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Trading tickets to increase awareness

This case study concerns how we helped promote two “Spectaculars On Ice” for one of our clients during 2007. The tour venues were all large arenas including the 20,000 seater O2 Arena in London. Astus bartered tv and outdoor campaigns for these events and the client paid partly in tickets. As always, the campaign was planned and bought by the agency which ensured the cost and quality of the media was the same as if it were bought for cash.

These tickets were then traded on to media owners and other clients of Astus. The upshot was that the client was able to increase their advertising budget and also sold £40,000 extra tickets with no extra work or cost.

Key Benefits

1. The client was able to increase their media expenditure
2. They also pre-sold £40,000 worth of show tickets
3. Extra buzz was generated by trading with the media
4. Their media schedule was not compromised

Other clients suitable for this type of deal:

- Entertainment companies (Concerts, Theatre, Events, Shows)
- Sporting events

Which types of event are suitable for barter?

- Touring Spectaculars
- West End shows
- Music Concerts
- Sports events – e.g. NBA Basketball Exhibition match at O2

How could the tickets be used?

- Tickets are traded onto Astus clients, partly in cash / partly in trade
- Reader offers in magazines / newspapers

How would it work for the client?

- Astus barters media on behalf of the client
- Client is able to pay up to 20% of net cost in tickets which are given to Astus
- Astus then trades the tickets with their clients and with media owners

