

## Case Study

# Ticketmedia

TICKET  
MEDIA

**Project:** Media outreach, email marketing and awards management

Ticketmedia are a globally recognised leading authority on ticket advertising, providing a central resource for media planners and buyers.

## The Brief

To create a media buzz around Ticketmedia's products and campaigns, and to promote Ticketmedia as the UK's only ticket advertising specialist.



## Activities

Strategic promotion planning involving PR, marketing and sales activity

Media outreach to raise awareness of the company and its uniqueness

Managed business award applications

Made industry connections and developed relationships with associated partners, media agencies and clients

Worked with their sales team to identify market sectors for business development

Devised email marketing campaign

Provided expert PR, Marketing and Sales consultancy

## Successes

Monthly press coverage secured in broadsheets, printing and marketing press including The Telegraph, Print Week, The Sales Professional, B2B Marketing, South East Business, Personnel Today, Fresh Business Thinking, Marketing, to name a few.

10% uplift in sales enquiries during campaign activity

Shortlisted for National Business Awards

Huge brand awareness and profile raised with the top media agencies in the UK who are the key buyers and influencers of ticket advertising as a marketing medium.

We firmly positioned Ticketmedia as the leading ticket advertising company with the angle of technological excellence unsurpassed by any other company.

“Aneela and her team have been exceptional to work with, thank you for everything you have done for us!”

**Jeremy Burbidge**

Managing Director



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