

## The Joyce Theatre

### Problem

How does an off Broadway theatre get plenty of attention in NYC?

### Solution

By using an out of home (OOH) campaign on 5th Avenue.

### Background

Angiabloom Marketing was looking to increase ticket sales for The Joyce Theatre. They contacted a media company with an exclusive 5th Avenue deal with new digital bus shelters to offer. They also wanted to include more off 5th Avenue coverage eventually as well.

### Objective

Target tourists and locals on 5th Avenue and near Lincoln Center while staying within budget.

### Strategy

Created a custom 5th Avenue program, including two off 5th Avenue panels as a bonus.

### Plan Details

Market: New York, New York

Five 5th Avenue digital bus shelter panels plus two off 5th Avenue digital panels from 8/7/17 to 9/3/17.

### Results

Increased ticket sales for September shows.

