

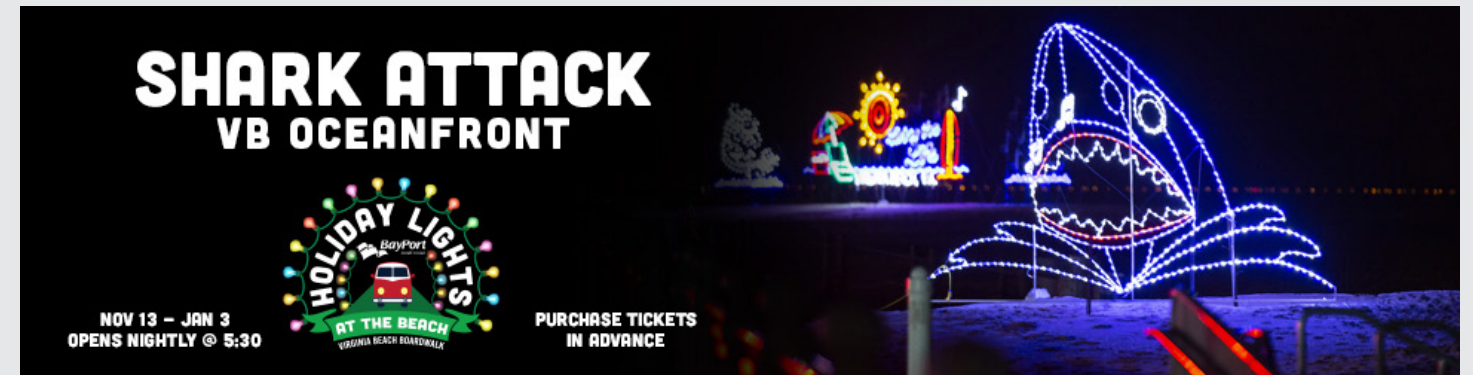


### Case Study: IMGoing: Holiday Lights at the Beach

The Holiday Lights at the Beach, in Virginia Beach, is a long-standing holiday tradition for Hampton Roads families. On Oceanfront boardwalk IMGoing and the City of Virginia Beach create spectacular lighting displays that span several miles with the Atlantic Ocean as a backdrop.

“ Studio Center was great to work with on Holiday Lights. From radio production, ad design, and digital campaign management, everything went smoothly! Your team is very knowledgeable and accessible. We’ll definitely consider using you all again in 2021. ”

Corry Gross  
Marketing Manager



### The Ask

IMGoing asked us to help remind the residents of Hampton Roads about the Holiday Lights at the Beach, especially during the odd times of the COVID-19 pandemic. The Holiday Lights was actually the perfect event to get people out of the house and stay socially distant.

### The Work

We wrote and designed fun, eye-catching display banners for Facebook, Instagram and the Google ad network to target local families online and in their respective social media channels. We also flooded the airwaves with radio commercials which we wrote, VO casted, recorded and fully produced in our studios.

### The Result

Based on the client’s feedback Holiday Lights At the Beach 2020 sold about 32,000 tickets in total - which is a 33% increase from recent years! The Facebook Ads reached 142,686 people and we had 2,370 event responses on the Facebook event page. 1,471 people bought tickets directly after seeing our ads on Facebook. Our Google Ads were clicked 1,142 times in total with an average cost per click of \$0.50.