



Ticketmaster chooses Connexia for its 2024 communication strategy

The global leader in ticket sales for live shows has selected the marketing and communications brand from the MarTech company Retex to manage its PR and digital marketing activities.

Milan, 20 February 2024 – [Ticketmaster](#), an international pioneer in the sale of tickets for live events, has elected [Connexia](#) to develop its **communication strategy for 2024** following a competitive tender process.

The Connexia team will oversee all of the brand's **media relations and influencer marketing** initiatives, in addition to coordinating the design and creation of **dedicated content** for its main social media properties, and carrying out **SEO activities**.

Objective: to increase awareness and strengthen Ticketmaster's digital identity, especially in terms of customer acquisition and retention, by way of an original **digital campaign** that reflects the fresh, youthful and innovative spirit that has established **Ticketmaster as one of the major players in live entertainment**. With over 500 million transactions per year in 35 countries around the world, Ticketmaster has seen extraordinary growth on the Italian market over the past two years, and is now the second largest player in the ticketing field.

"We are delighted to be working with an experienced partner like Connexia, a company that shares our values of transparency and kinship with a large and diverse community," stated **Marco Caspani, Head of Sales & Marketing at Ticketmaster Italia**. *"We will work together to strengthen our relationships with our users and share the brand's values, highlighting our close and powerful connections. The overall aim is to increase Ticketmaster's brand awareness and really bring our creativity to the fore."*



*"Working alongside Ticketmaster on a project with such an interesting and challenging strategic component is a particular source of pride," noted **Massimiliano Trisolino, Managing Partner of Strategy & Creativity at Connexia.** "Together, we will bring a unique story to life, helping to strengthen the brand's position and revolutionise its language, making it increasingly modern and attractive."*

Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com

Ticketmaster

Ticketmaster is the world leader in live event ticket sales in over 35 countries. Thanks to its exclusive partnerships with thousands of venues, artists, sports leagues, and artistic and theatrical tours, it brings unparalleled numbers of live experiences to millions of fans, helping make the biggest global events a reality. It is part of Live Nation Entertainment.

All scheduled events and activities can be found on ticketmaster.it