

# CASE STUDY: ENTERTAINMENT

Science museum wanting to increase online ticket sales and promote their upcoming summer camp.

Included multiple display ads, video pre-roll and streaming TV spots.

**Local science museum campaign to drive museum ticket sales and summer camp registrations.**

Targeting focused on reaching parents, millennials, and arts, culture & entertainment seekers across multiple platforms: desktop, mobile, tablet and connected TV. Tactics used were contextual, audience, run of network (RON) and retargeting. Goal was to drive museum ticket sales and camp registration conversions.

Creatives: Standard display ads, :15 & :30 pre-roll video and streaming TV (OTT/CTV) spots.

