



FANCHARGE

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## **Case Study: *Rolling Stones Shine A Light* Japan Concert Event**

For this event, leading Japanese film distributor Tohoku Shinsha retained Fancharge to power its mobile promotional campaign for the Japan premier of Martin Scorsese's award-winning Rolling Stones concert film, *Shine A Light*.

### **Objectives**

The objectives of the campaign were to (1) raise awareness for the coming film, with particular emphasis on reaching a younger audience than the band's conventional narrow 40-50+ fan base (2) use mobile to establish a continuous 1-to-1 channel to the fan base both pre- and post- launch (3) exploit the opportunity to collect detailed data and feedback from potential audience to support future sales of film-related products such as the DVD (4) generate excitement and buzz among fans and mass media by offering a unique experience around a mobilized concert event (5) exploit the mobile platform to facilitate ubiquitous and immediate access to the film promotion, from sign up through ticketing, in-venue commerce, and in-venue interaction.

### **Deployment**

One week prior to the film premier, a free live tribute concert was held in the Tokyo's posh Roping Hills Arena, close to the film premier site, featuring several of Japan's top bands and artists performing covers of Rolling Stones songs featured in the film.

Fancharge provided integrated creative planning and the technical platform for promoting and enabling this first-of-its kind mobile event. In the campaign, fans were given mobile triggers to preregister for a chance to win tickets for the concert via their phones. Attendance at the concert was limited to 1000 lucky winners. Preregistered users received personalized branded mobile home pages and were entered in a series of timed drawings to win concert passes that were also loaded with additional digital premium content. These loaded passes were delivered direct to their phones as QR codes. Winners' phones were scanned at the venue on concert day to claim free tickets, branded goods, mobile content, discounts on F&B, upcoming tickets, and entry in a jumbo-screen mobile competition for special Rolling Stones merchandise.

In advance of the event, cross-platform promotion was carried out by Fancharge through integration between its platform with the leading social networking and fan websites, radio stations, television, print, posters and mobile advertising.

Days before the event, Fancharge also delivered a special localized mobile TV channel located at a major record store in central Tokyo. Visitors to a special promotional kiosk gained access to a Shine A Light mobile TV hotspot, where they were allowed to view a free *Shine a Light* video trailer that could be viewed and stored on their phones for later re-viewing.

At the concert venue, Fancharge also erected a larger mobile TV hotspot, with special access reserved for participants who registered to the platform. Activated users were allowed to view and download premium video content to their handsets available only at the venue.

The entire venue was equipped with mobile QR reader-scanners, mobile TV base stations and antennae boosters, and staffed by Fancharge customer support and street marketing teams.

Attendees were admitted upon having their mobile entry passes successfully scanned. Once activated, participants could use their mobile coupons to claim special digital premiums and merchandise within the venue. All registered fans were also eligible to participate in a jumbo-screen interactive quiz based on trivia questions related to the Rolling Stones. Winners received instant notification via mobile during the event and grand prizewinners were authenticated on site to claim their prizes at the exit.

## **ROI**

All in all, the campaign was deemed a huge success. Over a 2-week period, Fancharge registered nearly 6,000 respondents via mobile phone, an oversubscription of more than 6x capacity. 90% of all winners claimed their mobile tickets to attend the event, with 1,000 winners and invitees attending. Media buzz about the special mobilized event was considerable, and resulted in promotion and coverage on 3 TV networks.

The Fancharge platform also recorded detailed metrics and other data including audience composition, geographic origin, response rates, and other feedback.

As noted, one of the major goals of this campaign was to attract a younger crowd to become familiar with the Rolling Stones. The delivery of the campaign via Fancharge's mobile platform succeeded in reaching and drawing an audience significantly younger than previously possible, with the average attendee age falling at only 32. More than 10% of concert attendees purchased tickets for the upcoming film, which delivered leading numbers at the box office at launch.

To see more details, contact [info@fancharge.com](mailto:info@fancharge.com) .