

Press release

**TICKETMASTER ITALIA PRESENTS *IT'S NOT JUST A PASS*
THE INNOVATIVE DIGITAL CAMPAIGN THAT WILL ENLIVEN SUMMER
FESTIVALS**

*The campaign will go live, starting this week, on TikTok and,
from May 27th, also on DOOH in Milan and Verona*

Milan, 21 May 2024 – Ticketmaster Italy, a leading ticketing platform, proudly presents the digital campaign *It's not just a pass*, creative concept by which the summer festival pass becomes the key that opens the door to shared emotions and new memories.

With the **objective of maximising brand awareness and boosting the consideration** of Ticketmaster Italia, this week saw the launch of the **TikTok** channel (in Feed and Add-On until 30 June), and from 27 May the **DOOH** activation programme (until 2 June) will begin in the cities of **Milan and Verona**.

The design and planning are being taken care of by **Connexia**, the marketing and communication brand of the MarTech Company Retex.

It's not just a pass, which takes up and develops the *awareness* campaign launched last March *It's not just a ticket*, fits into the broader panorama of the [Festival Finder](#), a **guide to festivals 2024** designed by Ticketmaster for all music fans who want to experience unprecedented emotions: a collection of this summer's unmissable musical events.

Ticketmaster Italia wants to launch an invitation to rediscover **the authentic and vibrant emotion** that is experienced before, during and after a summer festival. A festival pass therefore embodies the emotions felt when choosing and buying a ticket, the contagious energy of fans whose voices are united in one, and the indelible feeling and memory of each moment experienced.

And this invitation is amplified by the *digital* campaign, which will run on the digital circuit screens at the main metro stations in the Lombard capital and in the city of Verona, as well as on the brand's TikTok channel. Each activation features different creative assets with different **story angles** recalling the emotions that can be experienced only during a Festival.

"For us as Ticketmaster, summer festivals are the right place to feel part of a vibrant community, the perfect opportunity to soak up a unique atmosphere and experience unforgettable moments. We firmly believe that behind every pass sold there are unique stories, vibrant emotions and indelible memories that deserve to be shared. This is why, together with the support and work of our partner Connexia, we came up with the creative

concept 'It's not just a pass'. The new campaign aims to accompany our customers and all fans on a journey that begins with the purchase of the ticket and continues during the event itself, but does not end with the precious memories that will follow it. Through a careful selection of different story angles, we aim to capture and narrate the emotions and feelings that are at the heart of every Summer Festival." says **Marco Caspani, Head of Sales & Marketing at Ticketmaster Italia.**

Credits

Adriano Aricò - Executive Creative Director

Anna Vasta - Creative Director

Elena Piccione - Account Director

Marta Perego - Art Director

Pietro Romano - Copywriter

Ilaria Greco - Content Specialist

Anna D'Agnano - Senior Account Manager

Filippo Künzi - Account

Edoardo Zavatta - Media Executive

Connexia

Connexia means creativity.

It means data-driven thought.

It means excellence in media management.

It means technological innovation.

And there's more. The Retex communication and marketing brand 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 suitable for 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 co-creation processes and experimentation oriented towards business and communication objectives. www.connexia.com

Ticketmaster is a world leader in live event ticket sales, handling over 500 million transactions per year in over 30 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 the ticketmaster.it

Connexia – TICKETMASTER press office

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