

# TONY! THE MUSICAL

## CASE STUDY



**TONY BLAIR  
IS BACK!**

~~in Westminster~~  
in the West End

**FOR 4 WEEKS ONLY**

LEICESTER SQUARE

**MOBILE  
MEDIA**

# CAMPAIGN SUMMARY

## NOT EVERYONE KNOWS HOW TO MAKE A BUDGET WORK - BUT WE DO.

Our Digivans targeted political landmarks in London to drive ticket sales for Harry Hill's 'Tony Blair Rock Opera'.

Images of the Digivans captured the attention of the press, achieving strong coverage on social media as well as an ITV News feature on campaign day. After a huge opening night ticket sale success, the campaign was extended to target key cities nationally. That's what we call an encore.

As standard, Digivans booked with us have 100% share of voice, allowing for full motion copy or static imagery. So you are always in control of the message.

For our efforts, we received the 2023 Drum Award win in the 'Out of Home: Limited Budget' category. Impact. Made.



**250%**

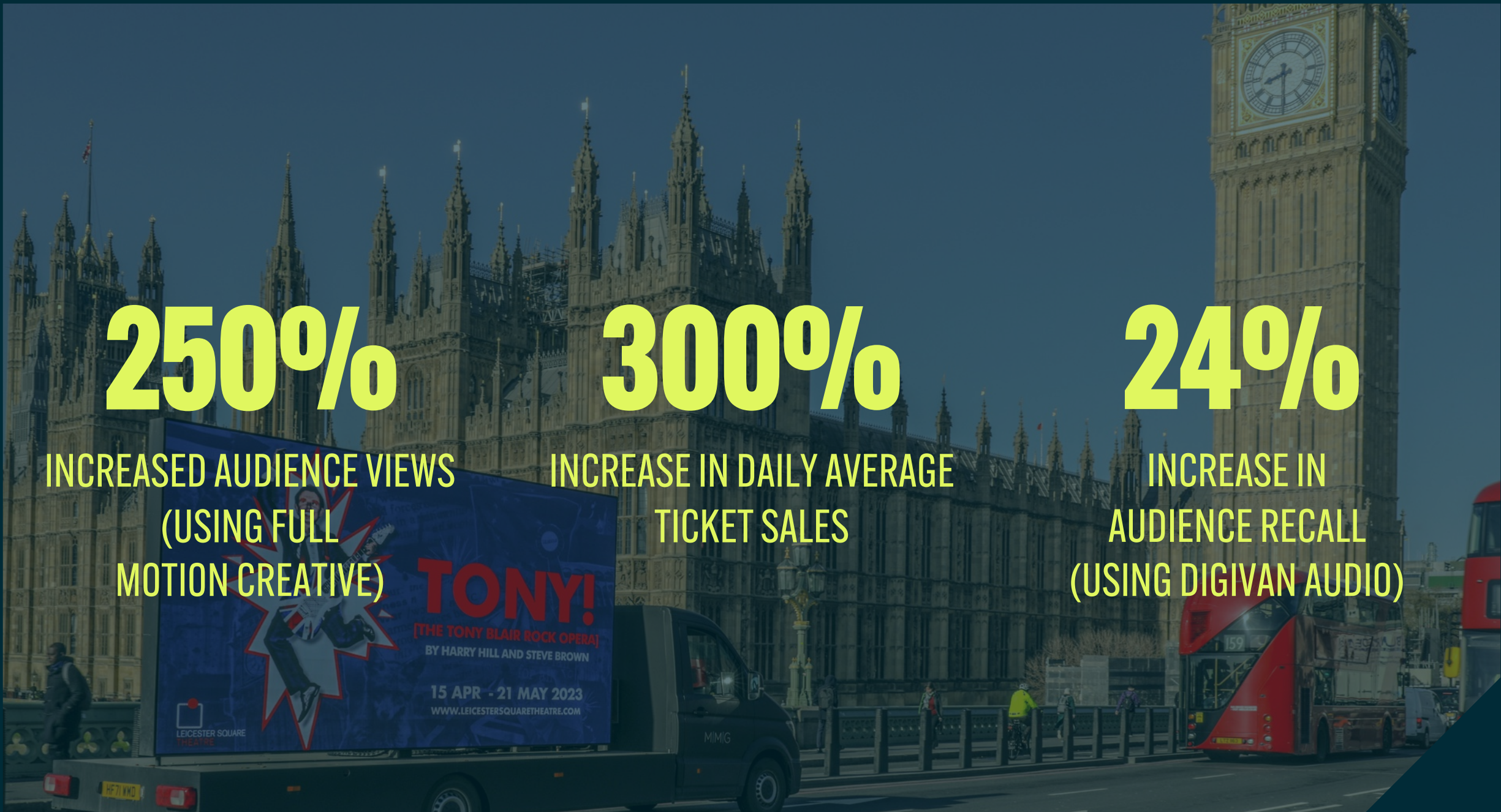
INCREASED AUDIENCE VIEWS  
(USING FULL  
MOTION CREATIVE)

**300%**

INCREASE IN DAILY AVERAGE  
TICKET SALES

**24%**

INCREASE IN  
AUDIENCE RECALL  
(USING DIGIVAN AUDIO)



# READING FESTIVAL



21st-25th Aug

# MOBILE MEDIA

THANK YOU