



# #NoMoFoMo

## CHALLENGE

Educate fans on how to discover and research events through the new StubHub mobile apps.

## TARGET MARKET



**SOCIALLY-DRIVEN  
TECH-SAVY**

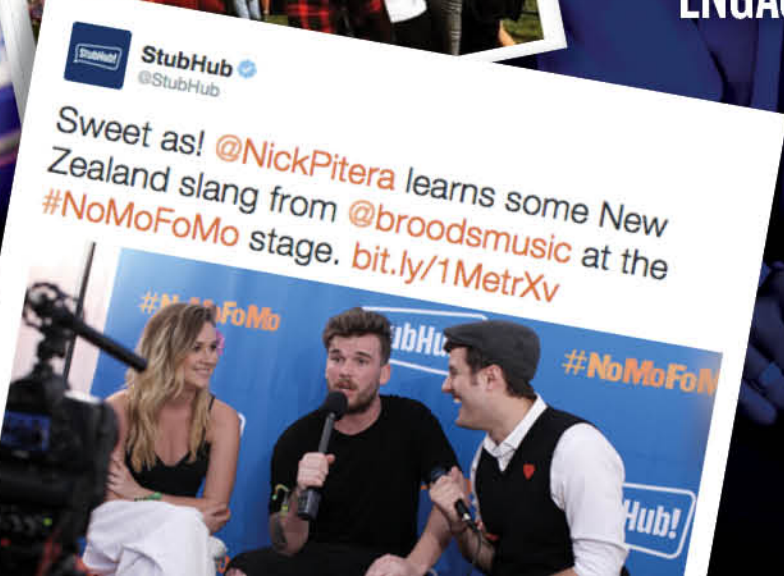
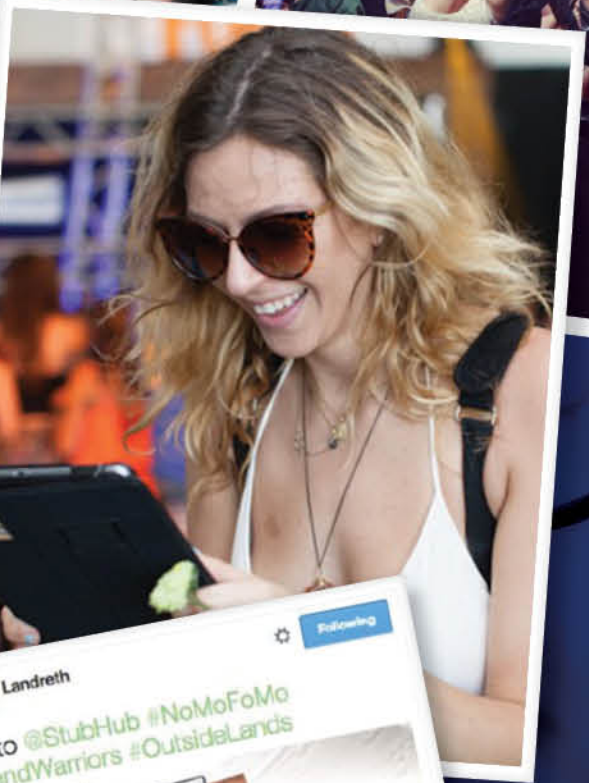
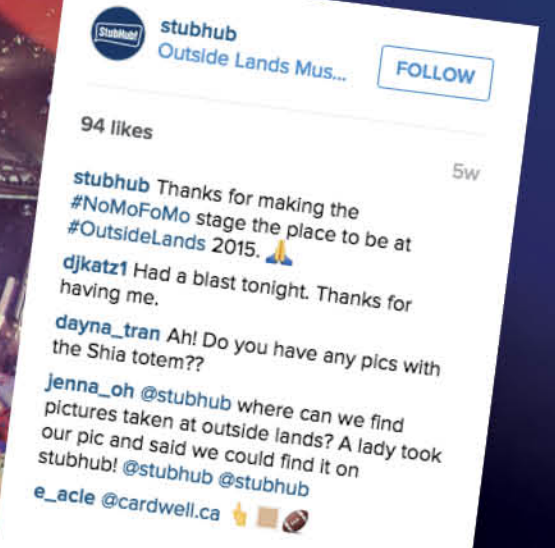
**TRENDSETTER  
TECH-SAVVY**

## CAMPAIGN IDEA

Create a festival within a festival that prevents millennials from catching FOMO. Provide an opportunity for attendees to experience and create unique, once-in-a-lifetime shareable moments at festivals, and online consumers to experience the events in real-time through content published on brand-owned social platforms.

## SOLUTION

We delivered five days of on-site event content capture, social media content curation, and amplification in real-time. Organic adoption of the #NoMoFoMo hashtag beyond the brand footprint resulted in a substantial increase in stubhub social media mentions.



**3.6MM**  
DIGITAL IMPRESSIONS  
(FACEBOOK + TWITTER)

## RESULTS

**9.8MM**  
ESTIMATED  
IMPRESSIONS

**1.3K**  
CONSUMER SOCIAL  
MENTIONS

**153K**  
ENGAGEMENTS

**3.4K**  
APP DEMOS TO  
CUSTOMERS

**30K**  
ATTENDEES

