

# WE DROVE 150% INCREASE IN WEBSITE TRAFFIC IN LOUISVILLE

To promote Louisville Ballet's new "Season of Romance," the ballet company, with help from their agency Mightily, used billboards in Louisville to drive ticket sales and encourage consumers to become season ticket holders.

## STRATEGY & TACTICS

- **Tease and Reveal:** The campaign featured two phases. The first to draw consumers in without showing branding and the second phase to show Louisville Ballet's promotion for their new season
- **Creative Excellence:** The teaser billboards were simplistic in style, featuring a note from a mysterious Jessica to her partner Chris. Jessica left a trail of letters, including key words such as stage, role playing, and performance, to Chris making suggestions about how their relationship should proceed. One week later the campaign messaging was swapped out revealing Louisville Ballet's offer
- **IRL to URL:** The campaign drove consumer conversation on social media trying to figure out what the mysterious billboards were for. The campaign also earned press attention



SOURCE: NUVI, 2018, [SBNATION](#), LOUISVILLE BALLET, [INSIDER LOUISVILLE](#)

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

Chris, we've reached a new stage in our relationship.

Jessica

1080

OUTFRONT

Chris, the romance is gone.

Jessica

SEASON of ROMANCE  
— 30% OFF —

louisville ballet

OUTFRONT

5173

OUTFRONT

## RESULTS

**150%**  
INCREASE IN WEBSITE TRAFFIC

**335K+**  
CONSUMERS REACHED ON TWITTER

**10%**  
INCREASE IN TIME SPENT ON WEBSITE

