

Performance Beyond Awareness: Driving Ticket Sales for Starlight Theatre

96% VTR

+6% compared to benchmark

4.5x ROAS

+1.5x compared to benchmark

\$54 CPA

Lower benchmark range (\$50 - \$65)

- **Product:** Premium Video & Connected TV (CTV) Activation
- **Audience:** Local live entertainment and Broadway enthusiasts in Kansas City, Missouri region.
- **Campaign Goals:** The primary objective of the campaign was to drive brand awareness across the market. However, it incorporated a performance-driven approach—combining high-impact 15s and 30s creatives, precise audience targeting, and optimized delivery to maximize engagement and seamlessly guide users toward ticket purchases.
- **Region:** US (Kansas City, MO Market)

> Context

Starlight Theatre, an iconic outdoor performing arts venue in Kansas City, Missouri, set out to build robust awareness for its upcoming lineup of live shows across the competitive local market.

While traditional awareness campaigns excel at broad market reach, the core challenge was translation—converting top-of-funnel engagement into measurable, real-world action.

Starlight Theatre needed a strategic framework that could seamlessly capture the attention of entertainment enthusiasts and immediately guide them down the funnel to drive ticket revenue without compromising campaign efficiency.

> Solution

Premium CTV Video Strategy: Activated a premium video ecosystem across Connected TV (CTV) to capture high-impact, undivided consumer attention in premium viewing environments.

Precise Audience Layering: Targeted highly specific audience segments with an expressed interest in live theatre, Broadway, and premium entertainment across the local market.

Performance-Driven Creative Mix: Combined high-impact 15-second and 30-second video creatives optimized to maintain engagement and explicitly guide users toward ticket purchase paths.

Full-Funnel Optimization: Intelligently aligned upper-funnel audience reach with conversion-focused delivery optimization, creating a unified strategy that minimized media waste and drove a highly efficient \$54 CPA and 4.5x ROAS.