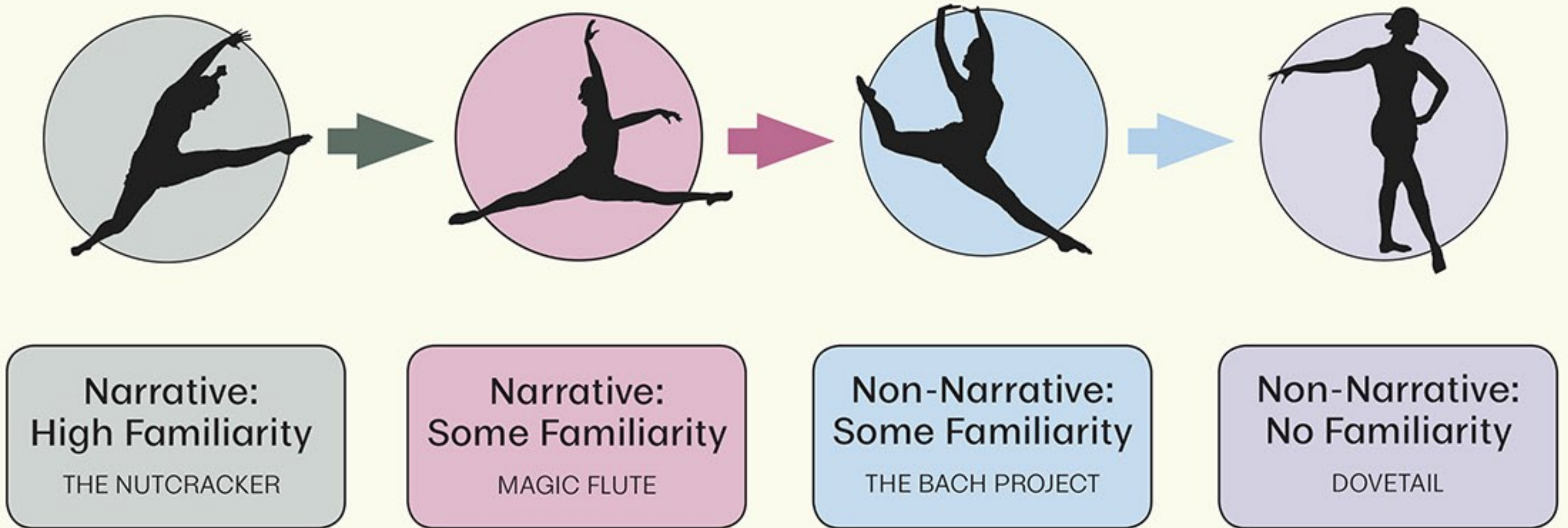


Before

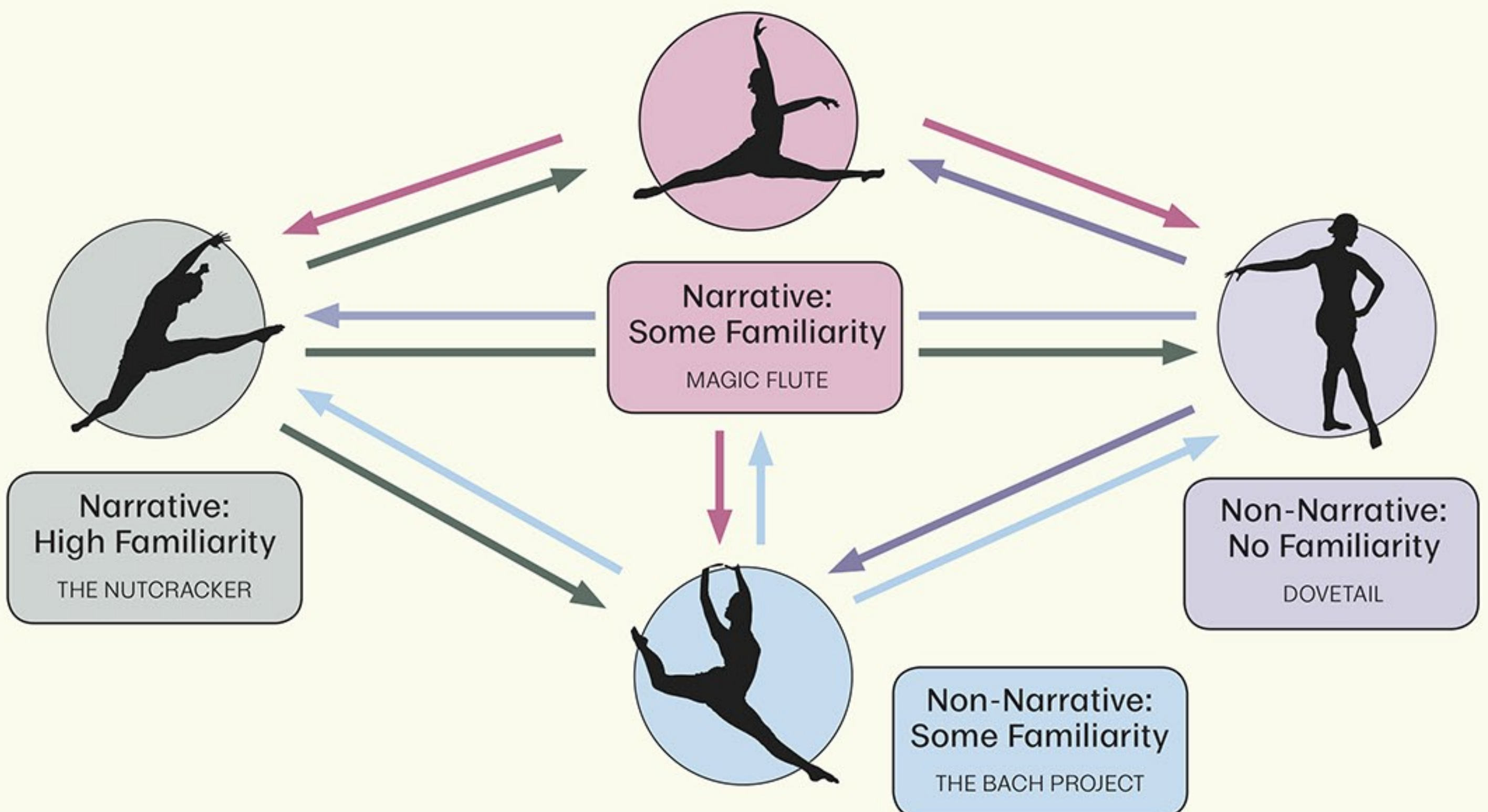
## Ballet Austin's "Familiarity Continuum"



Ballet Austin wanted to attract ballet-goers to less familiar works. To address this, the ballet company developed what it called a "familiarity continuum," which assumed that audiences would move in a straight line from well-known ballets with clear story lines to highly non-narrative pieces.

After

## Ballet Austin's "Familiarity Continuum"



After market research, Ballet Austin found that its audiences don't move in a straight line. They tend to move on many different paths back and forth along the continuum.