

Case study

Nitro Circus Live 2013 New Zealand tour



THE PR BRIEF:

The worldwide show, Nitro Circus Live, which in 2011 was the number one touring act in New Zealand, returned in early 2013 to dazzle Auckland, Hamilton, Wellington, Christchurch and Dunedin fans with the best in FMX, BMX and other dare-devil stunts on wheels.

THE PR STRATEGY

Joe Public identified the upcoming tour highlights including world-first attempts, stand-out spectacles and a comeback of Luke Smith, a New Zealand FMX rider who was returning from injury. Each of these opportunities was pitched to media, with key pre-event interviews secured in all five regions and in national media.

Event listings, rider profiles and press releases, vision and photo calls, ticket giveaways, media accreditation and post-event photo stories were managed.

The consultancy toured with the crew and riders, hosting media at photo calls before, and at each show.

THE RESULT

The media relations campaign generated more than 150 coverage items across Campbell Live, national and regional TV news, all major daily newspapers, weekly press, national radio networks and online. This was achieved pre-and post-event, with TV3 News running several 6pm stories.

During the tour, one of the riders was attacked after a show, and this incident attracted national media interest. Joe Public managed the issue with the media and tour promoter, diminishing potentially negative media coverage.

The 2013 tour sold more than 100,000 tickets, matching the previous box office record and fulfilling the campaign objectives.

"I just wanted to say a huge thank you for all your hard work on this NZ tour, and the amazing PR results you got us. We were really stoked with your work and your love for the Nitro brand, you really are one of us! I look forward to doing it all again in 2015."

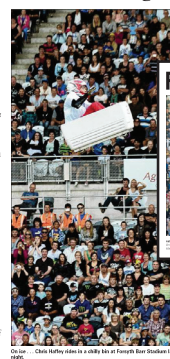
Nathan Brown, Nitro Circus marketing manager.



Large crowd cheers daring feats

By STEPHEN DUNN

NITRO CIRCUS LIVE, the world's largest daredevil show, returned to New Zealand in 2013, bringing with it a host of spectacular stunts and a large crowd of fans. The show, which is a mix of BMX, motocross, and other extreme sports, is known for its daring feats and high-risk stunts. The 2013 tour sold more than 100,000 tickets, matching the previous box office record. The show is a mix of BMX, motocross, and other extreme sports. The 2013 tour sold more than 100,000 tickets, matching the previous box office record. The show is a mix of BMX, motocross, and other extreme sports.



FLYING IN THE FACE OF DEATH



Chris Kelly, who is a rider for the show, is seen in a photo. The photo shows him in mid-air, performing a stunt. The crowd is cheering and watching him. The photo is taken from a low angle, looking up at the rider. The rider is wearing a blue and white suit. The crowd is seated in a large arena, and the stage is lit up with bright lights.