

TESTIMONIAL Cavalia



“To get 100,000 tickets sold in a few months would be impossible without OUTFRONT Media.”

“OUTFRONT Media has made our planning seamless and allowed Cavalia to build its brand image in a remarkable way that has been noticed by local advertising agencies and the media. Our revenues depend entirely on advertising and PR as our show can only be successful if we have ticket sales – and to get 100,000 tickets sold in a few months would be impossible without outdoor media.”

Louis-Philippe Baraby
Media Buyer, Acheteur Média

Audience

Adults 18+

Media Mix

Billboards
Airport Media

Market

San Francisco

Objective

The campaign wanted to announce the new show, Cavalia, and drive ticket sales via the organization’s website and phone number.

Rationale

“We go back to OUTFRONT Media over and over for the level of customer service and quality of inventory. We have had countless great deals with OUTFRONT Media and feel like [they] are the one outdoor company that “gets us” and always meets our demands; which are frankly always tough to meet but [they] always end up earning our business.”