CATEGORY / GENRE
Music / Country

MARKET
USA | Nationwide

CHALLENGE

- Artist's goal was to maximize donations to Shriner's Hospital on behalf of ACM Lifting Lives from both attendees and livestream viewers at a series of backyard concerts during the COVID-19 Pandemic.
- Showcase how PickleJar can enhance the live music experience via fan activation and additional streams of revenue, fundraising, etc.

SOLUTION

- On-Premise Activation, Fan Activation, Branded Marketing Materials, Event Signage, Social Media Promotion and Event Livestreaming

DREW BALDRIDGE

PICKLEJAR™

CASE STUDY

WHAT WE DID

- Through an agreed upon partnership, PickleJar established a major presence and helped Drew Baldridge reach a global audience during his "Baldridge & Bonfires" Tour, an organic touring model that allowed the artist to directly connect with fans during a private, backyard performance.
- PickleJar activated both the artist and the attendees of each event in a hyper local way through advertising campaigns, social media posts and ads, emails, text messages, in-app notifications, branded collateral, and livestreaming 12 of the 25 events on both the PickleJar Facebook page and the PickleJar+ website.
- Fans in attendance or those who tuned in via livestream were encouraged to donate to the fundraising campaign, with 100% of all donations going directly to the organization.
- Through the activation of these network of networks, PickleJar successfully aided in increasing fan flow of money to support Drew Baldridge and ACM Lifting Lives.

RESULTS

- PickleJar raised a total of $12,000, which was directly donated to ACM Lifting Lives.
- Data indicates an increase in audience activation during these live events, with an average donation amount of $18.
- The social posts and Facebook Lives earned approximately 4,142 in total reach and 751 in total engagement.
- Fan engagement increased significantly during these intimate events, as fans utilized the PickleJar app for donations, shout outs, song requests and more.

PICKLEJAR™
CASE STUDY

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