

WE **DROVE** TICKET SALES FOR THE EAGLES CONCERT AT THE PRUDENTIAL CENTER ARENA

The Prudential Center, a multipurpose indoor arena, was selected as one of the first thirteen venues that will host the Eagles’ “The Long Goodbye” final tour kick-starting in September. With little to no time, the Prudential Center quickly implemented an OOH digital campaign network promoting pre-sale tickets.

TACTICS & RESULTS

Strategy: Using OUTFRONT’s Digital Direct Ad Server (DDA), ads were displayed across a pool of 56 digital billboards within targeted areas in New Jersey. Due to the quick turnaround, this strategy helped the Prudential Center activate its campaign with ease.

Results: The campaign delivered more than 6 million impressions over 9 days. Midway through the campaign, according to the Director of Entertainment Product Marketing, “Our campaign for the Eagles was a huge success as we’re just about sold out.” The results from this campaign led the Prudential Center to implement another digital network campaign promoting the Eagles’ second show at the arena that will expand into the Philadelphia market.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



RESULTS

6M+

IMPRESSIONS DELIVERED