

Long Beach Ballet

Background

The COVID pandemic had significantly impacted the Long Beach Ballet so they were looking to re-engage consumers.

Objective

Increase In-Store, Promotional or Special Event Sales:

The Ballet wanted to drive awareness and increase ticket sales for its annual Nutcracker performances.

Strategy

The creative was an epic, magical, wintery, fairytale ballet design that began as a teaser campaign on digital freeway bulletins. Over the next few weeks, the teaser shared performance details. Posters and bus shelters were used to extend brand awareness. Mobile ads helped elevate impressions, and so did social influencers who shared the OOH ads with their followers.

Plan Details

Market: Los Angeles, CA

Flight Dates: October 2021 - December 2021

OOH Formats: Digital Bulletins, Posters,

Bus shelters, Bus Tails

Target Audience: Families within the Los Angeles Metro Area

Target Audience Reach: Digital: 16.71%; Shelters: 1.6%;

Posters: 1.55%; Bulletin: 8.44%

Budget: \$10,000 or more

Results

VIP seats sold out earlier than previous years. Social influencers reached 71K with their photos of the OOH creative, generating 9,200+ likes on Instagram.

