

# WE PARTNERED WITH PBR TEAMS TO GROW FAN BASE & ATTENDANCE

When Professional Bull Riders wanted to introduce its Teams division to a new audience, OUTFRONT partnered with the organization to showcase its Outlaw Days event in Kansas City by combining the art and science of out of home.

## STRATEGY & TACTICS

Our partnership with PBR Teams spanned nearly the entire OUTFRONT Edge:

- **Consultation & Audience Planning:** With our proprietary data platform, smartSCOUT™, we pinpointed the best assets to reach PBR Teams' target audiences and support its objectives.
- **Creative Development:** Our award-winning in-house creative agency, STUDIOS, produced attention-commanding designs including extensions, 2D pop-outs, and lighting effects.
- **Advanced Buying Solutions:** PBR Teams used our streamlined programmatic purchasing platform, Digital Direct Ad Server, to achieve national coverage that provided scale and consistency across its most important markets.
- **Amplification:**
  - **Comprehensive Media Mix:** In addition to OOH, we executed OTT/CTV, cross-device, and mobile elements for the campaign.
  - **Influencers:** We partnered with local influencers to activate their social media audiences before, during, and after the event.
  - **Press and Organic Social:** The campaign got people talking!
- **Attribution:** We quantified the impact of the campaign to measure how it performed against the goal of higher ticket sales.

## THE RESULTS

- **Hypertargeting:** The campaign delivered its impressions to the right audiences: 22% to country music concertgoers, 14% to those interested in live events, and 18% to pro sports fans.
- **Social reach:** Our influencer audiences totaled roughly 2.3 million.
- **Increased ticket sales:** 7,669 of those exposed to the campaign attended the event!

SOURCES: SMARTSCOUT, GROUNDTRUTH  
DISCLAIMER: OF COURSE, THE RESULT 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.

