to enhance, develop and improve new/existing product services/programmes and improve the competitive advantage of BTP within our target audiences.

British Theatre Playhouse has a website [www.britishtheatreplayhouse.com](http://www.britishtheatreplayhouse.com) which provides invaluable service to our customers.

BTP's website has proven to be an effective communication tool aimed at creating awareness of BTP's productions and services – the visuals stand out and navigation is straight-forward with a dedicated web page for the media to download press releases and high res-images to run stories.

### 3. BTP Contribution to Arts & Culture

BTP receives no funding at all from any arts or government bodies in Singapore or the UK. We work at being self-funding by offering value and benefit to hotel partners and corporate sponsors looking to raise their profile by using quality entertainment to entertain their valued customers and leveraging on a proven marketing platform.

Having their brand associated with a prestigious art and cultural event can make business sense.

BTP productions are world-class and we employ professional artists, directors and set and costume designers, choreographers from the UK. The stage management, as well as the technical crews including lightning designers, sound designers, set builders are usually all from Singapore. Our administrative including marketing & design teams and public relations are also based in Singapore.

Our BTP profile and productions have certainly expanded over the eight years and sales records indicate a strong attendance for BTP shows. Because of the established reputation and high standing of BTP shows and dinner-theatre events, we have received the benefits of our productions in Singapore being supported and marketed abroad by the Singapore Tourism Board.

From our research findings, overseas visitors contribute 10% to our demographic segments which illustrates our capability to attract overseas audiences to contribute to developing tourism and the entertainment industry in Singapore. This trend is on the increase as we continue to achieve greater awareness of BTP shows through our successful partnership with the Singapore Tourism Board and cross-border international marketing of BTP shows.

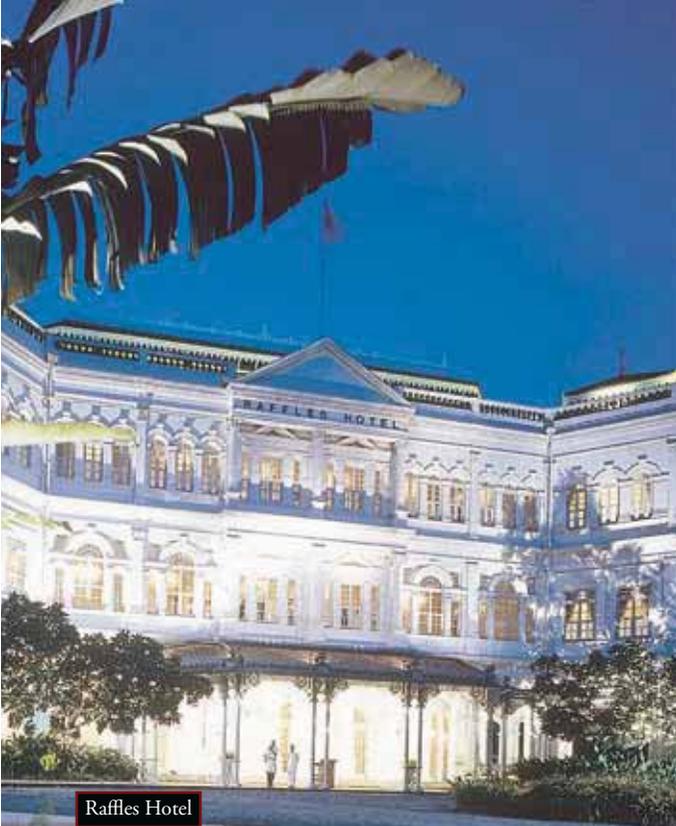
There has been continued investment in our time and resources in connecting with British embassies and British chambers abroad to explore ways and opportunities to promote British theatre and culture through the British Theatre Playhouse.

The British High Commissions both in Singapore and Malaysia (through our Patrons, HE Paul Madden British High Commissioner to Singapore and HE Boyd McCleary British High Commissioner to Malaysia) have given their generous support as have the British Chambers of Commerce in Singapore and Malaysia.

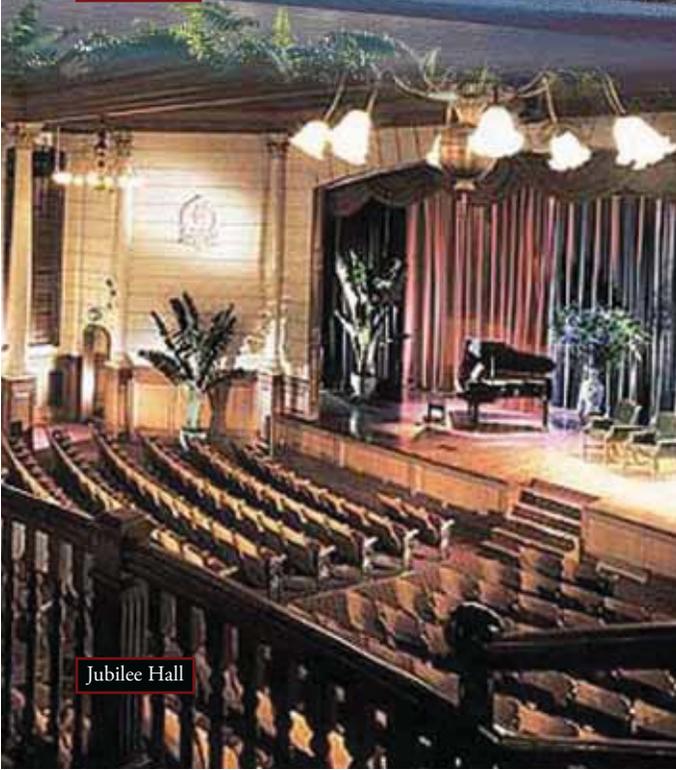
The current British High Commissioners, HE Antony Phillipson is BTP's Patron in Singapore and HE Simon Featherstone is BTP's Patron in Malaysia. BTP's Life Patron is Sir Alan Collins, KCVO, CMG



Private Lives' Street Banner



Raffles Hotel



Jubilee Hall

## 4. BTP Contribution To The Community

- We believe in active corporate citizenship because it is good for the British Theatre Playhouse, its hotel partners and the communities in which we operate. With every BTP production in Singapore, we made it our aim to contribute to a worthwhile cause by dedicating one performance to help raise funds for a chosen charity.
- In May 2007, BTP helped to raise SGD\$35,000 for Make A Wish Foundation Singapore through BTP charity gala of “Relatively Speaking” by Alan Ayckbourn on 2 May 2008 at Raffles Hotel. Make A Wish is dedicated to granting heartfelt wishes of children between the ages of 3 -18 who are challenged with a life-threatening illness or life-threatening medical condition.
- In January 2008, BTP helped to raise SGD\$85,000 for Viva Foundation for Children with Cancer through BTP charity gala of “The Rise and Fall of Little Voice” by Jim Cartwright held on 16 January 2008 at Raffles Hotel. The President of Singapore, HE President Nathan graced the event with his presence and met the cast, director and stage management immediately after the show inside Jubilee Hall Theatre.
- In October 2008, BTP helped to raise SGD\$97,000 for MILK (Me I Love Kids) Fund to help disadvantaged children who “fall through the cracks” of social safety net.
- In May 2010, BTP teamed up with the Association of Women Doctors to raise \$93,000 for KK Hospital Health Endowment Fund.
- In May 2011, BTP teamed up with the British Chamber and European Chamber of Commerce to raise \$130,000 for Viva Foundation for Children with Cancer.

Other local charities that BTP has supported in raising funds through our performances in Singapore include Community Chest of Singapore and the Canossian School for the Hearing Impaired for Children. We are positive about our work and artistic contribution and perhaps our customers are the best judge. Here are some unsolicited comments received from our audiences:

- “Just to let you know, my children thoroughly enjoyed the play. They’re still regurgitating many of the lines!! Thanks for giving us access to good British comedy in our so-Americanised society!”
- “We had a most enjoyable evening – the food was excellent and the play all we hoped for and more. I am sure Noel Coward himself would have been thrilled with your cast’s presentation”.
- “It was our great pleasure to be able to play a part in supporting the recent British Theatre Playhouse performance in KL. I personally have been a fan of the BTP productions which date back to the previous British Airways-Park Royal collaborations. Well done for bringing them back to KL!”
- “Just a short note to say how very much our party enjoyed last week’s production and dinner. Everything was exquisitely organised and most of our guests commented especially on how good the food was. Please make sure that we are included on the mailing list for any further events that you find the energy to organise. We have been in Singapore for 18 years and have always wondered why no one has ever thought of bringing in groups such as the Pavilion Opera or other organization offering similar high caliber productions”.
- “A group of us from Australia travelled to Singapore for your production of “Private Lives” which we thoroughly enjoyed. Would you please update me by email of future productions?”
- “Excellent production in the right venue. Well done and please come back (to Bangkok)”.
- “I am in Mumbai and just thought of you. Basically, after your play which I attended, I have been meaning to write to you. Want to say what a fantastic job you did with your show. Congratulations! Cheers to many more plays ...”
- “Once again on behalf of the Directors of Viva Foundation and the children with cancer, I would like to say a “BIG THANK YOU” to you and John personally and to Marvina and her team for making last night’s gala event a very successful one! Every guest I spoke to had a very enjoyable evening at the show as well as dinner. Thank you for raising the \$85,000 for Viva”.



Mentor Minister Lee Kuan Yew at “Funny Money”



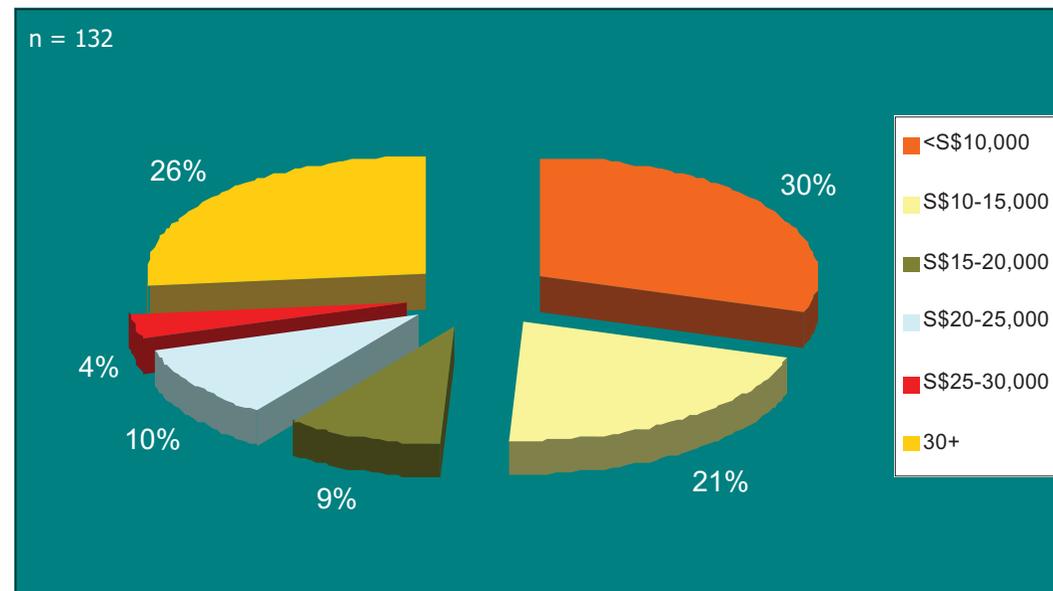
President S R Nathan at “Rise & Fall of Little Voice”



Senior Minister Goh Chok Tong at “The Importance of Being Earnest”

## Outputs – Demographics

Your audience *is* affluent - the average monthly household income is 4.5 TIMES THE NATIONAL AVERAGE\*: S\$18,180



Insight: The top earning segment is made up principally of the finance industry, and the marketing industry

Even the lowest 2 income brackets (51%) represent more than twice Singapore's average monthly household income\*

**Assumption: Income below S\$10,000 per month averaged at S\$5000; Income above S\$30,000 per month averaged at S\$35,000**

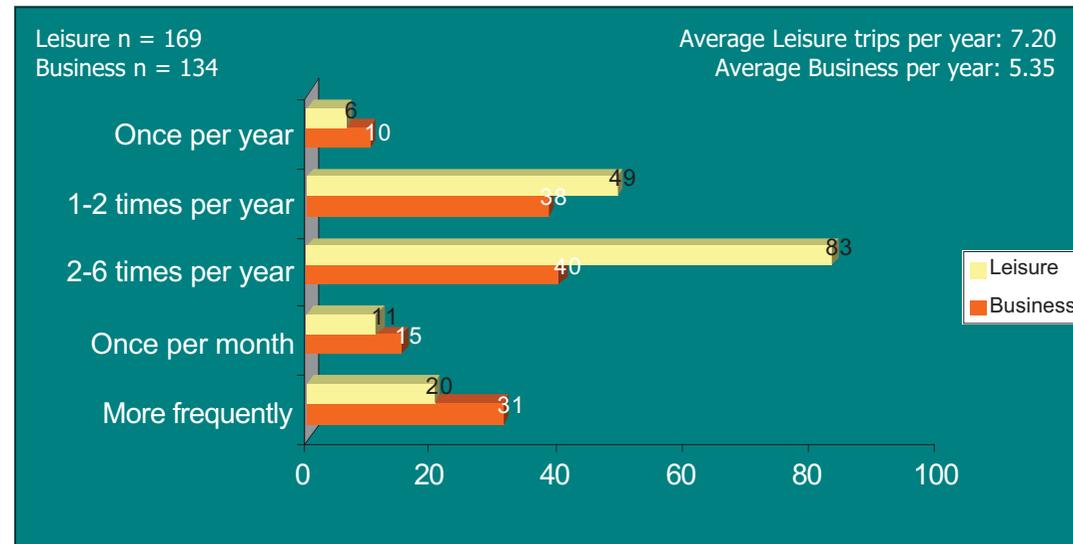
**Source: Singapore Department of Statistics, 2005\***

**Question: OPTIONAL: What is your approximate household income (per month)?**



## Outputs – Lifestyle Habits

BTP audiences travel frequently. The average attendee takes 7 leisure trips and 5 business trips per year



Insight: 11% state they travel on leisure more than once per month. 50% of people who travel on business more frequently than once per month, also travel for leisure more frequently than once per month!

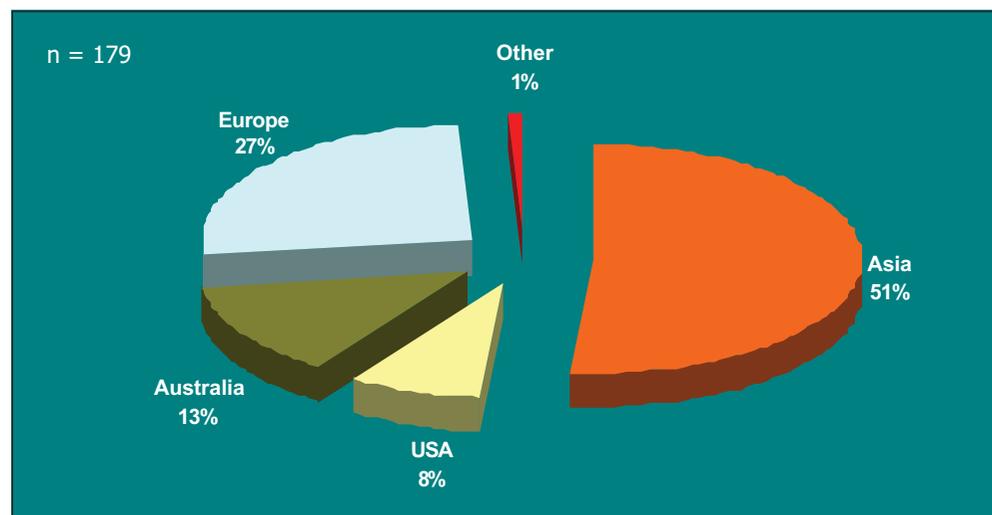
**Assumption: More frequently has been calculated as 18 trips per year**

**Question: How often do you travel for business or leisure?**



## Outputs – Lifestyle Habits

BTP attendees are wide travellers - 49% of all travel is outside Asia



Insight: This is a good statistic for Finnair who concentrate on international travel – especially given 27% claim they travel to Europe more frequently than anywhere else

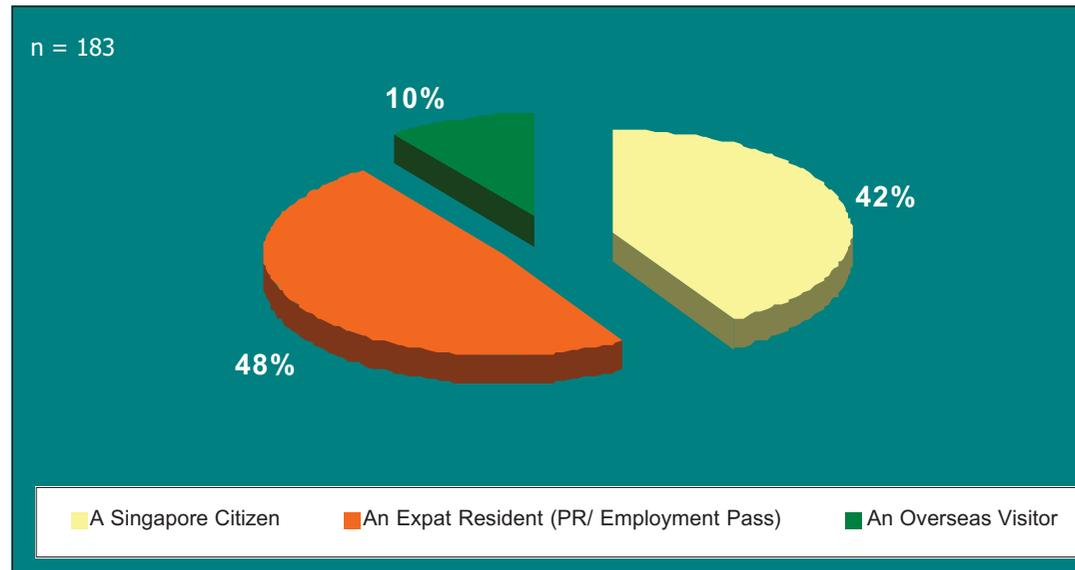
But when it comes to super-frequent leisure travellers (ie more frequently than once/month) 17/20 (85%) travel predominantly in Asia

**Question: And when you travel (either business or leisure), to where do you travel most?**



## Outputs – Demographics

Expatriates are the largest attending socio-demographic group

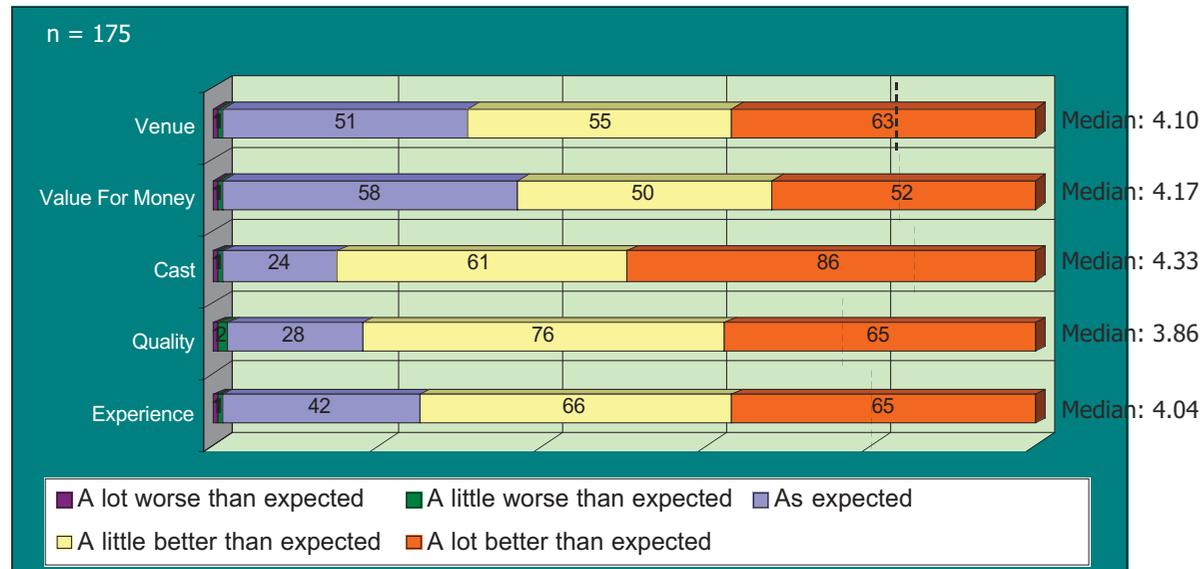


Insight: That said, the BTP is not an exclusively expat experience. **A significant segment (42%) are local Singaporeans proving that the BTP can be marketed to sponsors interested in reaching both demographic segments.**

Furthermore of interest, 1 in 10 attendees are taking advantage of the show during a trip to Singapore

## Outputs – Enjoyment

BTP offers an overwhelmingly good experience – 90+% of people believe all elements of the performance were as expected or better



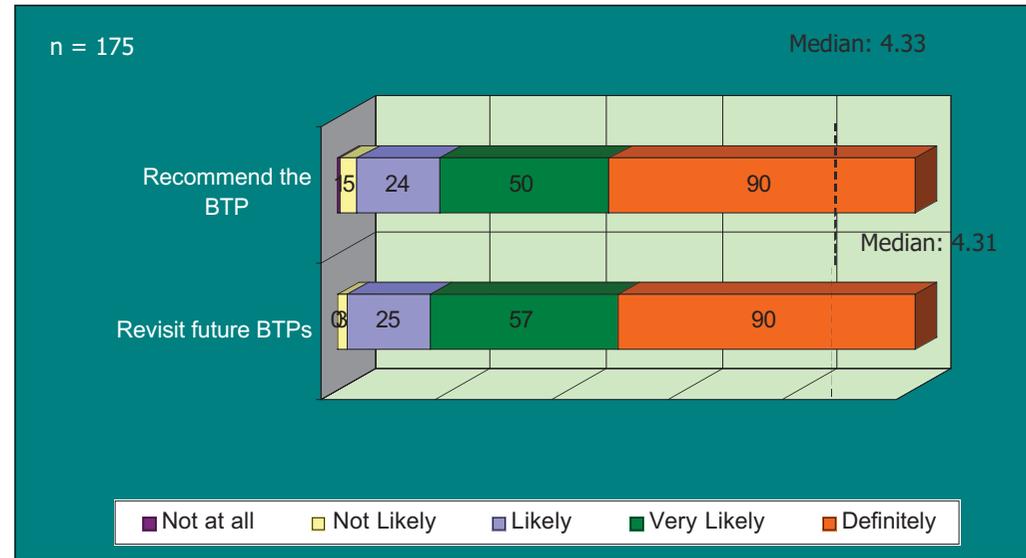
Insight: The 'Cast' scored highest while the 'Quality' of BTP's productions generated comparatively the lowest score, **but a median of 3.86 is still very high**

Question: On a scale of 1-5, please rate...



## Outputs – Enjoyment

BTP audiences will recommend the BTP to others, and return



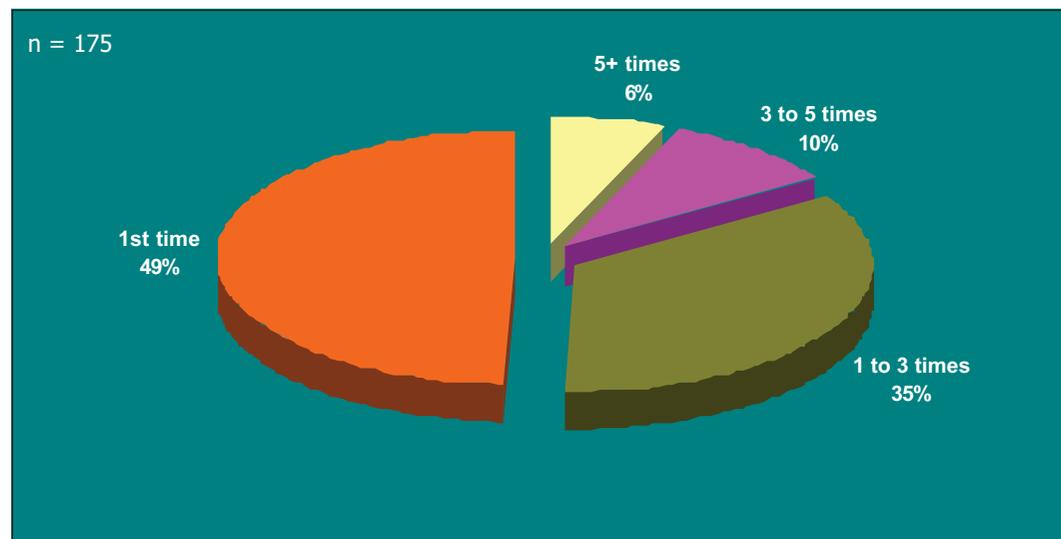
Insight: This bodes well for Word of Mouth communication, already proven to be a key communication channel that attracts attendees

Question: Please indicate your intentions to ...



## Outputs – BTP Experience

The BTP has strong repeat audiences despite half the audience attending for the 1<sup>st</sup> time



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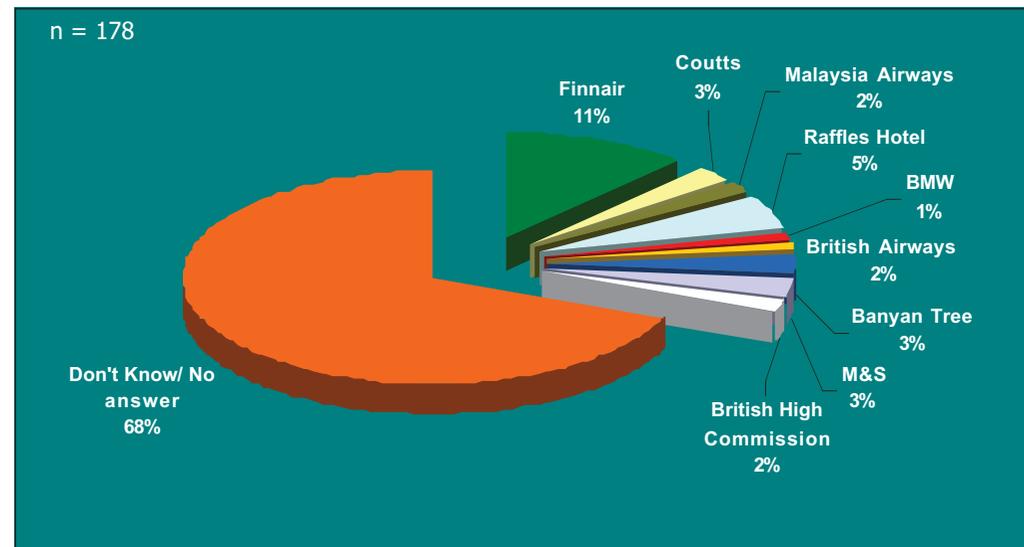
Insight: On average, BTP attendees have attended almost 2 performances (1.88) each. This shows good loyalty to the BTP brand and to your productions



**Question: How many times have you been to a BTP production?**

## Outputs – Brand Recognition

Finnair achieved the highest sponsor recall. All their responses were as the 1<sup>st</sup> selected sponsor (never appeared in the 2<sup>nd</sup> sponsor box) showing good top of mind association



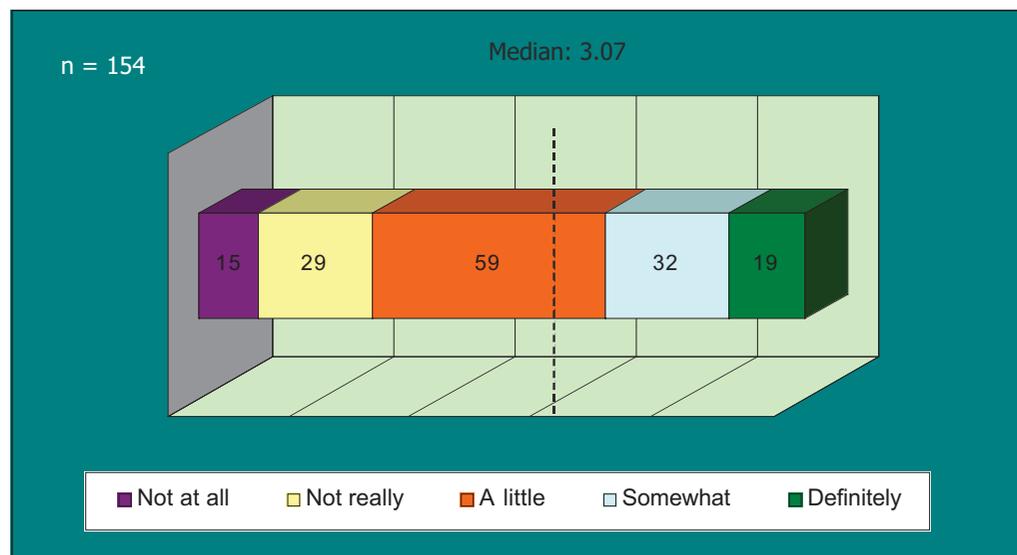
Insight: Two thirds of respondents could not (or did not) name a sponsor. This infers that the BTP platform and/or its sponsors are still not working hard enough to generate brand association. A sponsor workshop could help you how all parties can resolve this

**Question: Please name 2 corporate sponsor(s) from previous BTP Productions (or 'Don't Know')?**



## Outputs – Brand Loyalty

Despite not being able to name a sponsor, the average attendee would be receptive to a BTP sponsor



Insight: The median score (3.07) is slightly higher than the mean (2.50) which is a good selling statistic as it proves 'receptiveness'. However, it's only just above the mean showing that the audience is reasonably astute in commercial brand acceptance.

**Question: On a scale of 5 (where 5 = Definitely, 1 = not at all), does any sponsorship of a BTP production make you feel more favourable towards a sponsor?**