

INDUSTRY

Haunt & Entertainment

TIME FRAME

3 Months



↑ 2,725%
RETURN ON
AD SPEND

↑ 7%
TICKET
SALES

700K+
UNIQUE USERS
REACHED

CLIENT

One of the top 10 haunt attractions in the United States who has successfully developed the concept of interactive, immersive seasonal entertainment for visitors over the last 25 years.

TARGET AUDIENCE

The target audience is composed of women between the ages of 25-34 years with an interest in planning family and group activities.

CHALLENGES

Before a custom digital advertising strategy was implemented by Dragon360, our client experienced a decrease in ticket sales, year over year revenue, and brand awareness among new targeted audiences over the last 3 years.



SOLUTIONS

Provide Education on Digital Marketing

To build off our client's use of print and radio marketing, Dragon360 introduced custom digital media buying and marketing efforts to develop quality audience segments and maximize ticket sales.

Conduct Audience Analysis

Dragon360 conducted in-depth demographic research of current and prospective audiences, which directly influenced custom advertising and retargeting strategies.



SOLUTIONS

Full-Funnel Digital Advertising Strategy
Dragon360 developed a full-funnel advertising strategy focused on hitting all angles of the customer journey, from awareness through intent and action. This approach not only addressed the decline in brand awareness and lack of digital footprint by the client over the years, but ultimately drove an increase in ticket sales thus producing short and long-term impacts on the client's business.

Strengthen In-Person Brand Experience
Social strategies, including Snapchat, were deployed to enhance the in-person brand experience and grow audience engagement. Such tactics as targeting users waiting in attraction lines were developed to keep the customer engaged and sharing their experience with friends resulting in further brand awareness, visibility, and peer-to-peer recommendations.



SUCCESS BEYOND EXPECTATIONS

Dragon360 Delivered Results that Exceeded Client's Expectations in All Key Performance Indicators.