



THE CHALLENGE

DRIVE TICKET SALES and MEASURE ROI



1



THE STRATEGY

We captured moms with young children and young grandparents on all devices using **video creative** and **real life experiential imagery**

2

THE RESULTS

- Drove an **8:1 ROI**
- **Tripled Online Revenue** in **6 Months**



3



INSIGHTS

75% of online purchases

came from mobile devices and

over 90% of clicks

were on mobile devices

4

INSIGHTS

Nearly **45%** of online ticket purchases

came from the young grandparent audience, women,

Age 55-64 Years



5



INSIGHTS

2/3 of people who purchased tickets online had their first ad exposure at either **lunch or after 5 p.m.**

6