

# Dreamworld [AUSTRALIA]



“ Facebook advertising has provided a unique way to expose our event to the targeted youth demographic in a format that is both familiar and engaging. The Polling and Event ads created a real talking point for our audience.”

—Damien Brooks, Online Marketing Executive, Dreamworld | WhiteWater World”

## Objectives

Increase awareness of MTV event at Dreamworld, drive online ticket sales, and acquire new Facebook Fans

## Facebook Solution

### Facebook Ads:

Dreamworld utilized the Facebook Poll, Event and Fan Engagement ads to promote their event. The ads were targeted at users 13-24 in Brisbane and Sydney.

## Results

### Facebook Ad Campaign results:

- Total Impressions: over 3.75M
- High level of engagement with MTV polling (0.38% Action Rate) which directly boosted online ticket sales.
- Activity produced 287% ROI

### Facebook Page Engagement:

- Number of Fans grew 27% during the campaign, and continues to grow

**MTV Plugs into Dreamworld** x



This festive season see MTV Live shows daily at Dreamworld – pranks, stunts, celebrities. Prizes to be won!

**What do you want to see at MTV Live?**


Pranks on friends

Jackass stunts

MTV celebrities

6,729 people voted.

**MTV Live at Dreamworld** x



MTV Live shows at Dreamworld – pranks, stunts, celebrities, jackass style fun. Plus prizes to be won daily!


Date: This event has already ended.

Location: Dreamworld

Attendees: 484 people

RSVP:  Yes  Maybe  No

**MTV Live at Dreamworld** x



MTV Live shows at Dreamworld – pranks, stunts, celebrities, jackass style fun. Plus prizes to be won daily!

36,017 people are fans of Dreamworld Australia.

[Become a Fan](#)

The screenshot shows the Facebook page for Dreamworld Australia. The page header includes the Facebook logo and search bar. The main content area features a post titled "Dreamworld Australia NEW SHOW COMING TO DREAMWORLD THIS EASTER HOLIDAYS!". The post text reads: "The Illuminate Light & Laser Spectacular – Brought to Dreamworld by Laser Vision the creators of the world's largest light and sound show – Hong Kong's Symphony of Lights. This show will magically transform Main Street into a SpongeBob SquarePants' fantasy and a 3-Dime...". Below the post, there are several comments from users, including "Trudy Snow soo going for spongebob lol hehe!" and "Paul Hollibone Sounds very awesome, can't wait to see how it turns out.". The page also shows a "Become a Fan" button and a "Buy Tickets" link.