

facebook

HABARIMEDIA 

Habari Media - facebook

advertising case study

Big Concerts

Media Agency



isobar

BIG Concerts is South Africa's premier concert promoter with over eighteen years experience on more than a thousand shows.

Objective

Promote the upcoming tour of one of the biggest rock bands in the world - the U2 360° tour in Johannesburg and Cape Town.

Campaign Objective

To increase awareness and fan base, Big Concerts ran a teaser campaign on ASUs then Like ads on the homepage.

This campaign is a great example of how combining CPC and Premium ads to drive direct response achieves great results.

Engagement Ads – Like Ads

Time period 15 October 2010 – 30 October 2010

Targeting Both genders, aged 25-45

Big concerts ran two like ads in rotation.

The one ad's objective was to make the huge announcement that U2 were coming to perform in South Africa to get fans excited.

The second ad was to drive people to Computicket to purchase tickets.

The images were the same for both ads but the text was slightly different.

U2 Live in South Africa.



Catch the groundbreaking U2 360° Tour in South Africa! February 2011. Click here to find out more.

15,976 people like Big Concerts.



U2 Live in South Africa.



Catch the groundbreaking U2 360° Tour in South Africa! February 2011. Click here to buy tickets and to find out more.

15,976 people like Big Concerts.




ASU Ads - Teaser Campaign

Time Period 14 October 2010 – 18 October 2010

Targeting Both genders, aged 25-45


The teaser campaign had two ads running in rotation linking to the fan page.

They are coming to SA...




Boldly going where no band has gone before. RSVP to find out who. Get the details on Monday 18 October. 9AM

Guess who is coming?



We know something you don't. Find out 18 Oct Monday 9AM.

U2 360° Tour Application



U2 360° TOUR

SHARE COMMENT

LIVE IN JOHANNESBURG
Date February 2011
Time tba
Place Johannesburg Stadium

RSVP BUY TICKETS

LIVE IN CAPE TOWN
Date February 2011
Time tba
Place Cape Town Stadium

RSVP BUY TICKETS

TWITTER FEED

@star_eras (Eras Tarta)
#np with or without you-U2

@murbailey (Murphy)
U2- The Three Sunrises
http://t.co/m8u671k via @youtube

@si_Mir (miranti gumayana)
now playing: Running To Stand Still
U2, all time favorite

@EverythingAll (Everything All)
now playing Get On Your Boots by U2 from No Line On the Horizon

U2 - Vertigo (Taken from U2 360°)

0:00 / 4:29

Fan Page

The ads linked through to the Big Concerts Facebook page on the U2 360° tab. The tab had all the information about the concerts - the concert dates, latest news, links to the Computicket website and the band's videos.

Results

- Acquisition of 5,644 fans from both Homepage & ASU ads and over 10,000 through the organic spread.
- Over 406,000 organic impressions served that will continue to accumulate over the next few months. Organic activity will keep occurring as long as the users who became fans of the page via the ad keeps interacting with the brand page.
- 0.57% engagement rate.
- 0.74% unique CTR.
- Over 500,000 Uniques reached.