

WE BOOSTED TICKET SALES & DROVE BRAND AWARENESS FOR LUCKMAN PERFORMING ARTS CENTER

The Luckman Performing Arts Center is an artistic and cultural institution located in the pocket of Los Angeles and the San Gabriel Valley that offers experiences involving music, dance, theatre, film and more! After a hiatus due to COVID-19, Luckman Performing Arts Center wanted to increase brand awareness as well as boost ticket sales for their shows and found great success with an OOH campaign.

STRATEGY & TACTICS

- **Strategically Placed:** To increase brand awareness in areas outside of their normal target market, Luckman Performing Arts utilized bus queens and tails to dominate cities with frequent exposure. Additionally, digital bulletins were placed amongst high impact freeways to reach audiences all over LA County.
- **Creative Excellence:** Luckman Performing Arts captured the essence of their various cultural and artistic experiences through a vibrant and eye-catching creative. The creative contained radiant photos of three of their shows and included a link to their website. With OOH being the most contextual medium, Luckman Performing Arts also appealed to LA County's incredibly diverse population through wording on their artwork that said in both English and Spanish, "Tickets on sale now!" and "¡Boletos ya a la venta!"
- **Client Success:** "I would definitely recommend OUTFRONT's advertising platform as a marketing solution if the budget allows. I believe it was a great macro approach that helped expand the brand and find a wider reach throughout Los Angeles. As an institution that is just reopening and trying to find it's voice within the city this was a great way to start an expansion." -Justin Cone, Marketing Director for Luckman Performing Arts Center.

THE LUCKMAN
fineartscomplex

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.



RESULTS

15-20%

INCREASE IN WEEKEND TICKET SALES

10-15%

INCREASE IN DAILY TICKET SALES

5%

INCREASED WEBSITE TRAFFIC PER WEEK FOR DURATION OF CAMPAIGN

