



- To encourage ticket sales for the British Basketball 3-day event at the Sheffield Motorpoint Arena on July 14th, we ran a 1-week co-promotional campaign on Capital Radio Yorkshire.
- A co-promotion harnesses the power and authority of the radio station to raise awareness and highlight a specific event and its details (e.g. dates, venue, what's on), making listeners aware of the event, and increasing ticket sales / footfall.
- Station branded co-promotional trails told listeners about the event and encouraged them to log on to the station's website for more information and the chance to buy tickets.
- There was also a chance to win tickets online and this competition was promoted by added value live-presenter reads.

The results:

- 15.75% increase on booked impacts.
- The event was given the Capital seal of approval.