

Thick & Thin

India's Leading Marketing Agency for Ticketed Events

ROAD TO
**SOLD
OUT**

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India's Leading Marketing Agency for Ticketed Events

Thick&Thin markets events. Nothing else. With over ₹3 Crore+ in ad spend dedicated to selling tickets across India exclusively, ₹14 Crore+ in ticket sales and 6 Lakh+ footfall generated, our claims come from actually scaling IPs. In today's day and age, a successful event has to be marketed online through ads and socials, regardless of who runs it. That is the exact work we are the best in India at: Strategy, Creative Branding, Social Positioning, and running ads/performance marketing for events. It is why organisers pick us over generalist agencies: we know what sells tickets in India.

Road to Sold-Out is Thick&Thin's proprietary campaign framework built exclusively for ticketed live events in India. It combines different scopes of work provided by a marketing agency into a structured marketing deployment, with the goal of ticket sales. It adapts to each event's market, pull, capacity, and pricing, refined with every campaign T&T runs. If you are doing event marketing through ads in India, we are, with proof, the best choice.

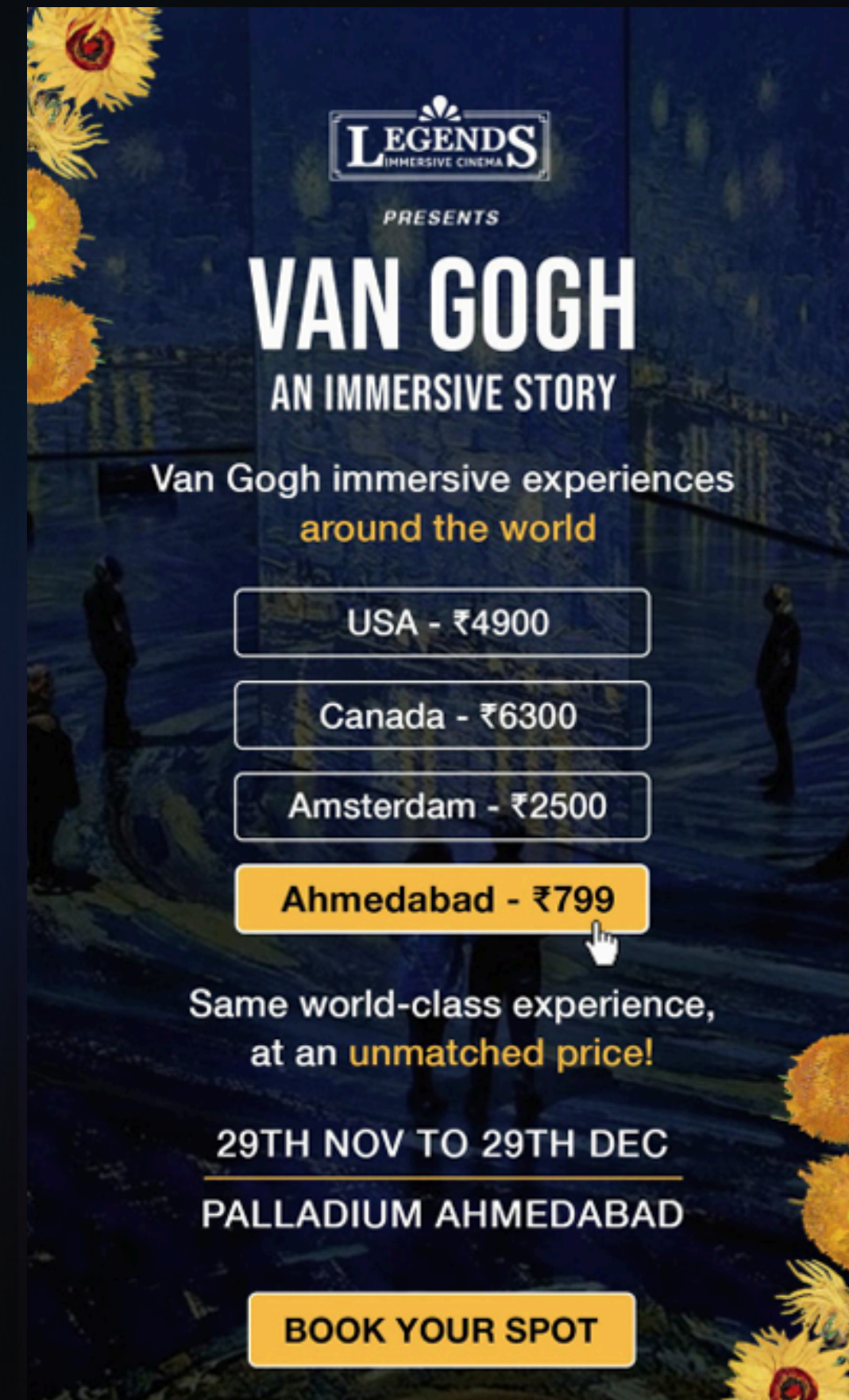
Van Gogh Immersive Experience (Multiple cities)

A three-month run is a different problem from a launch.

Momentum decays, and one message cannot carry ninety days. So we split the audience by motivation. Couples saw a date night. Parents saw something their kids would learn from. Art enthusiasts saw the work itself. And everyone saw what the same experience costs in London or Amsterdam, which made an Ahmedabad ticket an obvious yes.

The strongest angle was simplest: a globally acclaimed experience had come to their city at a fraction of the cost. Then we built reasons to buy now. Early bird at launch, a Valentine's push to couples, flash sales through slow weeks, extension announcements that reset the deadline.

Tickets sold at 10.68x ROAS.

A promotional poster for the Van Gogh Immersive Experience. The background is a dark blue painting of a canal with figures, framed by sunflowers in the corners. The text is centered and reads: 'LEGENDS IMMERSIVE CINEMA PRESENTS VAN GOGH AN IMMERSIVE STORY'. Below this, it says 'Van Gogh immersive experiences around the world'. A list of cities and prices is shown in white boxes: USA - ₹4900, Canada - ₹6300, Amsterdam - ₹2500, and Ahmedabad - ₹799. The Ahmedabad box is highlighted in yellow with a hand cursor icon. Below the list, it says 'Same world-class experience, at an unmatched price!'. The dates '29TH NOV TO 29TH DEC' and the location 'PALLADIUM AHMEDABAD' are listed. At the bottom is a yellow button that says 'BOOK YOUR SPOT'.

RISE//DEL 2026

RISE//DEL had the lineup already. Artists, creators, founders, label heads and VCs across three days. That range is the product and it was also the problem, because a conference that speaks to everyone makes every buyer work out which parts are theirs. With just 8 days, we stopped selling RISE as a whole, but split it into three target groups instead. Artists, creators and founders each got their own campaign, with copy written to that group's ambition and the sessions and speakers that served it.

84% of the event's revenue closed in those eight days, at 8.5x blended ROAS.



CREATORS,

Learn about the creative economy from India's biggest names

India's first conference where music, startups, and the creative industry come together to **rise**.

LIMITED SLOTS REMAINING

BOOK NOW

RISE//DEL
March 11

The Auditorium
DLF Cyber Park
Gurugram

Holi in Berlin by WeDesi.de

Holi in Berlin is the city's biggest Holi event. We came in ten days out, and the problem was not budget. Nobody knew which audience was buying.

Indians in Berlin wanted a connection to home. Expats wanted a night out. Students bought on price. Germans needed the whole thing explained, which came down to one line: The Indian Festival of Colors. For anyone curious about another culture, it turned an unfamiliar name into something they could picture and buy. All four ran at once, each with its own argument, and three days settled it. Budget consolidated behind the winners.

75% of ticket revenue closed in ten days, at 13.6x ROAS with overall 18,000+ attendees



Vivaan Festival 2026

Vivaan is India's premier Handpan & World Music Festival, now celebrating its 10th anniversary. Hosted at Bambolim Beach Resort in Goa, the 2026 edition brought together over 40 Indian and global artists across three curated stages, featuring everything from international handpan performances and Indian classical to folk traditions, Balkan energy, Flamenco, Carnatic Jazztronica, and ambient fusion. We came onboard to help scale the festival for its biggest edition, building the digital presence with fresh branding, a comprehensive social strategy, and performance campaigns helping them **generate leads, sell tickets worth ₹15,000+ each, and drive a footfall of 400+.**



CURATED BY
musiccurry™

HANDPAN INDIA
OFFICIAL

VIVAAN®
HANDPAN & WORLD MUSIC FESTIVAL

THE SOUL OF VIVAAN | ARTISTS 2026

**INDIA'S PREMIER HANDPAN
& WORLD MUSIC FESTIVAL**

TICKETS ARE OUT NOW!

BAMBOLIM BEACH
RESORT, GOA

30th JAN'26 | 31st JAN'26 | 01st FEB'26

Indian Sneaker Festival (2023 - 2026)

One of our flagship projects, ISF started as a room of sneakerheads who already knew each other. By 2025 it ran two cities in one year, Mumbai and Delhi, drawing 45,000+ across the editions. The headliners went from DIVINE and KR\$NA to 21 Savage, Tyla, Charlotte de Witte and Lil Yachty, and we were there throughout it all. The lineup made people notice, and the community made it work - we never marketed ISF as a concert. We ran parallel tracks into every reason someone shows up: international hip hop, global electronic, India's DHH core, and the sneaker and streetwear crowd who come for the brands, culture and community. **The result: 45,000+ footfall, and one of India's biggest and most unique IPs, with The Chainsmokers headlining in 2026.**





JioBLAST: India Rising, Road to EWC
Strategy, socials and performance



iPopStar on Amazon Prime
Strategy and performance for their finale



Great India Beer Festival
Branding, Socials and Ads



HIVE Festival
Strategy, socials and performance



Mona Lisa Immersive
Strategy, socials and performance



DRIPLAND Pune
Branding, Socials and Ads



Blooming Earth by Pop-IN-Asia
Strategy, Branding, Socials and Ads



More on our website
thickandthin.media/our-events

	Phase	Overview	Goal	Deliverables
1	Setup and Announcement	Day 0 to 7. We lock the positioning, the consumer motivation angles and the sell-out target by date and tier. The creative system, the account and the ad architecture are built off that, then organic and paid launch together on Day 7.	To crack the event's positioning and customer, and get the base campaign built and live	• Onboarding call • Dashboard access for you, ad account and Instagram access for us • Launch plan and campaign calendar • Strategy and positioning doc • Account positioning and hygiene • Key Visual and creative call • Ad strategy doc and ad repository sheet • Ad and social copies for the announcement • First creative drop, 5 of 15 • Campaign live, Day 7
2	Sustenance	Day 7 to 21. Winners scale, underperformers are paused, budget moves to the tier needing velocity. Week three reads the first full week of spend and builds the entire urgency phase off it.	To keep CAC under check through the middle of the campaign. This is when the retargeting pool gets deep enough to make the urgency phase land	• Sustenance creative drop, 6 of 15 • Ad and social copies for sustenance • One week ad report • Urgency ad campaign plan, retargeting included • Ad and social copies for urgency • Urgency creative drop, 4 of 15 • 4 calls, 2 a week • Daily check-ins



Roadmap



	Phase	Overview	Goal	Deliverables
3	Urgency	Day 21 to 30. Countdown, FOMO and phase-closing pushes across ads and socials. Lookalikes off engagers, site visitors, Pixel and customer lists. Spend scales behind what sells and ticket pacing is checked daily.	The most potent phase for ticket sales. Buying intent spikes on its own as the date closes in, and our job is to maximise that uptick rather than wait for it	• Seven days to go call, co-founder and full team • Urgency creatives and copies go out • Ad campaigns scaled • Daily ad check-ins, pacing ticket sales against the goal • Day 30: phases complete, engagement offloads
Event Day				

FAQ: What is the appropriate Ad Spend/Budget?

Ad spends are estimated by correlating ROAS (return on ad spend) with ticket revenue goals: $\text{Ad Spend} \times \text{ROAS} = \text{Revenue}$. E.g., an event putting ₹1L into ads on a 4.6x ROAS (our company average) would get ₹4.6L back. ROAS is determined by multiple factors like event format, pricing, city, audience, etc. For new events with no past ad numbers, we plan on real data from week one rather than a projection. As a start, we recommend 10% of ticketed revenue you're targeting as ad spend, then we assess ROI/ROAS and scale what is working.

Ad spend is never wasted: our entire budget going to 0 with no returns will never happen. The agency never spends the entire budget if we don't see initial returns. Cash flow on ads is relatively easier as well. Billed directly to Meta, they charge on a pay-as-you-go basis.

ROAD TO SOLD OUT

Take your event's marketing to the **next level**

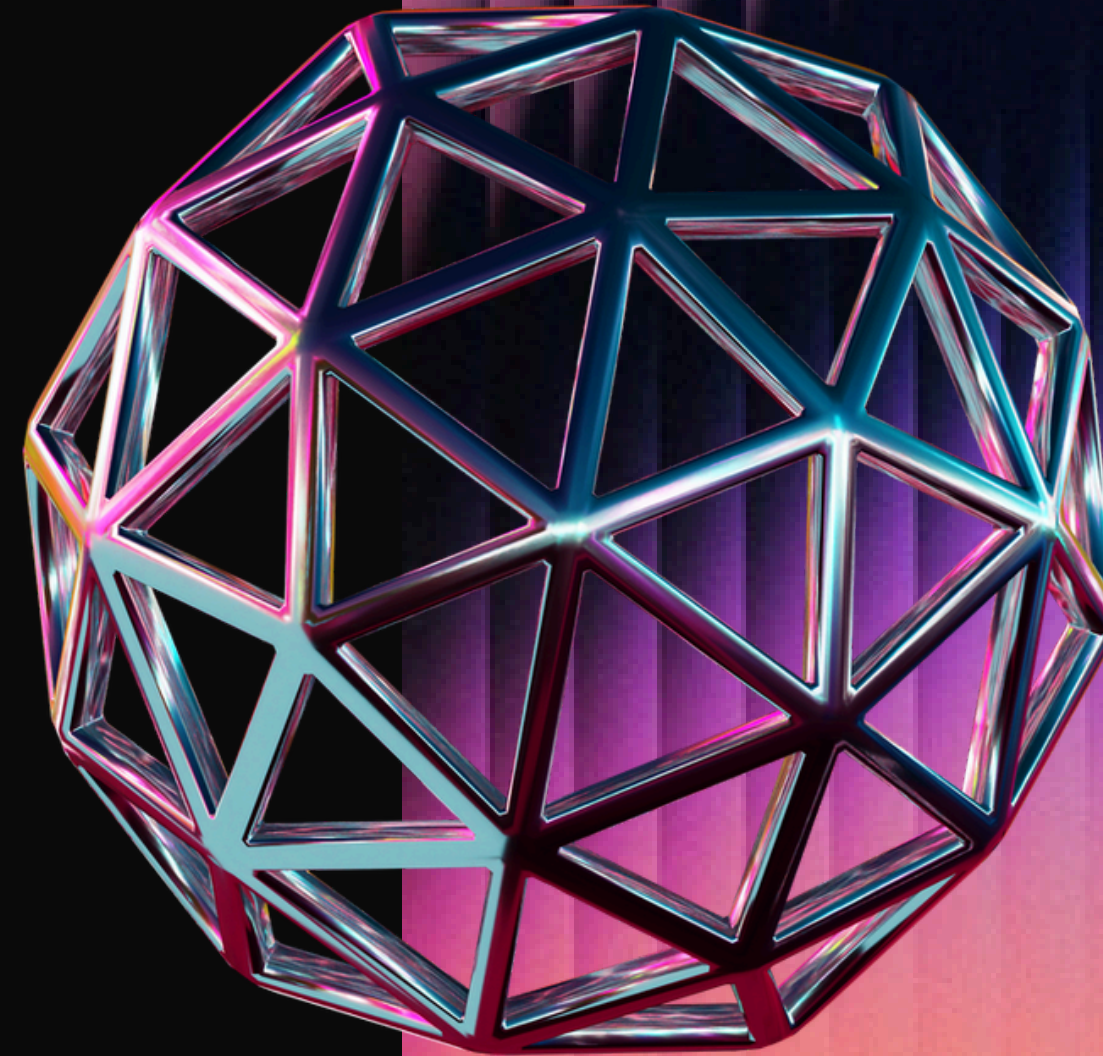
₹1,00,000 + GST

Flat fee for any runway up to 30 days.
Longer runways scale in proportion (e.g.
45 days is ₹1,50,000).

- ✓ Everything in Road to Sold-Out Roadmap
- ✓ All creatives & Key Visual fulfilled by Thick&Thin
- ✓ Thick&Thin team till event: Account Manager, Visual Designer, and Motion Designer

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