

# LANSING SYMPHONY ORCHESTRA USES OOH TO HELP DRIVE TICKET SALES

## OBJECTIVE

With each season, the LSO strives to reach the entire Greater Lansing region audience and beyond through their marketing efforts with OUTFRONT. These efforts drive ticket sales, as well as inform the community of the LSO and Artistic & Educational programming.

## STRATEGY

Utilize high impact billboard along the interstate to reach thousands of residents that either live in Lansing, or commute into the city for school, work or play.

## RESULTS

The OUTFRONT billboard campaign traditionally helps drive ticket-sales. They also provide wider audience exposure for the LSO and staff and leadership see the benefit of the billboards and consider incorporating them into all future seasons and campaigns.

“The Billboards look great and are put up in a timely manner. Thank you for your continued quality work in helping us achieve our mission of providing excellence in music and educational outreach.”

- David Solorio, Development & Marketing Manager



SOURCE: 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. GEOPATH INSIGHTS SUITE, 2021



## RESULTS

**4.5M**

4-WEEK IMPRESSIONS

**49.5%**

4-WEEK REACH

**4.9**

4-WEEK FREQUENCY

