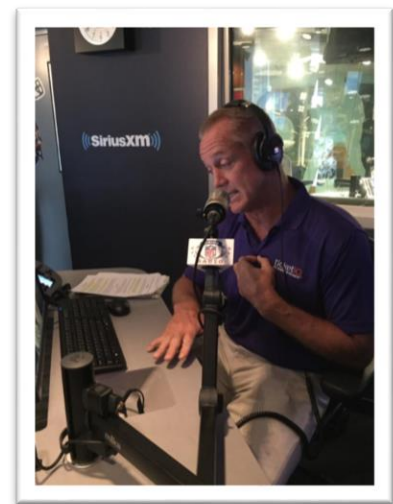


## MEMO

**DATE:** September 13, 2016  
**TO:** Jesse Lawrence  
**FROM:** Burson-Marsteller  
**SUBJECT:** Recap of TicketIQ Launch

Following a successful first six years which included establishing numerous partnerships, building a deep ticket inventory, growing its loyal customer base and capturing a wealth of data, Tiqu was prepared to advance to a new level. Armed with a new name and the first-ever State of the NFL Ticket Report, TicketIQ was launched during a multi-pronged media campaign designed to highlight its value proposition, educate audiences including business and technology media and the hard-to-reach consumer, and drive downloads and engagement of the app.

To help TicketIQ connect with consumers, the Burson team recommended FOX NFL analyst and three-time Super Bowl champion Daryl "Moose" Johnston to serve as a brand ambassador and participate in a national media tour in New York City. The media tour combined in-studio and phone interviews with national media and online influencers as well as key NFL markets. In total, Burson secured 20 interviews during the media tour including **ESPN Radio, SI Now, CBS Sports Radio, SportsRadio 610 (Houtson), Fox Sports Radio, WFAN (New York), SB Nation Radio, 680 The Fan (Atlanta)**, three **SiriusXM Radio** interviews, and more. During each interview, Johnston highlighted TicketIQ's core attributes including its unmatched access, its wealth of data highlighted by the NFL Ticket Report, and its unbeatable low prices which included sharing a personal story about checking the app when he arrived to New York and finding Bruce Springsteen tickets for \$73. Additionally, during select interviews, Johnston referenced TicketIQ's partnership with Priceline.com and you can explore seeing your favorite team on the road and also find great hotel room deals.



The launch of the new TicketIQ also provided an opportunity to tell the business and technology story as well as enhance the brand from a thought leadership perspective by leveraging Founder and CEO Jesse Lawrence and the NFL Ticket Report. High level opportunities were secured with **Cheddar TV, Sports Business Daily, WSJ Live, App Developer Magazine, SiriusXM Wharton Sports Business Report**, and the **Washington Post**.



Overall, the media activity generated **405,111,318 earned media impressions with strong message pull-through**. During the media tour with Johnston, TicketIQ messaging accounted for nearly 20% of each interview, or an average of over two minutes per interview. Coverage can be found via Dropbox [here](#). In addition to the strong message pull-through, visual branding was present in all video interviews thanks to the TicketIQ polo shirt worn by Johnston. Beyond the earned media, an additional 1,755,032 social impressions were generated through tweets from Moose and select media outlets. The power of earned media helped fuel a record engagement day following the media tour with Johnston as there were 1,745 downloads of the app, which exceeded its previous daily high by more than 500 installs.



## Branding and Message Pull-Through Highlights

Quality coverage across traditional and online media as well as social channels captured TicketIQ's messaging and visual branding. For example:

#### **Daryl Johnston on SI Now**

**Host Maggie Gray:** "Well we mentioned your Cowboys, Moose. They open their season against the New York Giants on September 11th. How can fans get tickets to that game? What's the best way?"

**Johnston:** "The best way we have right now is through TicketIQ, and for Cowboys fans, what we've found out with all of the research, the data they have...so for the last six years that TiqIQ, which is now TicketIQ, has done data research on ticket sales in the NFL...and they used all of that data to help us decide when and where, or how much the ticket prices are going to be and what is fair. What we've found this year, Dallas will be highest priced away game ticket. So for Dallas Cowboys fans, you want to get them at home, so here's another great opportunity with the Giants coming in to get that done. Well TicketIQ, they have over 90% of the inventory on the secondary market, they have a low price guarantee. If you see that icon when you're looking at your seats for your section, that price will be the lowest price that's out there in the marketplace guaranteed by TicketIQ."



#### **Daryl Johnston on Bleacher Report**

**Co-host Adam Lefkoe:** "TicketIQ...why should I use this if I want to buy tickets to my Philadelphia Eagles?"

**Johnston:** "Because there's not a better site to get your ticket from out there in the marketplace right now. So, it's a company that started off being a business-to-business model, so they built up all of these relationships with all of the players in the secondary market, the NFL Exchange, the NBA Exchange, direct with some of the teams. They control about 90% of the inventory on the secondary market, and they have a low price guarantee to go along with that. So, when you're looking for your ticket and you see the low price guarantee icon, that means you will not find that ticket in that section at a lower price in the market place or they will refund you the difference."



**Co-host Adam Lefkoe:** "I'm not even going to lie; I want to get TicketIQ as an app."

#### **Daryl Johnston on 105.3 The Fan "The Shan and RJ Show"**

**Johnston:** "TicketIQ is an online ticket marketplace. It's a company, you might've known them from TiqIQ, so they're rebranding and relaunching. They started out as a business-to-business company and now have moved into the business-to-consumer market...but the relationships that they've built in the B2B model, they have access to all of the inventory directly to teams, the NBA and NFL Ticket Exchange, some of the big secondary market players. They've created a model where they have the largest ticket inventory than any other site out there. As you pointed out, Dallas is the most expensive road team this year...if you can't make it to a Dallas game, is there an area where I can go where it's less expensive? They've worked with some partners at Priceline.com for hotel and airfare to kind of give you the complete idea of what that package would be for an entire weekend."



#### **Daryl Johnston on WSCR 670 The Score "The Mully and Hanley Show"**

**Co-Host Mike Mulligan:** "Bears for the fourth most expensive home ticket with the increase this year, and information is keen when you're out there trying to figure out how much money to spend and whether you can afford games, but sounds like this is a good place to go to."



Burson • Marsteller

**Johnston:** "You want to make sure that you're getting a good value, a good deal. With TicketIQ, I think they've come up with that option for you when you're looking at tickets. Whether it's sports, or music, or theater, the relationships that they've built with all of the players in the secondary market...they've got relationships into the NFL and NBA Ticket Exchange. They have the largest inventory with the best price. For Chicago, you're the fourth most expensive home game ticket...well, what do we look like on the road? Is there a road game close by that I can get to? They've partnered with Priceline.com so you can get information on travel, hotel, and everything to look at your whole trip. I got into New York last night, and I turn on the app...I get all of this information about what's going on here in the New York City area. I got an alert 'Hey you want to go see Springsteen, guaranteed low price of \$73?'"



**DAYBREAK**  
ANDY FURMAN &  
MIKE NORTH

