

Pittsburgh Symphony

Problem

How can the Pittsburgh Symphony increase sales for their annual area event?

Solution

By adding OOH to their media plan.

Background

The Pittsburgh Symphony hosts an annual Holiday Home Tour event every year. Previous years, the event was advertised through media forms not including out of home.

Objective

The goal was to increase awareness of the event and as a result, boost ticket sales.

Strategy

For 2018's event, the Pittsburgh Symphony tried out of home for the first time for a bigger impact on their ticket sales. Though the event was on the north end of the city, the out of home campaign engaged potential attendees from all areas of Pittsburgh. The campaign used eye-catching, holiday theme artwork and recognizable elements of the Pittsburgh area, including the orchestra's logo.

Plan Details

Markets: Pittsburgh

OOH Formats: 4 digital bulletins

Budget: under \$10,000

Results

Client saw a 30% increase in ticket sales and said the ONLY change they made between 2017 and 2018 was adding billboards.

