

thinkdata helps Manchester Phoenix ice hockey team to turn customers into fans

Manchester-based database marketing specialists, thinkdata have struck a sponsorship deal with the region's top Ice Hockey team, Manchester Phoenix.

Neil Morris, and thinkdata MD Keith Adams have agreed the £75,000 deal, which will help Phoenix attract and retain profitable customers through data-driven direct marketing.

"Elite level ice hockey in Manchester has attracted nearly 1.5 million customers into Europe's premier event venue the MEN Arena since its introduction some 7 years ago. Unfortunately, little is known about these valuable customers, their behaviour, attitudes or personal preferences because it was never part of the previous owners marketing strategy. thinkdata will help Phoenix build a profile of its customers so that it can effectively communicate with each one as an individual on a regular basis. This helps to build loyalty and turns a customer into a fan....the lifeblood of any sport." states Adams

Neil Morris, Managing Director for Phoenix is delighted. "The timing for this could not have been better", he says. "I have been looking for ways of raising the profile of the sport to increase attendance and loyalty. Manchester has historically been the best-supported ice hockey club in the UK. However, we are ambitious. We believe we can grow our crowd by getting more people interested in the sport. Our home, the MEN arena, seats 17,500 people – so there's plenty of room!! thinkdata has outlined a number of ways we can use direct marketing to achieve our goals, and we are very excited about working with them."

thinkdata have devised a 10 point plan which is designed to increase attendance and customer loyalty by taking responsibility for building, managing and maintaining Phoenix's customer and prospect database. They will also manage specific direct marketing campaigns using mail, email, and the Phoenix web site as communication channels, depending on customer preference. Setting up an effective distribution network for tickets, merchandise and marketing literature is central to the plan. Additional new revenue streams have also been identified to support the club.

thinkdata had other sports sponsorship opportunities to pursue but felt Phoenix was the best opportunity. "Having been involved with Phoenix from a very early stage, I have been very impressed with the degree of professionalism within the club. We look forward to playing our part in bringing further success to the club and hope that the results we bring will lead to a significant impact on the sporting success of the team by attracting key players to a stable club", continued Adams.

ENDS



About thinkdata

thinkdata is a new team of data professionals providing results-oriented data services to companies in a range of industry sectors.

Our services portfolio covers the following:

thinkstrategy	Defining your data strategy to maximise the value of your assets
thinkhygiene	Verifying and improving data quality
thinkenhancement	Enhancing your data through 3 rd party data sets such as geo-demographic or lifestyle
thinkanalysis	Segmentation, profiling and data analysis
thinkprospects	Acquiring new prospect data
thinkcampaigns	Preparing campaign data for mail, telephone, email and SMS marketing solutions, through to highly personalised email broadcasting solutions
thinkdatabases	Designing, creating and managing your database
thinkresults	Applying continuous learning through campaign response analysis to improve future results

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About Manchester Phoenix Ice Hockey

Manchester Phoenix Ice Hockey Club play in the UK's premier competition, the Elite Ice Hockey League. They play out of the magnificent 17,500 seater MEN Arena, which until a few years ago held the European ice hockey attendance record.

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