

# case study.



*bittersweet media*  
digital advertising  
strategy

cheekface



# objective

- determine which assets would be the most captivating and enticing to a new fan.
- ensure the ad is delivered to an audience that is likely to engage with it thus translating to streams and ticket sales.
- get the most possible engagement out of the budget.

# strategy

- use an array of affinity artists to try and target fans who already enjoy artists in the same genres.
- geotarget the ad to a 50 mile radius of every city the band is visiting on tour.
- monitor on the ad and make any necessary adjustments to ensure we are getting the most out of the budget.



## results

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- over the course of the ads campaign, these ads were a massive success!
- we generated over 250k impressions, 3.5K link clicks and 100K video plays with a budget of \$500 spread across 4 different ads sets.
- we were able to establish strong targeting, which sets the artist up in an engaged audience for future ad campaigns.