

CONNOR SWEET



INDUSTRY

Music

REGION

Nashville, TN

CHALLENGE

Activate venue patrons to support an artist via the PickleJar app during his performance at The Stage on Broadway.

SOLUTION

On-Premise Activation through the PickleJar Street Team, Branded Marketing Materials, Venue Signage, and Social Media

RESULTS

- ▶ Through onsite fan activation by the PickleJar street team, Connor Sweet received a larger performance audience as well as a 400% increase in tips that he would have otherwise not have received.
- ▶ Increased The Stage on Broadway's fan flows of revenue and bar sales for the night.
- ▶ Increased audience activation during the performance and an increase in the average tip amount.
- ▶ Significant increase in fan engagement.

