

hub.

HUB BRANDED CONTENT
CASE STUDY

ticketmaster®



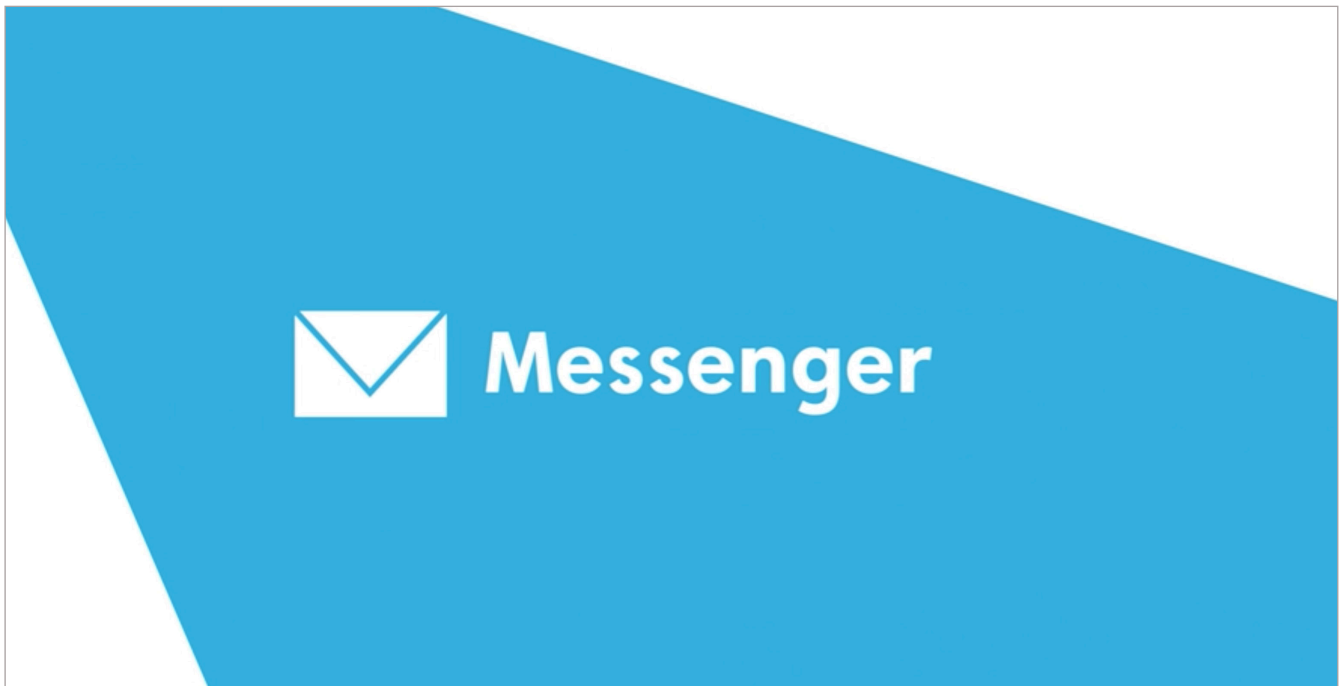
TICKETMASTER

Campaign Overview

Hub created a series of How to explainer videos, giving Ticketmaster business customers a broad overview of new features released with the introduction of Ticketmaster Messenger, a marketing platform which connects the event organisers to their audience instantly.

The aim was to create a series of videos that enabled the audience to self serve and build confidence in managing the tools and features themselves. The tone of voice and style of content needed to resound with the viewer, regardless of sector or geographical location, for both their current clients and prospective users. For this reason, our approach to script went past functionality and addressed the impact on how the product could be integrated into their daily working life.

If you wish to view the "Ticketmaster Messenger" video, please [click below to watch](#).



TICKETMASTER MESSENGER

The bespoke animation style was designed to complement their print based branding guidelines for Ticketmaster. We focused on using the Ticketmaster 'Showcase' to firmly ground the videos in the Ticketmaster brand. The style focuses on combining photos and graphical imagery to demonstrate how the products can be used - at a glance the products look intuitive with a clearly designed interface. The video series needed to convey the simplicity of design to encourage customers to try the products out for themselves and approach this with a "can do" attitude.

TAILOR MESSAGING



FOR FURTHER INFORMATION

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