



CASE STUDY

Creating Cultural Impact Through Social-First Full-Funnel Growth Engine

100,000+ Tickets Sold.
16 Million People Reached.



ILLUSIONARIES



Scaling Illusionaries into one of London's most recognised immersive art experiences

Client Overview

Illusionaries is a London-based experiential art hub that blends immersive digital art, technology, and storytelling to create transformative cultural experiences.

Positioned at the intersection of art, entertainment, and innovation, Illusionaries has become a destination for audiences seeking new ways to connect with creativity beyond traditional galleries.

With its unique approach, Illusionaries has established itself as a pioneer in the immersive art scene in the UK, attracting both domestic and international visitors and carving out a strong identity in London's competitive cultural market.

The brand curates large-scale, multi-sensory exhibitions featuring international and local artists, turning spaces into living canvases powered by projection, sound, and interactivity.



Breaking Through London's Crowded Cultural Scene

The Challenge

Illusionaries approached us at a pivotal stage of growth. As an **emerging brand in London's highly competitive cultural scene**, their challenge was to **attract a consistent flow of new visitors** while also **building long-term brand recognition** in the immersive art space.

The primary goals were to **maximise ticket sales and visitor attendance profitably**, drive consistent demand through digital channels, and establish a **sustainable acquisition model** that balanced **short-term performance with long-term awareness**.

Success depended on **maximising visibility in a crowded entertainment market** while maintaining a **distinct positioning as a premium experiential art hub**.



Turning Awareness into Ticket Sales

The Strategy



We developed a **unique social-first strategy** designed to generate awareness across all major social channels and reach Illusionaries' **ideal customer profile** of art lovers, exhibition-goers, and entertainment enthusiasts.



Our approach targeted both **London residents** and **domestic and international visitors**, ensuring maximum visibility among audiences most likely to convert.



To capture this demand, we activated a **multi-channel acquisition strategy**, leveraging **search marketing, retargeting, and ticketing distribution platforms** to drive consistent sales.



This combination of **broad awareness-building and precise demand capture** created a powerful full-funnel system that turned brand visibility into measurable growth.

100,000+ Tickets Sold. Millions Reached.

The Results

- 01** Sold **100,000+ tickets**, driving sustained attendance and revenue growth.
- 02** Established **strong brand recognition and recall**, positioning Illusionaries as a leading name in London's immersive art scene.
- 03** Reached an estimated **11.5 million unique users in the UK**, ensuring broad awareness in the domestic market.
- 04** Reached an **additional 4.7 million** users globally, including key tourism markets feeding into London.
- 05** Achieved an **average frequency of 6.19**, reinforcing visibility and recall among target audiences.
- 06** Delivered **cost-efficient awareness at scale**, with CPMs as low as **£2.72** across regions.



Key Wins That Drove Growth

Featured Highlights



100,000+ tickets sold

driving consistent attendance and revenue growth.



11.5M+ unique users

reached in the UK, building broad national awareness.



4.7M+ additional users

reached globally, including key tourism markets.



Average frequency

of 6.19 reinforcing visibility and brand recall.



Low CPM

Cost efficient awareness at scale, with CPMs as low as £2.72.



Strong brand

recognition established, positioning Illusionaries as a leading immersive art hub in London.

Ready to scale? Let's talk

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