

WE INCREASED AWARENESS AND DROVE TICKET SALES FOR LONG BEACH BALLET'S NUTCRACKER

The Long Beach Ballet, one of Southern California's leading classical ballet institutions, utilized a variety of OOH media, mobile, & social influencers to promote & increase ticket sales.

STRATEGY & TACTICS

- **Strategically Placed:** Digital bulletins were placed amongst high impact freeways in Los Angeles, while posters & shelters were placed around the LA County. Bus tails were also utilized to infiltrate local neighborhoods in the LA County & dominate the cities with frequent exposure.
- **Amplification:** This campaign utilized mobile targeting & social influencers to help elevate their impressions. Mobile ads were served through the use of zip code targeting in the LA Metro area, as well as audience targeting which included parents, live event attendees, entertainment enthusiasts & more. Furthermore, a total of 5 social influencers were utilized to post about the Nutcracker to their stories & feed. The influencers helped magnify this campaign by taking photos with the OOH to share with their followers & beyond.
- **Creative Excellence:** Long Beach Ballet turned to OUTFRONT STUDIOS to revamp their creatives and were blown away by the results. The OUTFRONT STUDIOS team created captivating, wintry, & fairytale-like designs that were ultimately used for all the campaign's media formats. Additionally, QR codes were utilized on the Transit Shelters, making it easy for audiences to be taken directly to the webpage to purchase tickets. The mobile creatives utilized multiple banner sizes & motion with falling snow effects.

— **Client Success:** "Ticket sales seem to be better than ever. The VIP seats have already completely sold out for a couple of the performances. That's new this soon. A lot of people are telling me that they have seen the billboards!" said David Wilcox, Artistic Director of Long Beach Ballet.



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, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

565,496

DELIVERED MOBILE IMPRESSIONS

2,263

TOTAL CLICKS

71,000+

CONSUMERS REACHED ON SOCIAL MEDIA

9,200+

LIKES ON INSTAGRAM

