

Carden Circus

Creates Magical Memories Throughout the Midwest

Carden Circus has the most talented and hard-working group of people in the circus industry, traveling worldwide, providing entertainment, and creating magical memories that will last a lifetime.



Carden Circus needed help spreading the word about their traveling circus and ensuring bodies were in seats at each stadium they arrived at. This was a tough mission, so they reached out to the experts at Monster Agency® to help raise awareness and sell tickets BEFORE they arrived in each city.



This was one of our most strategic and intricate campaigns to date. Carden Circus spent close to a QUARTER MILLION in ad spend to reach an enormous audience. To maximize the budget, we promoted KIDS ARE FREE and sold adult tickets through an omnichannel approach, weeks before they would arrive in a city. Between billboard, direct mail, and paid media we used traffic, reach, and conversion campaigns to ensure we saturated the market with impressions prior to the circus's arrival. Lastly, we remarketed to the warm audience we had previously marketed to achieve the best results.

RESULTS:



Ad Spend Close
to a **Quarter
Million**



**Full Stadiums
at each stop**
of the 2021 Tour Season