



CASE STUDY

How we helped boost the CIIA Tournament
ticket sales by \$100k with the same budget
from previous years



SIERRA
MARKETING - MEDIA - PRODUCTION

OVERVIEW

Step into the exhilarating world of the 2024 Food Lion CIAA Basketball Tournament, where passion for the game meets the pulse of the crowd. Spearheading the tournament's media and production endeavors, our agency was entrusted with the task of producing commercials that would captivate audiences and plan a media buy that would accurately target our audience, and drive ticket sales to unprecedented heights.



BACKGROUND

With years of partnership with the CIAA, our agency understood the significance of the event and the expectations it carried. The 2024 tournament presented us with a thrilling opportunity to elevate the tournament's profile and exceed previous ticket sales records.

OBJECTIVE

Our mission was simple yet ambitious: to surpass previous ticket sales records and pack arenas with enthusiastic fans ready to experience the excitement of the tournament firsthand.

OUR STRATEGY



In the realm of production, we meticulously created commercials intended to elicit excitement, anticipation, and emotion, tailored to resonate with the target audience of the tournament, ensuring a memorable experience for attendees.

Our media buying strategy was deliberate and focused, targeting key markets in North Carolina, Maryland, New York, Pennsylvania, Georgia, Washington DC, New Jersey, and Virginia. To optimize audience reach, we utilized digital, social media, radio, and television platforms.

IMPLEMENTATION

With a budget of \$115,000, our implementation strategy was multifaceted, spanning across various media channels to ensure maximum visibility and engagement. In the digital realm, we launched a comprehensive campaign targeting mobile users through platforms such as YouTube, Facebook, Instagram, and TikTok. Through precise audience targeting and captivating content, we ensured that our message reached the screens of our target demographic, captivating their attention and driving interest in the tournament.

In addition to our digital efforts, we forged strategic partnerships with prominent radio and television stations to amplify our message and reach a wider audience. Collaborating with esteemed stations such as WWIN (95.9), WERQ 92.3,, we secured prime airtime slots to broadcast our commercials and promotional messages to eager listeners across the airwaves.

Furthermore, our presence extended to local television networks, such as WUSA-CBS in Washington. Through targeted advertising and promotional spots, we captured the attention of viewers and showcased the unparalleled excitement and energy that awaited them at the 2024 Food Lion CIAA Basketball Tournament.

The 2024 Food Lion CIAA Basketball Tournament emerged as a resounding success, surpassing all expectations and setting new benchmarks for ticket sales. Despite operating within a budget similar to previous years, our strategic marketing efforts yielded remarkable results, with ticket sales **exceeding the previous year's figures by an impressive \$100,000.**

The impact of our campaign extended far beyond mere numbers. By leveraging a multi-channel approach and strategic partnerships with radio and television stations, we not only drove attendance but also fostered a sense of anticipation and excitement surrounding the tournament. Attendees were drawn in by the promise of an unforgettable experience, eager to witness the thrills and excitement that awaited them at the tournament.

As we reflect on the success of the 2024 Food Lion CIAA Basketball Tournament, we take pride in the role our agency played in bringing this vision to life. Our strategic planning, creative execution, and collaborative partnerships paved the way for an event that captured the hearts and imaginations of attendees, cementing its status as a highlight of the sporting calendar.



ANALYSIS

Our success can be attributed to the synergy between our production and media buying strategies. By creating compelling commercials and targeting key markets effectively, we were able to generate excitement and drive ticket sales. The on-site radio call-outs provided by WERQ and WWIN stations played a crucial role in creating a last-minute push for ticket sales, further contributing to our success.

Looking ahead, we remain committed to pushing the boundaries of creativity and innovation in our marketing endeavors, ensuring continued success for the Food Lion CIAA Basketball Tournament and other ventures alike.

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THANK YOU!

Inspired by the 2024 Food Lion CIAA
Tournament's success story?
Get in touch with us to start your journey
toward outstanding results.



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