

TESTIMONIAL



IN GAME MEDIA

- **Objective:** Augment current LMX media buy + amplify Dignity Field Sports Park sponsorship for 360 experience for watching and in-stadium.
- **Execution:** Campeon de Campeones match - July 2022 in Carson CA
- **Result:** 186% to impression goal and +\$30K in value-add

"Interticket 's campaign allowed VW to complement its existing presence with in-game exposure. The program was very efficient, and the placement had VW in front of engaged fans throughout the match".



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