



Beyond Traditional TV Advertising

Seasonal events have just one chance each year to attract crowds, generate profits, and leave attendees eager for more. Discover how an annual arts festival leveraged first-party data to connect with and track new audiences through Connected TV advertising.

Annual Arts Festival in Nashville, Tennessee

The Roadblock

A well-established arts festival draws hundreds of people to its gates each year. They had been utilizing traditional television advertising, but were struggling to track the effectiveness and target specific, new markets of attendees.

The Goals

1. Connect with a younger demographic, specifically Millennials and Gen Z, who are interested in art, music, and live entertainment.
2. Reach families with young children to promote the family-friendly entertainment and weekend(s) during the festival.
3. Follow users throughout the purchasing funnel from initial impression served to attending of the event.

The Game Plan

Over-the-Top Ads on Connected TV



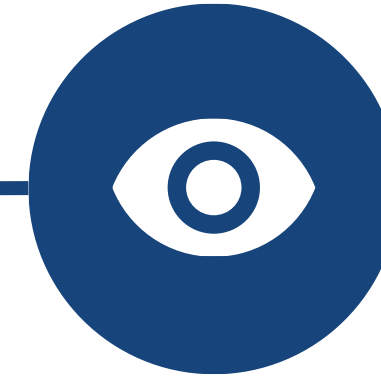
We delivered numerous over-the-top advertisements on Connected TVs to highly targeted demographics. Unlike traditional media, which is restricted to DMA or MSA targets, we had the flexibility to focus on specific targets beyond the limitations of conventional advertising.

Generational Targeting



The attendance of the festival had been trending to an older age group. We were able to create various generational audience segments layered with interest in arts, music, and entertainment and compare engagement. We were able to further segment out these demographics into specific geographical areas for A/B testing.

Keyword Targeting



We compiled a list of keywords related to festivals, arts, live entertainment, and music. When individuals searched for or engaged with these topics online, we began delivering advertisements to their mobile devices and Connected TVs.

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2,393
clicks

0.09%
CTR

1,662
online
conversions

The Results

Meeting ticket sales goals can be challenging for a brand awareness campaign, especially when relying on traditional television advertisements. However, by utilizing full-funnel attribution and over-the-top advertising on Connected TVs, we successfully tracked all demographic segments from their initial ad impression to their visit of the fairgrounds through cross-device matching.

In addition to tracking users to the purchase page, we could also report on specific dates when different segments attended the festival. This data will help the client make informed recommendations about which weekends and demographics to allocate more budget toward for the upcoming festival.

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