

# THE UFC SOLD 16,000 SEATS WITHIN 6 DAYS USING ADOMNI



ADOMNI CASE STUDY  
Large Brand

The UFC had to move its fight from Las Vegas to Los Angeles - less than a week before the event.

## BACKGROUND

For UFC's 232 fight scheduled for December 29, 2018, the Nevada Athletic Commission would not license the headline fighter, Jon Jones, to participate in Nevada, because he tested positive for a prohibited substance banned in Nevada, but not in California. UFC had to relocate the fight, refund all the tickets sold for the fight in Nevada and resell the event in Los Angeles — within six days.

## STRATEGY

The UFC executed the campaign to switch the fight's location just days before, with UFC's out-of-home (OOH) ad agency, Outdoor Solutions, using Adomni's self-service online platform. The campaign ran two versions of the advertisement.

Broadsign's Reach, a network of programmatic, media for digital-out-of-home screens (DOOH), made it possible to find digital boards at the perfect location at the correct time for people to see them.

## RESULTS

The digital out-of-home 6 day campaign — which ran between December 26 and December 29 — for the fight at the Los Angeles Forum sold out at around 16,000 seats.



**“Whether we are promoting our pay-per-views a week in advance or making a last minute push to sell tickets the day of the fight, 100% of our out-of-home advertising starts on Adomni.com.”**

Dana White, President

## ABOUT ADOMNI

Adomni simplifies the process to buy and sell out-of-home advertising space.

## CONTACT US

844-4ADOMNI | [adomni.com](http://adomni.com)



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