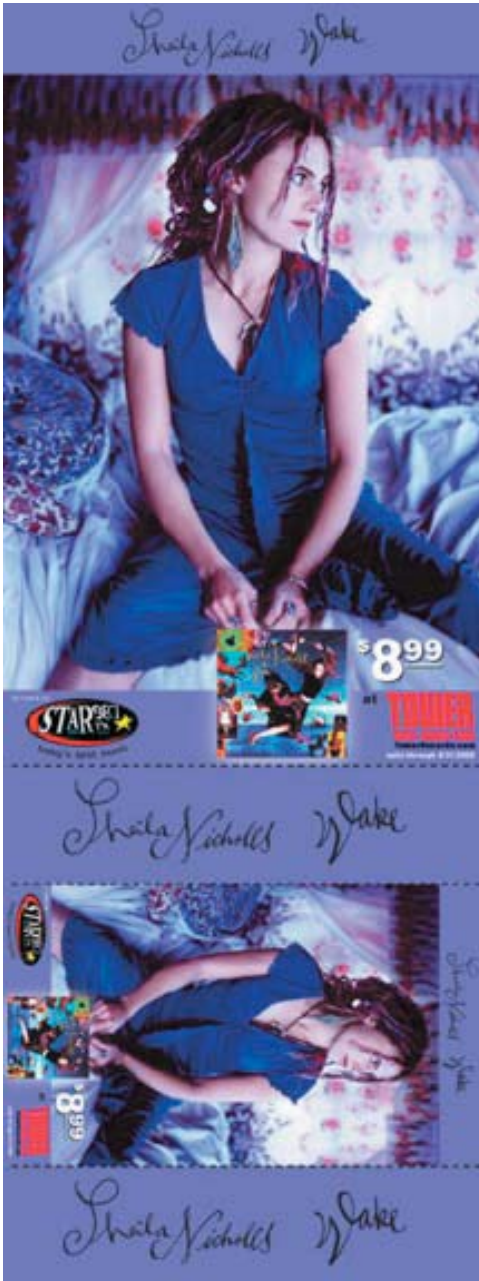


## Hollywood Records

**AdverTickets valet campaign gets musical performing artist Sheila Nicholls booked for an appearance on “The Tonight Show with Jay Leno”**



### SITUATION

When Burbank, California-based Hollywood Records was ready to promote Sheila Nicholls' second album, *Wake*, in 2002, the music label wanted to find a way to help the artist and album stand apart from other new releases in the Los Angeles area.

### STRATEGY

Hollywood Records decided to team up with music store Tower Records and Los Angeles radio station Star 98.7 FM to get behind and promote *Wake*. Together they decided to run an AdverTickets valet campaign to help spread the word directly to affluent, active consumers about Nicholls' new release going on sale.

### EXECUTION

Through its AdverTickets' valet campaign, 100,000 drivers in Los Angeles were among the first to hear about *Wake*. The full-color valet tickets served not only as a vehicle to make consumers aware of the artist and her new album, but also as a call-to-action. By teaming up with Tower Records and including the price of the album on the ticket, consumers immediately knew where to purchase the album and how much it cost.

### RESULTS

Hollywood Records saw immediate and impactful results from its valet campaign. Less than one month after the tickets hit the streets, a talent scout picked up a ticket while valet parking. Days later, as a direct result of having received the ticket, Sheila was booked to appear on “The Tonight Show with Jay Leno.”

Ken Bunt, Vice President of New Media at Hollywood Records, had this to say about his company's experience with AdverTickets:

“We were trying to do something a little different, to stand apart. There's so much valet parking here in L.A. that it was instantly effective. It even helped secure her (Sheila Nicholls) a performance on 'The Tonight Show.' The booker had seen her before, heard her song on the radio. Then when she was parking, she saw the ticket and said 'wow, let's do it.'”