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CAMPAIGN: 50/50/1
CLIENT: ANHEUSER BUSCH
AGENCY: LIVE NATION

LIVE NATION
 ENTERTAINMENT®

Bud Light wanted to create something that had never been done before as part of their Music First program.

So Live Nation created 50/50/1, an original concept that united the entire country to celebrate the power of music with 50 concerts in 50 states on 1 day! From a business perspective, it gave the brand the ability to offer both trade constituents and consumers a national platform that had local relevance in every state in the nation, not just the major markets.



Execution of the ambitious program by Live Nation was a big job – booking 50 artists in all 50 states all on the same day. Success in this endeavor is really a testament to the kind of creative infrastructure and relationships Live Nation has with some of the most exciting artists in the world. This is the largest single custom created brand event Live Nation has ever done.

Some of the highlights generated by the program include:

- More than 52,000 attendees across shows
- A retail promotion activated in more than 90,000 accounts on over 85 million packages
- The Bud Light Music First app was the most successful app launched by A-B to date with more than 240,000 downloads and 337,000 game plays resulting in 245,000 wins
- The five live-streamed shows garnered more than 2.5 million views, 1.5 million uniques and average viewership of 13 minutes
- Some of A-B's strongest social results ever:
- More than 525,000 consumers engaged with a Bud Light Twitter or Facebook post
- Over 10,000 mentions on Twitter during 50/50/1
- 18% increase in Twitter followers
- More than 3,000 images shared on Instagram using #5050one or #MusicFirst

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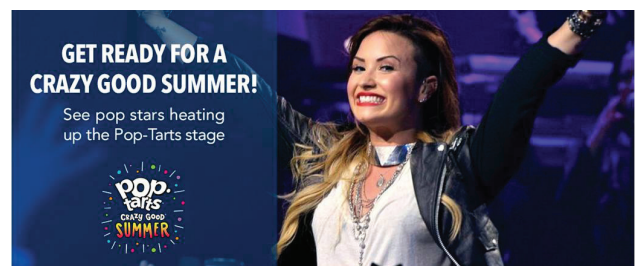
CAMPAIGN: POP-TARTS CRAZY GOOD SUMMER
CLIENT: KELLOGG'S
AGENCY: LIVE NATION

In its second year Pop-Tarts partnered with Kellogg's to create Pop-Tarts Crazy Good Summer, a custom promotional campaign targeting teen consumers that ran from June 12, 2013 through August 14, 2013.

The program consisted of three "secret" live concerts at the beginning and end of the summer (featuring artists such as Hot Chelle Rae, Demi Lovato, and Austin Mahone) with digital sweepstakes and promotions in between.

The "secret" elements that were revealed to fans over the course of the campaign included the identity of the artists participating and the locations of the concerts.

Live Nation's strategic expertise guided Pop-Tarts to music,



one of the key passion points of the target teen demographic, over other entertainment properties. Live Nation also leveraged its proprietary media measurement technology Big Champagne and analysis from its fan database to choose the best artists to maximize appeal and social reach among the target demographic.

Results generated by the program include:

- One billion total impressions
- 69% growth in Twitter followers
- 70 million Twitter impressions for the brand
- Number of engaged Facebook users increased 75% over 2012
- Over 25,500 product samples handed out at concert events