



"WEIRD AL" YANKOVIC

THE MANDATORY WORLD TOUR X CROWDSURGE

CROWDSURGE

CAMPAIGN OVERVIEW

CrowdSurge partnered with "Weird Al" and WME to execute a pre-sale ticketing campaign in support of the 2015 Mandatory World Tour which traversed across North America and Europe.

The fan excitement during the tour announce was substantial and also proven via our channel analysis / sales projections which were created for the tour. As expected, the fan demand for these tickets was enormous and most allocations were sold out in minutes! In this report, we'll review the worldwide tour - taking a look at how data was used to project high demand, and how we can partner to optimally serve fans in the future.

CAMPAIGN OBJECTIVES



Maximize Ticket
Sales



Maximize Marketing
Rebate



Collect Fan
Data

CAMPAIGN SUMMARY

80

Tour Dates

14,705

Regular Tickets Sold

95%

Sell-Through Rate of
Original Allocation

1,851

VIP Packages Sold

2,774

Additional Tickets
Negotiated

\$39,658

Obtained Marketing
Budget

\$1.25MM

In Ticket Revenue

37K FANS

Downstream Traffic

THE PRODUCT


CrowdSurge designed and developed a custom experience comprising data collection, sweepstakes and ticketing that lived within the framework of weirdal.com.



CROWDSURGE

THE PRODUCT

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**WIN A TRIP FOR 2 TO
PLANET HOLLYWOOD
SATURDAY, MAY 16**

CLICK HERE TO ENTER

**THE MANDATORY
WORLD TOUR**

[ALL DATES](#) [MEMBERS](#) [CHECKOUT](#)

MAY 12	PLANET HOLLYWOOD LAS VEGAS, NV	BUY TICKETS	BUY VIP
MAY 13	PLANET HOLLYWOOD LAS VEGAS, NV	BUY TICKETS	BUY VIP
MAY 14	PLANET HOLLYWOOD LAS VEGAS, NV	BUY TICKETS	BUY VIP


WEIRD AL YANKOVIC


THE MANDATORY WORLD TOUR


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SATURDAY, MAY 16


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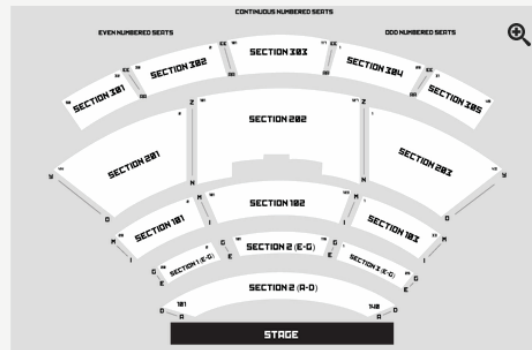
CHECKOUT

 **TUESDAY, MAY 12 2015 AT 7:00 PM PST**

 **PLANET HOLLYWOOD**

 **LAS VEGAS, NV, UNITED STATES**

 **// UNDER 18 MUST BE ACCOMPANIED BY ADULT**



ALL TICKETS ARE FOR WILL CALL ONLY AND WILL BE AVAILABLE EXCLUSIVELY FOR PICK UP AT THE VENUE ON THE EVENING OF THE SHOW WITH VALID ID. TICKETS ARE NON-TRANSFERABLE.

RESERVED SEATING

Best Available \$104.50

FIND TICKETS

THE PRODUCT



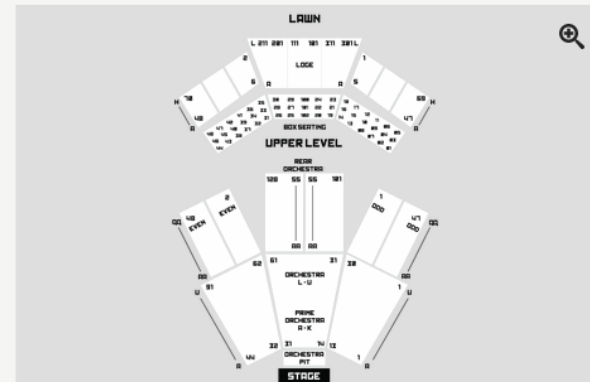
FRIDAY, JUNE 12 2015 AT 6:30 PM EST



FILENE CENTER AT WOLF TRAP FOUNDATION FOR THE PERFORMING ARTS



VIENNA, VA, UNITED STATES



THE MANDATORY CZAR EXPERIENCE

- ONE (1) PREMIUM RESERVED TICKET IN THE FIRST FIVE ROWS
- MEET & GREET WITH WEIRD AL
- INVITATION TO A PRE-SHOW PARTY AT THE MANDATORY LOUNGE INCLUDING CASH BAR
- PERSONALLY AUTOGRAPHED LIMITED EDITION MANDATORY WORLD TOUR POSTER
- COMPLETE SET OF WEIRD AL TRADING CARDS INCLUDING NEW CARDS FROM MANDATORY FUN. OVER 125 CARDS IN ALL.
- ADDITIONAL EXCLUSIVE WEIRD AL MERCHANDISE GIFT
- ON-SITE CONCERT CONCIERGE

THE MANDATORY VIP EXPERIENCE

- ONE (1) PREMIUM RESERVED TICKET
- INVITATION TO A PRE-SHOW PARTY AT THE MANDATORY LOUNGE INCLUDING CASH BAR
- LIMITED EDITION MANDATORY WORLD TOUR POSTER
- COMPLETE SET OF WEIRD AL TRADING CARDS INCLUDING NEW CARDS FROM MANDATORY FUN. OVER 125 CARDS IN ALL.
- ON-SITE CONCERT CONCIERGE

ALL TICKETS ARE FOR WILL CALL ONLY AND WILL BE AVAILABLE EXCLUSIVELY FOR PICK UP AT THE VENUE ON THE EVENING OF THE SHOW WITH VALID ID. TICKETS ARE NON-TRANSFERABLE.

CHOOSE VIP PACKAGE

Best Available \$129.00

THE FANS

“Weird Al” fans are highly engaged and passionate. The fan demand for early access to tickets overwhelmingly outweighed our allocations in every market.

FAN DEMAND

- CrowdSurge conducted analysis prior to the beginning of the presale and concluded that there was significantly more demand for tickets than there was initial presale allocation. In collaboration with promoters, **CrowdSurge was able to secure substantial additional allocations in select markets to better service projected demand.**
- **More than 182K fans** across North America visited the band’s presale listings.
- Following the presale **more than 34K+ fans** were directed downstream from weirdaltour.com to primary ticket vendors to purchase tickets during the general onsale.

TIME

- If we start working together a little earlier, we can garner allocations that better service the fan demand.
 - Dependent on lead time and site launch, we will provide market analysis at least 2 days in advance of onsales in service of acquiring additional allocations in markets that we anticipate will have substantial traffic.

DATA

- Pre-sale allocations will grow over time, and with each new effort we enable access to more and more powerful fan data for the artist AND the agent.
- With smaller allocations, we miss opportunities to both capture that data AND collect additional rebate revenue for the artist.
- As agents, the more information you have about the fans - where they are, what they're purchasing - the more leverage you have to secure better plays for higher fees.

THE VALUE EXTENDS BEYOND THE PRESALE ALLOCATION

- A campaign with CrowdSurge **doesn't stop at 8% of tickets** - a presale drives traffic to additional ticket purchases, incremental revenue through album & merchandise bundling, and more.
- Artists are able to deliver **a unified marketing message** across through direct channels, setting the tone and engagement for the duration of a run of dates.
- By designing campaigns that run through artists' owned and operated channels their team is able to **capture powerful data** at the outset of the touring cycle, which can help predict market demand, as well as provide significant marketing ammunition.



THE MANDATORY
WORLD TOUR

CONTACT

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