

Just the ticket!

In November 2004 Andrew Lloyd Webber brought his record breaking West-End musical to Manchester's Opera House. Thanks to the highly effective deal between Ticket Master and ManchesterOnline Mancunians need never miss a live event.

Campaign Objectives

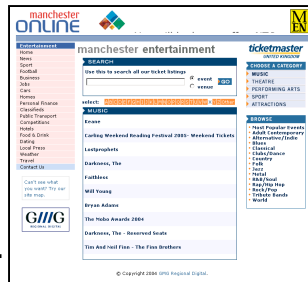
- To heighten awareness of the full range of live events Ticket Master has tickets for.
- To encourage online booking.

Campaign Results

- In October 2004 ManchesterOnline's Ticket Master affiliate deal sold just over 200 tickets for Starlight Express, this was equivalent to approximately 15% of Ticket Masters total sales for this event.
- The adverts served 644,132 page impressions and delivered 333 click throughs. This gave an average click through rate of 0.052.

Campaign Solutions

- ManchesterOnline has a separate Ticketmaster page, this giving users an easy, safe way to buy tickets and search future events.
- Run a mixture of fully animated tile and banner advertising for Ticketmasters up-coming events.
- ManchesterOnline supported the show with three quality editorial articles which all gave the reader the opportunity to purchase tickets



Campaign Summary

- Over 6,000 people over the past 12 months have bought tickets via ManchesterOnline's ticket shop in association with Ticketmaster. Events have included:

- England Internationals
- Paul McCartney
- Elton John
- Madonna
- Kylie Minogue
- Destiny's Child



"... we have worked with Manchester Online for the past year and look forward to developing our partnership in the years ahead. In particular, the Commercial and Editorial teams have responded really well to any client requests to promote specific inventory.

Overall we are very pleased with the commercial return and ease of our partnership with Manchester Online."

Ailbhe Carroll
Affiliate Relationship Manager