

CASE STUDY

Media Management

CLIENT:

Ringling Bros. and Barnum & Bailey® Circus

PROGRAM:

The Greatest Show On Earth® continues a 137-year tradition with an all-new performance, *Bellobration*.

FUN FACTS:

- 84 performers, 9 musicians, 21 management/staff, 70 crew and 5 pie car staff travel with the 137th Edition of *The Greatest Show On Earth®*.
- A Ringling Bros. clown performing in a pie gag will get 1,120 pies in the face in one year.



CLIENT:

Ringling Bros. and Barnum & Bailey® Circus, a production of Feld Entertainment, Inc., is an entertainment experience that lifts the human spirit and creates indelible memories, with 25 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in 50 countries and on six continents to date. In addition to Ringling Bros. and Barnum & Bailey®, Feld Entertainment produces Disney On Ice and Disney Live!

PROGRAM:

The goal, through creative messaging and steadfast media relations, was to establish top-of-mind awareness and inform the community about *The Greatest Show On Earth®*.

PR OBJECTIVES:

- Create pre-event publicity for show by spotlighting show talent to reach a diverse audience.
- Generate excitement within the community to drive ticket sales.
- Prepare and direct issues management during week of show activities.
- Saturate the community with media coverage throughout week of show.

PR RESULTS:

- Secured unprecedented media coverage in region's three daily and two weekly newspapers, plus feature coverage in magazines, network television and radio
- Extended media coverage to Hispanic media, including a 30-minute live interview on the number one Spanish radio talk show, featuring Taba, the tiger trainer, as our bi-lingual spokesperson
- Executed crisis communication plan successfully when winter weather caused several cancellations throughout the community. Our messaging inundated the local media and the public was aware of scheduled show times.
- Conducted over one dozen television interviews with the local NBC and FOX network affiliates
- Reached a total of 1,999,715 viewers/readers/listeners through media exposure.

