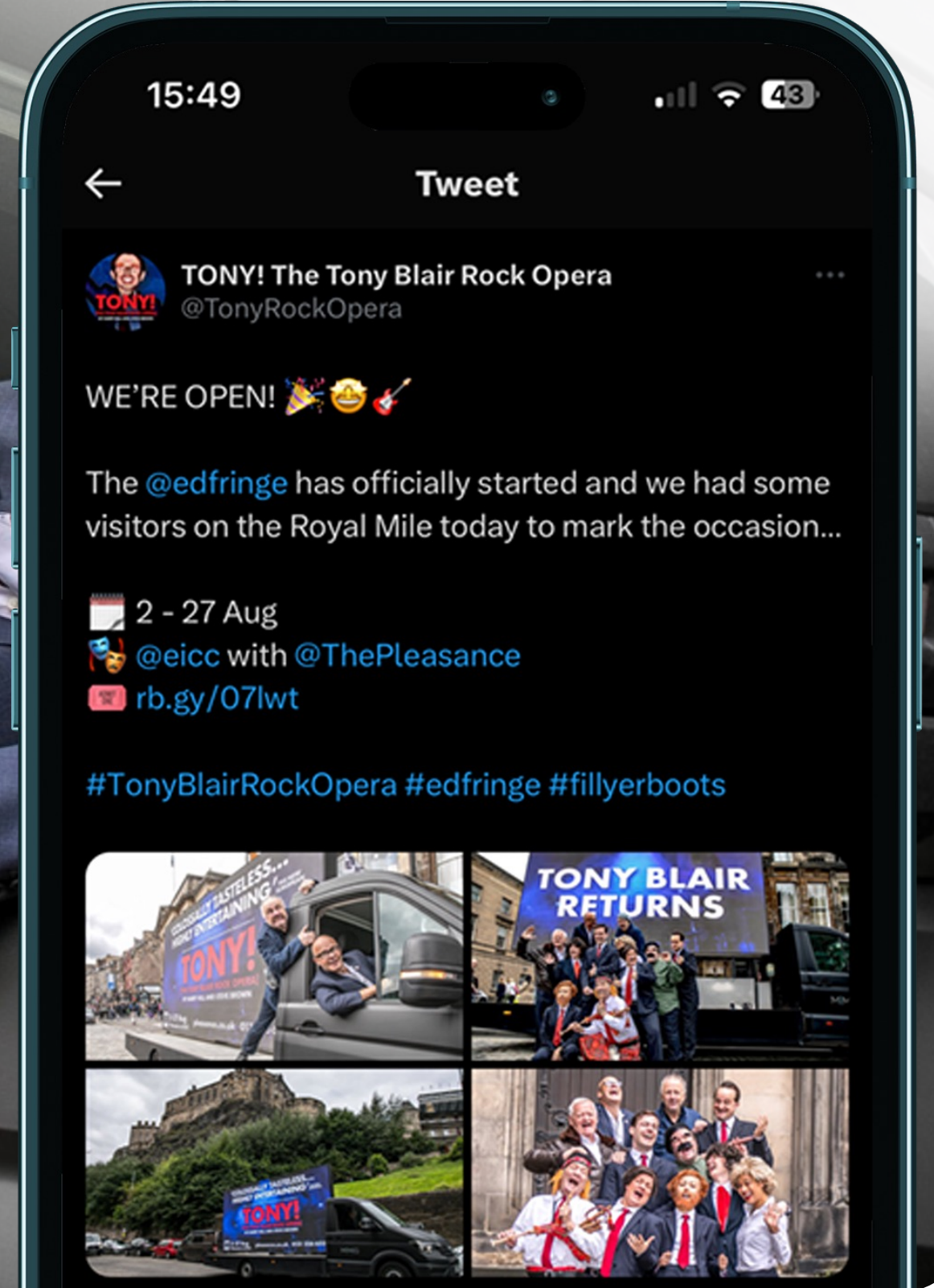


Average Ticket Sales

# 300% Increase



MIMIG | **TONY!**  
[THE TONY BLAIR ROCK OPERA]  
BY HARRY HILL AND STEVE BROWN

Musical Theatre Launch - Case Study

# NATIONAL PR EXPERIENCE

Driving awareness of Harry Hill's 'Tony Blair Rock Opera', Digivans launched ticket sales by **targeting** capital city **political landmarks**.

Images of the Digivans captured the attention of the press, achieving strong **coverage** on **social media** and featuring on **ITV News** on campaign day.

## DIGIVAN PERFORMANCE

# 2.5x

Increase in **audience views**, enabled by using **full motion DOOH**.

Source: Grand Visual.

# 24%

Increased **audience recall**, provided by Digivans' stereo **audio** capabilities.

Source: Nielsen.

