

PEOPLE & SOCIETY CASE STUDY

OVERVIEW

Client

Non-Profit Art Center Fundraising Event

Campaign Length

Two Months

Geography

Two nearby cities, 12 zip codes total

Total Investment

\$3,500

Objectives

To increase ticket sales for their largest fundraising event of the year

Products Utilized

Pre-Roll Video

RESULTS

30%+

Percentage increase in attendance & ticket sales

64%

Completion rate

5x

Return-on-investment (ROI)

131

Total clicks recorded

STRATEGY & SOLUTIONS

- This advertiser had never used video advertising. Great importance was put on making the most significant impact on an audience who may have never seen this brand before
- This advertiser was also running radio broadcast ads in the local area. These video ads were sent to places that the radio broadcast wouldn't reach, greatly extending their reach to new audiences
- To advertise to only the audiences that would most likely respond well to these ads, targeting focused on those interested in the arts, entertainment, festivals, and events
 - The strategy worked, with **64%** of all ads being watched all the way to the end. Showing that we reached an audience that cared about our advertiser's message
- Adding Pre-Roll Video to their ad strategy was the only change they made compared to last year's ad campaign
- By combining traditional radio broadcast ads with digital pre-roll video, they created an ad campaign that increased their sales by **30%**!
- The client was so impressed by this campaign's performance that they will continue to use this strategy for ALL future events