

**GEO DROPS**

**CASE STUDIES**



# TWIN S BUSH HALL

*01 FEBRUARY 2026*

# CAMPAIGN

The campaign was a surprise show drop selling Twin S tickets for fans, who would only know the show's Bush Hall venue 24 hours beforehand.

Fans buying tickets via Geo-Drops were automatically entered into a prize draw to win one of ten Twin S CDs. The drop launched on 29 Jan and the circa 400 capacity venue's tickets sold out by the 01 Feb date of the show.

## RESULTS

# £4,620

VENUE CAPACITY OF 420 TICKETS  
AT £11 EACH SOLD IN 1 WEEK

# 75K

VIEWS/IMPRESSIONS

# 31K

REACH

# >500

SIGNUPS IN A WEEK

## Objectives

- Drive rapid ticket sales for a surprise show format
- Create urgency and exclusivity around the Bush Hall event
- Convert core fans into paying attendees
- Increase engagement through prize-based incentive
- Demonstrate Geo-Drops as a direct-to-fan ticketing accelerator

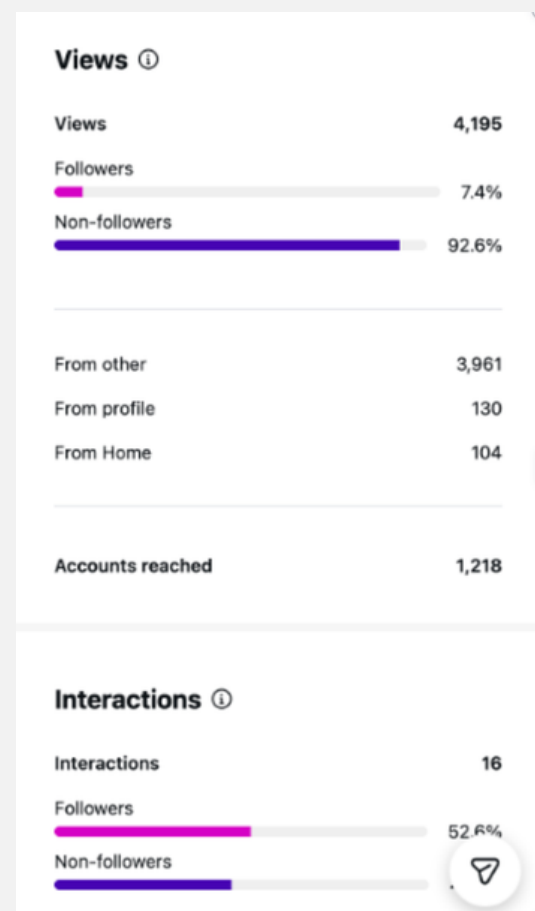
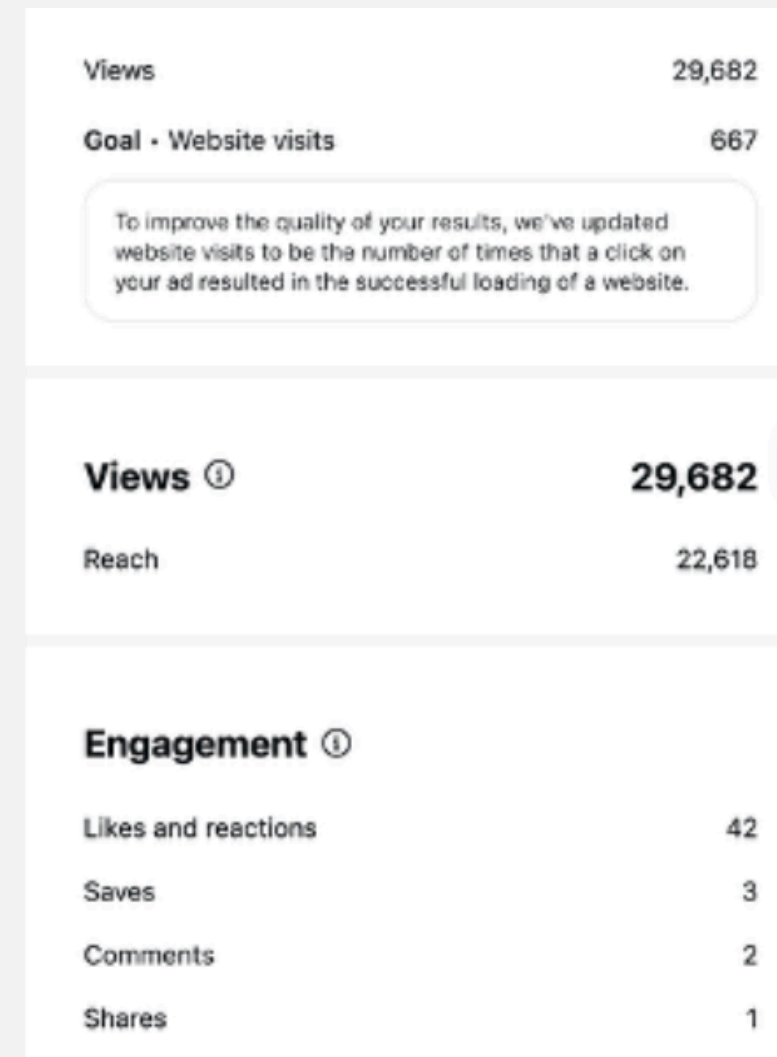
## Strategy

Rather than a standard public show, this activation was:

- Structured as a surprise "venue reveal" drop (Bush Hall revealed 24 hours prior)
- Motivated fan sign up to the channel and dropsite
- Delivered exclusively via a Geo-Drop ticket release
- Bundled with automatic entry into a signed CD prize draw (10 winners)
- Time/location-limited (London and surroundings, launched 29 January, event 01 February)
- Built around a circa 400-capacity intimate venue

## This approach ensured:

- Heightened anticipation and fan excitement
- Scarcity-driven demand
- Immediate purchase intent
- Integration alongside traditional ticketing funnel and merch store
- Measurable, direct conversion through Geo-Drops





# MARNZ MALONE

*13-20 FEBRUARY 2026*

# CAMPAIGN

This drop was limited to Marnz Malone's fan channel on Instagram to celebrate his Yaqeen album charting at number 36 on the Official Charts.

This closed competition to his existing fandom further cemented and increased his loyal fanbase, as well as aligning the artist with audio quality with a Beats headphones giveaway.

## RESULTS

>100K  
IMPRESSIONS

>1,000  
SIGNUPS IN 2 DAYS

### Objectives

- Celebrate Official Charts success
- Reward & strengthen existing fan loyalty
- Drive high-quality fan engagement
- Align artist with premium audio positioning
- Convert passive followers into active participants

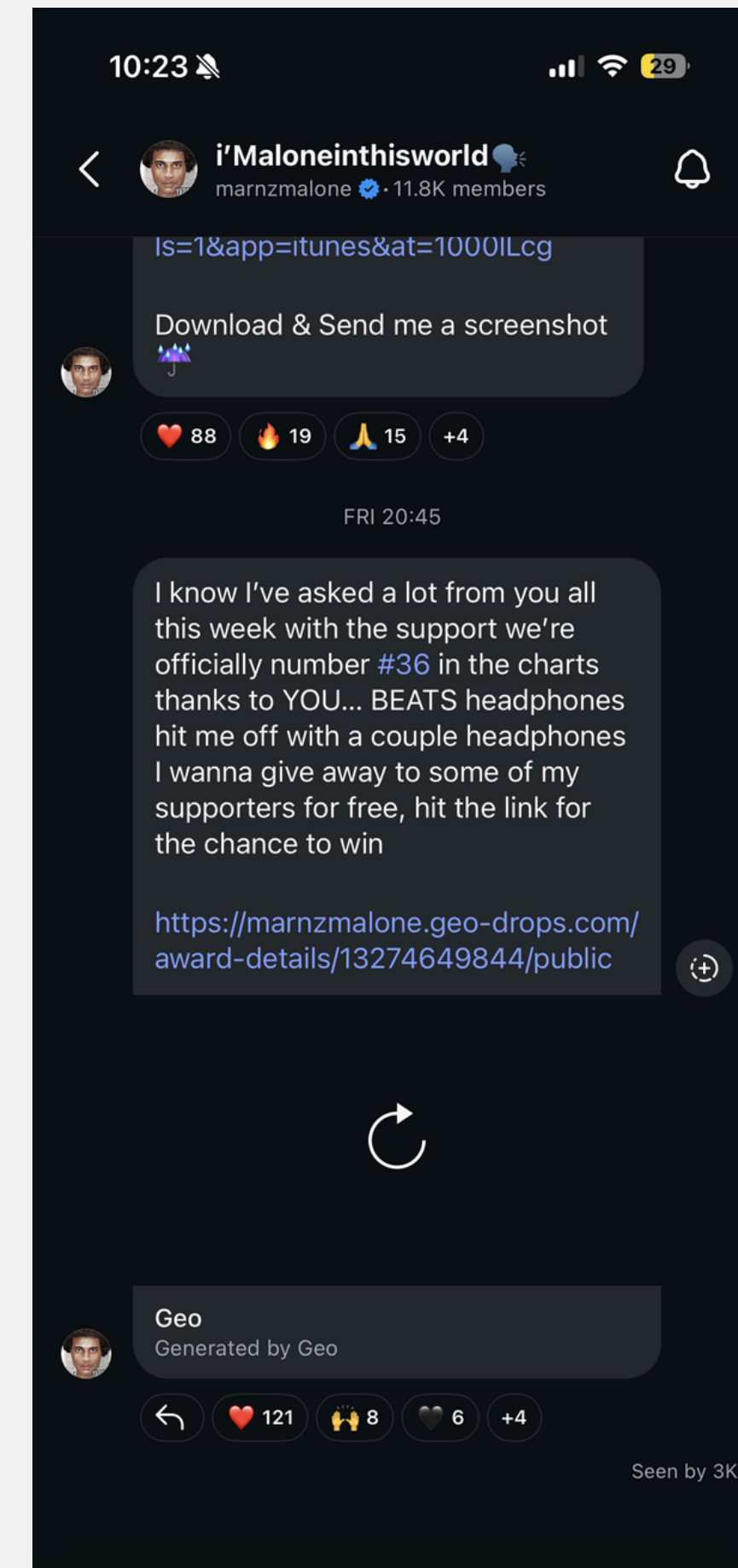
### Strategy

Rather than a broad public campaign, this activation was:

- Closed to his existing Instagram fan channel
- Motivated non-channel members to sign up to the channel and dropsite
- Structured as a limited-entry competition
- Delivered via a Geo-Drop experience
- Incentivised with a high-value, culturally aligned prize (Beats headphones)
- Time-limited to stop on 20 February

### This approach ensured:

- Exclusivity
- High engagement intent
- Minimal wasted impressions
- Strong fan authenticity
- Increased emerging artist core fandom by 10%





**SLEEP TOKEN**

*14 JUNE 2025*

# CAMPAIGN

This was a physical coin giveaway for 1000 Sleep Token fans. All signups were entered into a prize draw from which 6 fans won entry to the Download Festival sound tower and special edition version of the physical coins.

All participants had access to the specially design augmented reality version of the coin as well. As well as the online activity on platforms such as Instagram, Reddit and Discord the campaign received covering on numerous blogs and sites such as Kerrang.

## RESULTS

>250K

IMPRESSIONS

>7,500

SIGNUPS IN A DAY

### Objectives

- Drive large-scale fan acquisition through a collectible-led activation
- Reward and mobilise core Sleep Token fandom
- Merge physical merchandise with immersive digital experience
- Create premium experiential access (Download Festival sound tower)
- Demonstrate Geo-Drops as a scalable fan capture engine

### Strategy

Rather than a passive giveaway, this activation was:

- Built around a limited physical coin drop (1,000 fans)
- Structured as a prize draw with high-value experiential rewards
- Incentivised with exclusive Download Festival sound tower access (6 winners)
- Enhanced with a special edition version of the physical coin
- Digitally extended via a bespoke augmented reality coin experience
- Designed to blend physical collectability with immersive AR engagement

### This approach ensured:

- Strong perceived value
- Cross-over between physical and digital fan worlds
- High sign-up conversion intent
- Deepened emotional connection to the artist
- Shareable, social-first activation mechanics