



Theater Geert Teis

CASESTUDY

Target Audiences Swiftly and Effectively: The Geert Teis example

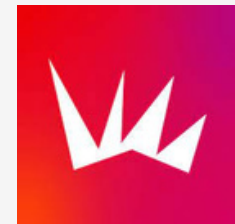


Introducing Geert Teis

Geert Teis is the leading local theatre in Stadskanaal. The name is the pseudonym (and anagram) for the late Gerard W. Spitzen, writer of many Groningen stories, plays, and poems.

Ever since the late '90s, the theatre was renovated to the modern standards of foreign theaters. The changes were focused on modernizing Geert Teis and included, among other things, the purchase of a computer-controlled acoustic installation.

Geert Teis contacted MagicInfo Services before and we helped them install 10 Samsung displays and the required MagicINFO Licences. Uploading content in the theatre's look-and-feel quickly and easily proved to be a challenge. Luckily, the most recent version of MagicInfo plays on older Samsung displays as well. A reliable and intuitive system that makes it possible to plan far ahead. Ideal for theatres, which work with a fixed calendar each year.





The story of Geert Teis

Geert Teis is located in the heart of Stadskanaal. It is one of the most modern theaters in the Netherlands. A multifunctional building in which you can also find a library and a music school. Following the example of new, small foreign theaters, the theater hall was built in such a way that the spectators, as it were, "sit around those who are on stage". The hall also has a fly tower and a large stage, which houses the orchestra.





"It is said that a customer needs ten touchpoints before deciding to buy. Digital signage is a way to set up a couple of these touchpoints quick and effectively." Koen van Hees, the communication adviser at the Geert Teis theatre, looks at the Samsung displays as an essential part of their marketing strategy. "Digital signage is a great way to inform people about upcoming performances."

When entering the theatre, the attention is immediately captured by four screens at the entrance. Two in the center show an image of the evening show and a schedule for the evening. Jasper Stuit, a marketer and colleague of Koen, fills the playlists and makes sure the right content plays on screen: "When people come in, they first want confirmation they are at the right place and subsequently need to know when the show starts."

The story of Geert Teis

Why Geert Teis Chose MagicInfo Services

The challenge Geert Teis faced

Starting from the displays already playing in the theater, the employees should be able to edit the content to the schedule quickly and easily. Since there's a fixed agenda for the whole year, it has to be possible to plan the playlist far ahead without looking after it.

Some organizations have trouble deciding when to show which content. Since people differ, how can you define your target audience? "In some weeks, we have up to four different types of shows", Koen explains: "This means every evening has a different target audience." Not only the message on the displays but even the flyers are tuned in to the audience present that evening.

To get an insight into the audience, Koen and Jasper make use of a marketing module in the cashier system that looks at the overlap in ticket sales. "For some nights, intuition tells you that advertising a rock 'n roll night will not result in any sales", according to Koen, "but often this marketing module uncovers less obvious correlations."

For instance, if it turns out that a significant part of the present comedy audience has tickets for a country evening, it can be rewarding to announce this country evening to the rest of the audience as well. Behind the screens of the Geert Teis theatre lies a sophisticated content strategy, a tight schedule, and timely maintenance.

A grand, ornate theater stage with a large, dark blue curtain. The stage is flanked by two marble columns with statues in niches. The ceiling is highly decorated with a central relief sculpture. In the foreground, a piano and a music stand are visible on the stage floor.

The Results

LEVEL UP!

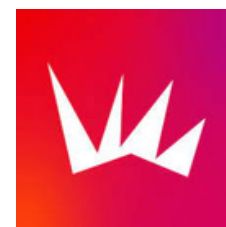


To solve the issue of planning the schedule for the upcoming weeks, we first checked the previously installed Samsung displays. Next, we updated them to run the latest version of MagicINFO. Finally, our team used Web Author to create templates with Geert Teis's own look and feel.

Therefore, Geert Teis was able to display the schedule with unique templates, to reduce the waiting time perception and to have a better understanding of their audience.

The advantages of using MagicInfo Services for Geert Teis translated into the opportunity for planning ahead, and having an improved ambiance with quick and intuitive displays. Furthermore, the displays allowed for consistent communication using the standard templates that were created by our MagicINFO experts.

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<https://www.theatergeertteis.nl/>

Geert Teis - Recap

In a nutshell, Geert Teis is the leading local theatre in Stadskanaal. The building lies in the centre of the city and has been the cultural heart of the region for years. On a yearly basis, around a hundred professional performances are presented for a diverse audience.

The company chose MagicInfo Services because of our years of experience with the software, because we already had successfully collaborated, and because they wanted a solution customized to their needs for better targeting specific audiences.

Our team of MagicINFO experts can help with a variety of projects, including a high-class cloud environment and device and data management with extensive monitoring and reporting capabilities. Additionally, we develop MagicINFO add-ons that can be customized to the client's needs.



Get in touch with one of our experts

Ready to level up your digital signage game? Then, schedule a meeting with our MagicINFO experts.

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