

## Louisville Ballet

### Problem

How can the Louisville Ballet drive ticket sales and encourage consumers to become season ticket holders?

### Solution

By engaging the audience with a highly creative out of home tease and reveal campaign.

### Background

To promote Louisville Ballet's new "Season of Romance," the ballet company wanted to use out of home to generate intrigue and curiosity to generate sales.

### Objective

The teaser billboards were simplistic in style, featuring a note from a mysterious Jessica to her partner Chris. Jessica left a trail of letters, including key words such as stage, role playing, and performance, to Chris making suggestions about how their relationship should proceed. One week later the campaign messaging was swapped out revealing Louisville Ballet's offer.

### Strategy

The goal of the campaign was to drive consumer conversation on social media around trying to figure out what the mysterious billboards were for. The campaign was also designed to generate press attention.

### Plan Details

Markets: Louisville

Flight Dates: Teaser: July 16, 2018 - Reveal: July 30, 2018

OOH Formats: Posters and bulletins

Budget: \$10,000 and over

### Results

The website had a 150% increase in traffic, 33.5K+ consumers reached on Twitter, and 10% increase in time spent on website.

