



CASE STUDY

Entertainment/Tourism

This client is a flourishing historic estate located in Pennsylvania. They host mansion events, educational programs, and outdoor festivals across their property that is home to a Victorian Mansion, a Victorian wine shop, an on-site brewery and winery, and an indoor theater. They also host an annual fair that draws thousands of attendees on a daily basis during the season.

15% increase in attendance year over year

Key Demographics



Adults 25-54
Women 25-54
Adults 21-34



Pennsylvania
Philadelphia
Reading
Harrisburg, Lancaster, Lebanon, York DMA

Tactics



Radio
Broadcast TV
Comcast VOD
Transit



Cross Device (Mobile, Display, Websites)
Facebook, Instagram, Snapchat
Pre-Roll/Video
Email

Goal(s)

Target Media's goal was to increase online ticket sales and drive attendance to a variety of events throughout the year.

Results

The campaign resulted in a 15% increase in attendance year over year. The annual media plan yielded heavy traffic for all events, specifically their annual fair, which frequently resulted in bumper-to-bumper traffic reaching from the venue parking lots to the major highway. By the end of the season, the client's events were completely sold out of tickets. Cross Device proved to be an effective digital tool for all events, with an overall .24% Click-through Rate (CTR), 33.3% higher than the national average. Social Media was the main driver of website traffic during the campaign, totaling 2.41% CTR, 104.2% higher than the national average.