

CATEGORY/GENRE

Music/Country

MARKET

USA | South | Nashville, TN

OPPORTUNITY

- ▶ Activate radio listeners to follow and support Riley Green via the PickleJar app during his sold-out performance at Ascend Amphitheatre.

OVERVIEW

- ▶ Building off the momentum of his 2020 ACM Awards New Male Artist of the Year success, the intention of the campaign is to enable fans to share their love for this unique artist.
- ▶ Created a unique “Meet and Greet” and “Seat Upgrade” fan activation campaign with local Cumulus Media partner, WKDF-FM 103.3 COUNTRY.
- ▶ Branded Marketing Materials, Venue Signage, Radio Promotion, and Social Media
- ▶ Showcase PickleJar’s “Promo in a Box” to capture fan information for continuous promotional campaigns



RILEY GREENE

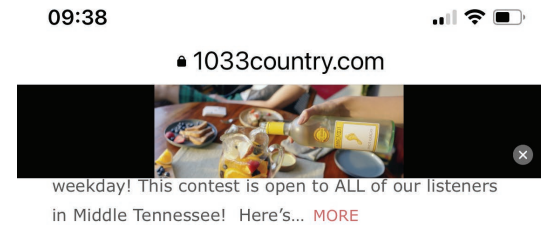


PICKLEJAR™

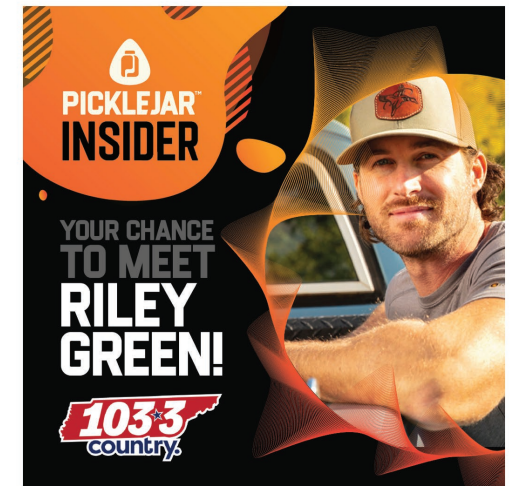
CASE STUDY

WHAT WE DID

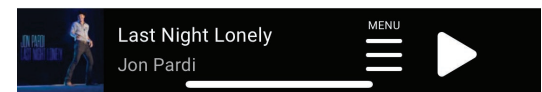
A 7-day on-air radio promotion ran prior to the event, directing listeners to enter to win by downloading the PickleJar app or linking to the contest page from the station's website. PickleJar established a major presence in support of Riley Green at the Ascend Amphitheatre. PickleJar was visible on the VIP and industry laminate as well as on a pop up banners placed prominently at the entrance to the hospitality room during the event.



103.3 Country & PickleJar Insider – Meet Riley Green



103.3 Country Concert Series: Jessie James Decker LIVE at 3rd & Lindsley on Weds., 6/29 [GET TICKETS HERE]



RESULTS

- Through onsite fan activation, Riley Green activated 18% of the performance audience as well as a significant increase in fan engagement “tips”
- The on-air radio promotion yielded 314 entries to win (Net New Fans for the Artist and new Members to PickleJar)
- Increased Ascend Amphitheatre'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.
- Multiple “big names” throughout the music industry, including Cumulus, Big Machine Label Group, Redlight Management, and more, had representation in attendance and all showed adamant support for PickleJar and interest in using it for future events.
- The event also served as a way for PickleJar to showcase the “Promo in a Box” program specifically for rising artists, leveraging the radio listening audience to get “experiential artist access” – meet and greets, premium tickets, signed merchandise, access to personal performances in intimate venues, etc. – and to provide to radio stations with “fan experiences” while simultaneously providing the artist with all fan entry information.



CAMPAIGN BREAKDOWN

CAMPAIGN BUDGET
\$1,000 - \$1,850

AUDIENCE DEMOGRAPHIC
AGE | 34-60
FEMALE | 35%
MALE | 65%

SUCCESS RATING

10





PICKLEJAR™



PICKLEJAR.COM