

APPLE :  
APPLE MUSIC FESTIVAL

A man with short dark hair, wearing a white jacket with various graphics including the words 'HUMAN MADE' and a bear face, stands against a red background with a repeating damask pattern. The text 'OBJECTIVE' is overlaid in large white letters.

# OBJECTIVE

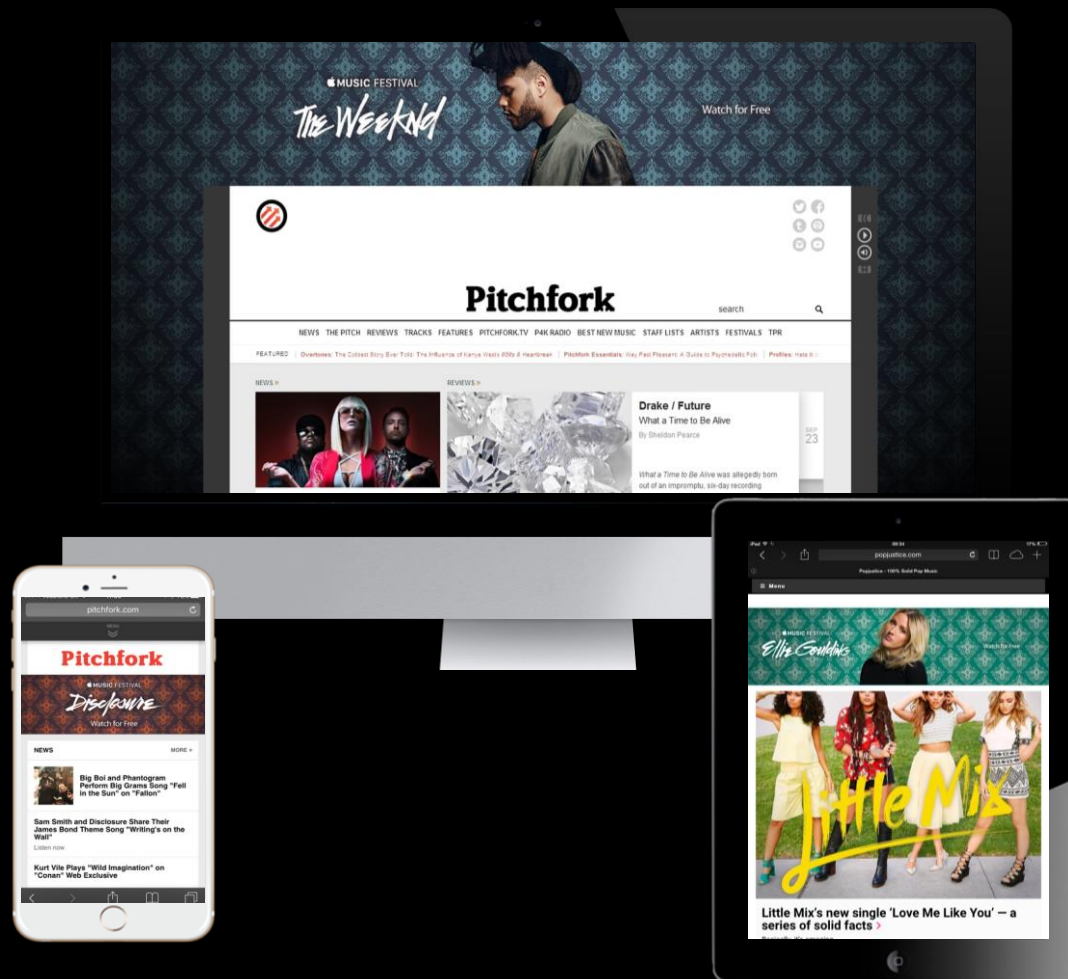
Extend awareness of Apple Music Festival content and encourage downloads of performing artists via iTunes

## COMBINATION FORMATS

We partnered with Pitchfork and Pop Justice to deliver highly targeted display to both new music and pop fans

## SUCCESS

- › Tablet billboard – 6.4x CTR vs. benchmark
- › Mobile Panorama – 1.3x CTR vs. benchmark
- › Desktop Panorama – 2.2x CTR vs. format benchmark



**WOOT!**  
MEDIA