



**ALETHEIA**

MARKETING & MEDIA

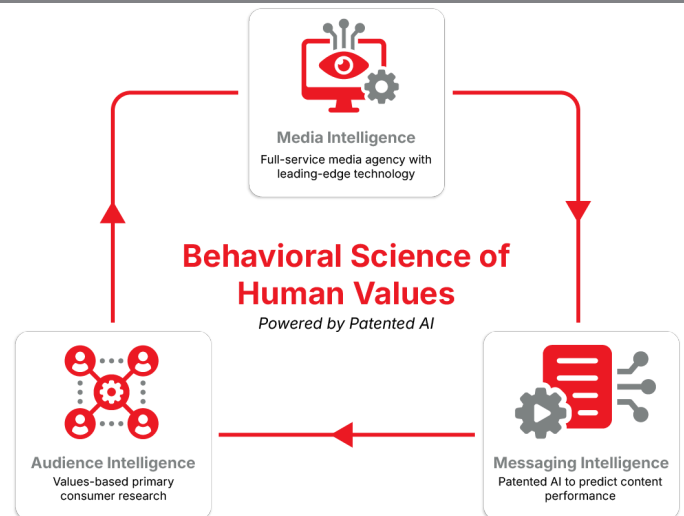
# CASE STUDY



## CHALLENGE

DURING OUR 2023-2024 PARTNERSHIP FOLLOWING THE PANDEMIC'S IMPACT ON TOURISM AND ENTERTAINMENT, SIX FLAGS FACED SIGNIFICANT HURDLES IN DRIVING ATTENDANCE & REVENUE. PUBLIC RELUCTANCE TO GATHER IN LARGE CROWDS KEPT TICKET SALES LOW, REQUIRING A COMPREHENSIVE & STRATEGIC APPROACH TO REBUILD MOMENTUM -- ALETHEIA DELIVERED.

Our **Media Intelligence** experts created and continually optimized media strategy for both national awareness & hyperlocal targeting, while our **Audience & Messaging Intelligence** tools aligned the client's creative to our refined audiences improving conversion to sales and drive record-breaking park attendance.



## RESULTS

**19.33%**

INCREASE IN WEBSITE  
TRAFFIC YOY

**43.15%**

INCREASE IN SEASON  
PASSES SOLD YOY

**BRAND COHESION  
ACROSS A PORTFOLIO  
OF 16 PARKS**

# CASE STUDY

## SUCCESS FOR SIX FLAGS



REBUILD BRAND AWARENESS

INCREASE ATTENDANCE

MAXIMIZE STRATEGIC MARKETING SPEND



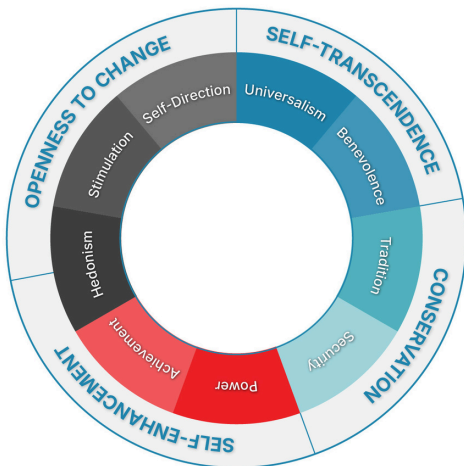
## STRATEGIC APPROACH

Aletheia developed a **full-funnel** marketing strategy tailored to the varied national & park-specific needs, effectively bridging the gap between corporate brand goals & individual park promotions. Our approach included:

- **Integrated Campaigns:** Leveraged radio, TV, OTT, display, programmatic, and streaming audio/video for corporate sales & awareness.
- **Localized Targeting:** Developed Hyprlocal advertising strategies leveraging our proprietary Zenzi™ ValuesBased testing to ensure tailored messaging for each park's regional audience.
- **Negotiated Added-Value:** Explored barter options to maximize resources for media placement.
- **Agile Data Analysis:** Introduced a customized results dashboard for cross-channel analysis, refining spend & strategy in real time.



In **behavioral science** understanding someone's **values** is the key to building deeper connections & meaningful engagement.



At Aletheia, uncovering values & seamlessly integrating them across **audiences, messaging, and media strategy is our superpower.**

Imagine connecting with your audiences on a profound level, delivering messages that instill confidence and inspire action, & meeting them at the perfect moment in their journey.



# CASE STUDY

## REVIVING SUCCESS IN ENTERTAINMENT

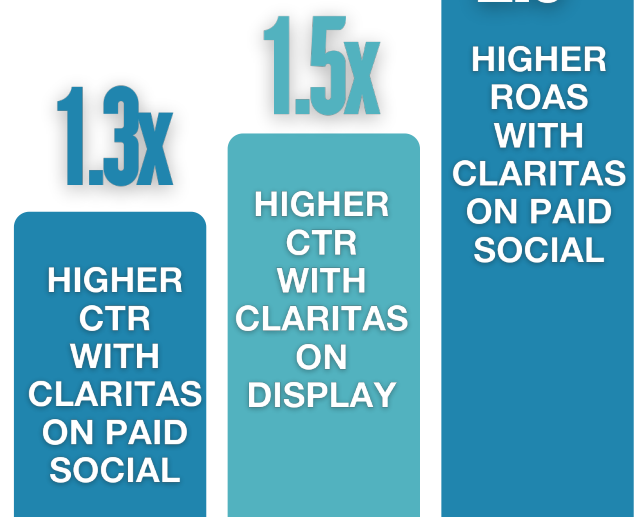
### ➤ A POWERFUL PARTNERSHIP THAT DELIVERED RESULTS



Aletheia's success for its client in the entertainment space was accelerated by our strategic partnership with **Claritas**, an integrated marketing optimization platform that enables marketers to enhance ROI by pinpointing ideal audiences, executing precise multichannel marketing engagements, and optimizing media spend across online and offline channels.

➤➤ With Claritas, Aletheia was able to ensure every campaign dollar spent delivered maximum impact. Through Claritas Audience Performance, Aletheia campaigns drove even higher engagement and return on investment (ROI):

- **1.3X higher CTR for Claritas-targeted paid social campaigns**
- **1.5X higher CTR for Claritas-targeted display ads vs. non Claritas-targeted display**
- **Claritas-targeted paid social achieved 2.6% higher ROAS than non Claritas-targeted social**



**BY COMBINING CLARITAS' BEST-IN-CLASS AUDIENCE INTELLIGENCE WITH ALETHEIA'S STRATEGIC MEDIA EXECUTION, WE CONTINUE TO REDEFINE MARKETING EFFECTIVENESS FOR BRANDS**

I hired Aletheia because they are strategic,  
they are nimble, and they are in my business.

Edithann Ramey

## CAMPAIGN HIGHLIGHTS

- Designed a **market-tiered coverage plan** with harmonized ongoing local and national campaign integration.
- Implemented **Audience Intelligence** alongside data-driven strategies for precise media targeting and budget allocation
- Deployed **innovative AI tools** for influencer engagement, social media, and web optimization to drive engagement.
- Continuous **performance optimization** through creative and media testing across channels - ensuring maximum Return on Ad Spend (ROAS) and efficiently reallocating budget to the highest-performing channels.

# CASE STUDY



## THE ALETHEIA ADVANTAGE

### MEDIA INTELLIGENCE

- Business Assessment
- Strategy Development
- Media Planning & Execution
  - Digital & Traditional Channels
  - Programmatic
  - SEO, SEM
  - Influencer
  - Hyprlocal Location Targeting
- Measurement & Optimization
- Data Warehousing
- Advanced Modeling & Attributions

### AUDIENCE INTELLIGENCE

Proprietary values-based consumer research connects you to the core motivations that drive loyalty & purchase decisions.

- Primary Research & Consumer Surveys
- Qualitative & Quantitative Insights
- Competitive Analysis
- Custom Market Research
- Customer Journey Mapping

### MESSAGING INTELLIGENCE

Patented, AI content intelligence platform provides powerful insights on language, imagery, & video to predict how likely messaging is to connect with target audiences.

- AI Content Audits
- AI Content Analytics & Performance Benchmarking
- Enterprise Platform Access
- Competitive Messaging Analysis

LET'S TALK ABOUT THE POSSIBILITIES  
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