

A TRIP TO ITALY DRIVES OVER 4700 ENTRIES TO SWEEPSTAKES FOR OPERA HOUSE & TOUR OPERATOR



John Barry and Anthony Lilley for Scenario Two Ltd. & Karl Sydow present

RENÉE FLEMING
ALEX JENNINGS SOLEA PFEIFFER
in
The Light in the Piazza

10 PERFORMANCES ONLY!
DECEMBER 14 - 29
LYRIC OPERA HOUSE
312.827.5600 | LYRICOPERA.ORG

Win a Trip to Italy, **inspired by**
The Light in the Piazza

To celebrate the arrival of the acclaimed Broadway musical, *The Light In The Piazza* to the Lyric Opera House, ItalyXP is giving you the chance to win a trip to Italy to explore the piazzas of Florence and Rome where the musical is set.

Enter now for your chance to win:
chicagotribune.com/italy

Chicago Tribune

The Lyric Opera House in Chicago along with tour operator ItlayXP approached the Chicago Tribune to promote a limited engagement production of *Light in the Piazza*, featuring internationally renown singer, Renee Fleming

People turn to the Chicago Tribune's Arts and Entertainment for guidance and recommendations on all things arts and culture, so this was a natural fit for a "Reader Exclusive" program which allows co-branded campaigns that elevate both advertiser and publisher.

Our marketing team built a promotional plan in print, digital and email valued at over \$150,000 in our native environment. Since this promoted the Chicago Tribune brand, the client was able to enter the program at only 10% of that value (\$15K).

With an extremely high value prize like a trip to Italy, the response was phenomenal.

RESULTS

4700 Entries

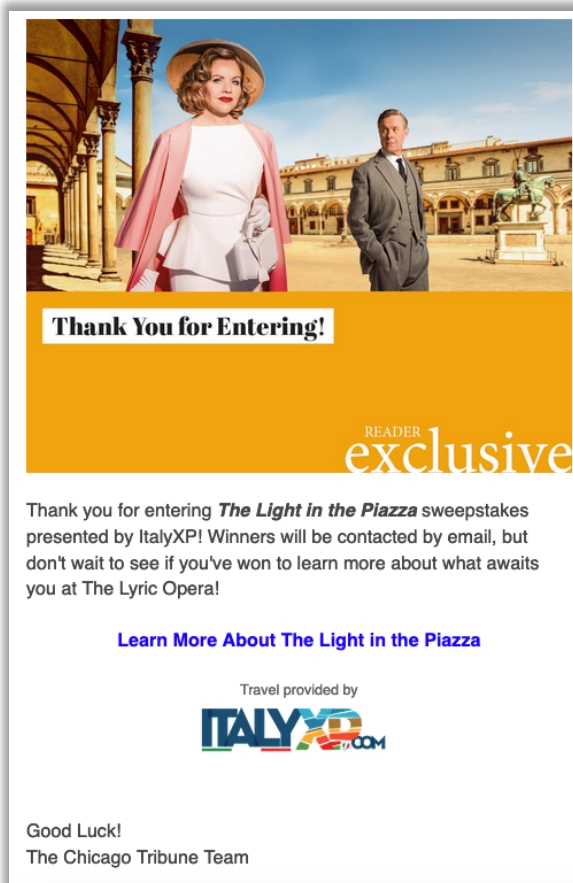
Tremendous exposure for the tour operator and the opera house.

2000+ Opt Ins

Tour operator and opera house added over 2000 qualified emails to their database to nurture over time.

Brand Alignment

The Reader Exclusive program allows brands to benefit from the "halo effect" of the credibility of Chicago Tribune.



Thank You for Entering!

READER
exclusive

Thank you for entering *The Light in the Piazza* sweepstakes presented by ItalyXP! Winners will be contacted by email, but don't wait to see if you've won to learn more about what awaits you at The Lyric Opera!

[Learn More About The Light in the Piazza](#)

Travel provided by
ITALYXP.com

Good Luck!
The Chicago Tribune Team