



MCA Awards 2018 Finalist

Commercial Excellence

Simon-Kucher & Partners with London 2017 World Championships & World Para Athletics

When London 2017 needed to ensure the financial viability of the London 2017 Athletics World Championships through ticket pricing and packaging, they turned to Simon-Kucher & Partners to resolve the three conflicting objectives that they had to meet: optimising revenue, maximising attendance, and furthering accessibility

Simon-Kucher carried out customer research exploring fans' event preferences and willingness-to-pay, informing the creation of a pricing and packaging framework that facilitated all the objectives of the Championships.

The resulting London World Championships were a record-breaking success, featuring sold-out stadiums, average capacities over 90%, revenues £14m above target, and a best-in-class example for future Championships.