

## Campaign brief: ticket resale report



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### What's the campaign?

CHOICE is launching a survey on ticket resale websites (like Viagogo and Stubhub). The survey will collect data for a comprehensive report, which will identify the main consumer

and industry problems with ticket resale. It will also try to identify solutions to problems in ticket resale, applicable to international markets.

## Campaign branding

The campaign will be branded in Australia as 'Ticked Off'. Consumer organisations are welcome to use the CHOICE branding, or to give the campaign a name and brand that is appropriate for their market.

CHOICE can provide its images for use, or organisations can use their own imagery.

The campaign will be hosted at [www.choice.com.au/tickedoff](http://www.choice.com.au/tickedoff) [not live yet].

## The survey

CHOICE will launch its surveys in early April, 2017. Organisations can join CHOICE on the launch date, or join in the campaign at a later date that suits them.

There are two options:

- Organisations direct consumers to CHOICE's survey link. CHOICE will then provide each country with data from survey responses from their country after June 2.
- Organisations run the survey on their own software and provide CHOICE with the results by June 9 for analysis.

There are two surveys – the consumer survey is required for participation in the report, and the industry survey is optional (but would be helpful to have as many countries participating in this second survey as possible):

- Consumer survey – branded as a “fan” survey. Consumers make a single complaint about a ticket they have purchased on a ticket resale website and they detail the problem. Consumers can complete this form multiple times.
- Industry survey. “Industry insiders” tell us what they think the problems, and solutions, are.

NB. To make sure the data is consistent across countries, organisations should try not to alter the survey or remove questions. If you'd like to add questions or slightly change responses to fit your market, please contact us first so we can discuss. We'd like to keep the data as consistent across countries as possible, to help us compile a robust report.

The survey will stay in the field until June 2, 2017 at 5pm local time. The survey should then be closed at this point.

If organisations conducted the survey themselves, data should then be sent to CHOICE for analysis by Friday June 9. The data should be provided in excel format with the headings suggested in the surveys, for consistency.

## The report

CHOICE will conduct the analysis and write the final report on behalf of participating organisations.

Participating organisations will receive an embargoed final copy of the report a few weeks prior to launch, for discussion and feedback.

CHOICE will then help coordinate a joint launch of the report with participating countries.

The report will form an evidence base for any further international action, like joint letters, lobbying etc.

## What materials will CHOICE provide?

- 2 surveys (see above) and a short link to the CHOICE page where we're hosting the surveys
- Content for a campaign description or supporter email
- Image for social media or website (if using the CHOICE campaign branding)
- Template media releases
- Data specific to your country (if you are sending people to the CHOICE survey link)
- Analysis of data
- Final report

## What can participating organisations do?

As much or as little as you like! The easiest option is to promote the campaign by using CHOICE's link. If you would prefer to use your own platform you will need to load in the questions and responses and then provide us with an excel file in June.

Organisations should try to:

- Publicise the survey through media, member lists and campaigns supporters in April/May:
  - Directing people to the CHOICE survey link OR,
  - Run the survey on their own platform and provide the data to CHOICE in June
- Provide high level feedback on the final report
- Help publicise the report in August/September
- Participate in any follow up actions (joint letters, lobbying etc.)

## Who's the contact?

The contact for this campaign is Tilly South, Policy and Campaigns Advisor at CHOICE (Australia): [tsouth@choice.com.au](mailto:tsouth@choice.com.au).