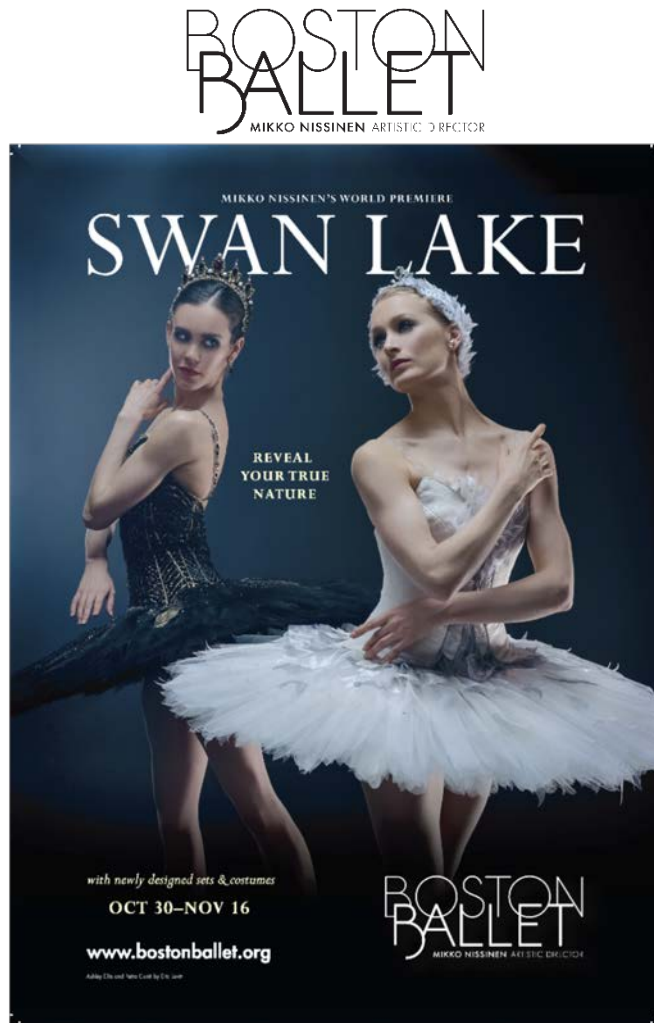


Local Works: Boston Ballet



The Client

For more than five decades, The Boston Ballet has mesmerized audiences with our sweeping repertoire, which spans from cherished 19th-century classics to contemporary show-stoppers. The historic, 2,500-seat Boston Opera House is located in a state-of-the-art facility headquartered in Boston's South End.

The Company is comprised of 70 dancers of 17 nationalities, representing the highest caliber of international talent on our Boston stage.

Objective

Target culture enthusiasts and drive awareness for their Swan Lake production.

Solution

Run a geo-targeted campaign in 4 of Conde Nast's distinct titles.

Geography

Boston Metro

Recommended Media

The New Yorker, Vanity Fair, Vogue

