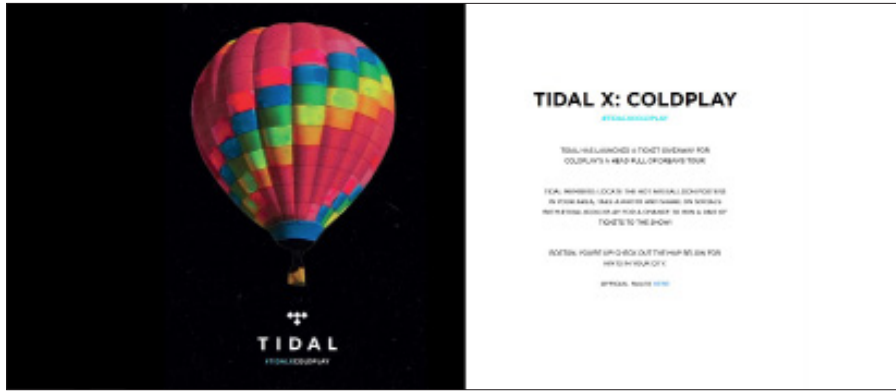


TIDAL / COLDPLAY | CAMPAIGN SUMMARY



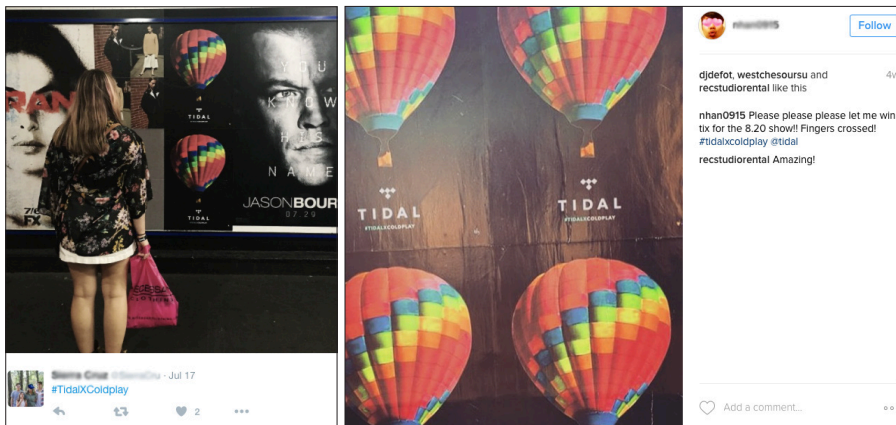
THE GOAL:

Tidal wanted to promote Coldplay's A Head Full of Dreams Tour by creating a scavenger hunt with Wildposting. By using major social media platforms, they wanted to engage and hype fans to look for Coldplay posters throughout the nation for a chance to win concert tickets.



THE PROCESS:

Tidal made an announcement of the scavenger hunt & sent out a teaser map a few days prior to the concert date for each market showing the approximate areas the posters may be located in. For any fans who were able to find the posters, they were prompted to take a picture with #tidalxcoldplay and upload via any major social media platform for a chance to win a pair of Coldplay tickets.



THE RESULT:

By utilizing Wildposting and social media together, Tidal was able to create a powerful media platform that generated a lot of hype and interaction by fans to help promote Coldplay's tour.