

Thick & Thin

India's Leading Marketing Agency for Ticketed Events

ROAD TO
**SOLD
OUT**

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Selling an event is not like selling a product

A product can be sold all year. An event has one date, a fixed number of tickets and no second chance. Once the doors open, every unsold ticket is revenue lost for good.

Demand also moves in a curve. Interest builds slowly, and most people commit late, when the date feels close and the fear of missing out kicks in. Early bird closing, a price tier ending, a headliner being announced: each of these moments needs its own reason to buy now.

So event marketing has to be planned backwards from the event date. Build the audience early, then put the most money behind the final weeks, when people actually buy.

How to market an event: why ads work

Organic posts, PR and influencers build awareness, but you can't choose when they land or measure how many tickets they bring in. Ads are the one channel you control end to end.

You decide who sees your event, when they see it and how much you spend, down to the day. Every rupee is tracked against tickets sold, so you know what's working while there is still time to act.

Ads also let you test quickly. Different audiences, messages and creatives run side by side from day one, and within days the data shows which ones sell. No other channel lets you learn this fast in the few weeks an event has.

Positioning comes before ads

Ads scale whatever you put into them, including the wrong message. A Sufi night sold with Gen Z creatives won't move a corporate buyer, and corporate-style creatives won't move Gen Z. The budget gets spent. The tickets don't sell.

So before a rupee goes into ads, we lock three things: who the event is really for, why they would buy, and the story that makes them buy now. Most events have more than one audience, and each one needs its own message. Get that right, and ads turn a good event into a sold-out one.



India's Leading Marketing Agency for Ticketed Events

Thick&Thin markets events. Nothing else. We have put ₹3 Crore+ in ad spend into selling tickets, driven ₹14 Crore+ in ticket sales and 6 Lakh+ footfall, and 85% of the events we market sell out. Our claims come from scaling real IPs with real budgets, against dates that never move. Every successful event today is sold online through ads and socials, whoever runs it, and running ads that sell tickets is the work we are best at. It is why organisers pick us over generalist agencies: we know what sells tickets in India.

Road to Sold-Out is Thick&Thin's performance marketing framework, built only for ticketed live events. We set up and run your ads, report to you every day, and pace ticket sales against a sell-out target until the event. It adapts to each event's market, pull, capacity and pricing, and gets sharper with every campaign we run. If you are selling tickets through ads in India, we are, with proof, the best choice.

How we run your ad spend

- Daily reporting: spend, tickets sold, revenue, ROAS and cost per ticket, every day until the event
- Daily pacing: a sell-out target by date and ticket tier, checked against actual sales every day
- Budget follows sales: winners scale, underperformers pause, money shifts to the tier that needs it
- Full-funnel Meta ads, from awareness to conversion, with audience segmentation and A/B testing
- Retargeting and lookalikes off engagers, site visitors, Pixel and customer lists
- We never spend the full budget before we see returns

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.

LEGENDS
IMMERSIVE CINEMA

PRESENTS

VAN GOGH

AN IMMERSIVE STORY

Van Gogh immersive experiences
around the world

USA - ₹4900

Canada - ₹6300

Amsterdam - ₹2500

Ahmedabad - ₹799

Same world-class experience,
at an unmatched price!

29TH NOV TO 29TH DEC
PALLADIUM AHMEDABAD

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



Girish and The Chronicles

Rock and metal has a narrow audience in Mumbai, and a week before the show, sales were slow. We didn't try to widen it. We went straight at the fans who already existed: collaboration ads on the band's own fanbase, the band reading scripts on camera for faster traction, their Hindustan Times and Rolling Stone coverage put to work as proof, and no-cost partnerships with Furtados and Tigerfire to reach the city's musicians.

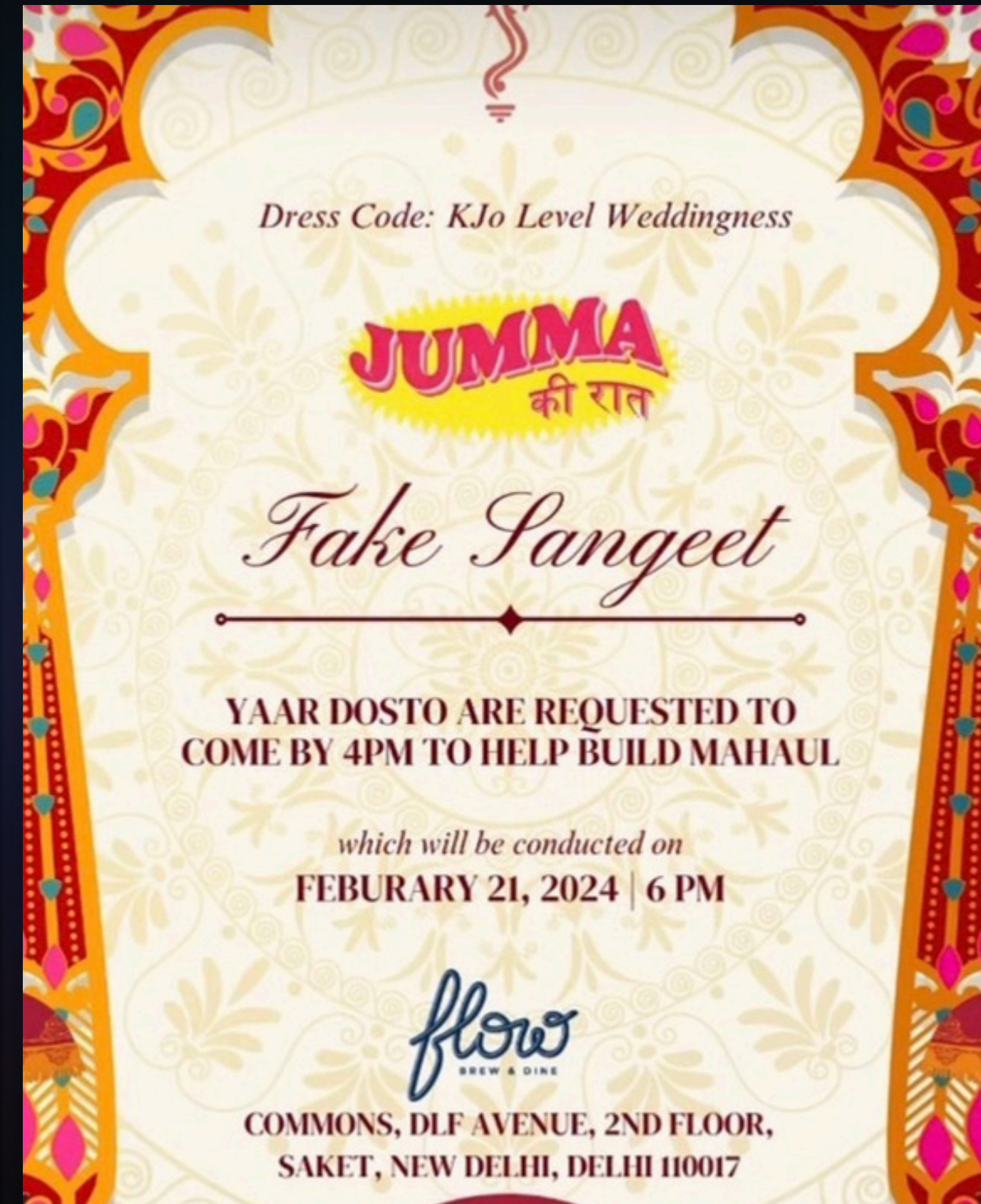
84% of ticket revenue closed in 7 days, at 6.3x ROAS.



Fake Sangeet by JummaKiRaat

JummaKiRaat started the Fake Indian Wedding trend, and this was Delhi's first fake wedding themed night. The concept already had buzz. What it needed was conversion in the final stretch, when interest peaks and patience runs out. We came in for the last five days with one job: turn people who had heard of a fake wedding into people holding a ticket to this one. Short, high-velocity campaigns, built to close rather than to introduce.

Sold out in 5 days, with our campaigns driving 65% of ticket sales in that final stretch.





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



Indian Sneaker Festival
Strategy, socials and performance



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 briefs, 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 • Creative direction call with your team • Ad strategy doc and ad repository sheet • Ad and social copies for the announcement • Creative briefs for the announcement • 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	• Creative briefs for sustenance • Ad and social copies for sustenance • Daily ad reports and a weekly report • Urgency ad campaign plan, retargeting included • Ad and social copies for urgency • Creative briefs for urgency • 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 • Urgency copies go out on your creatives • Ad campaigns scaled • Daily ad check-ins, pacing ticket sales against the goal • Day 30: phases complete, engagement offloads
Event Day				

Your team produces the creatives to our briefs, or add 20 Thick&Thin creatives (₹25,000 + GST). We run them to the same schedule.

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

Everything in the roadmap: ad strategy, setup, daily optimisation, daily reporting and an Account Manager till event day.

₹50,000 + GST

Payable at start. Flat fee for any runway up to 30 days. Longer runways scale in proportion (e.g. 45 days is ₹75,000).

- + Add-on: social management and calendar, ₹25,000 + GST
- + Add-on: 20 ad creatives, ₹25,000 + GST

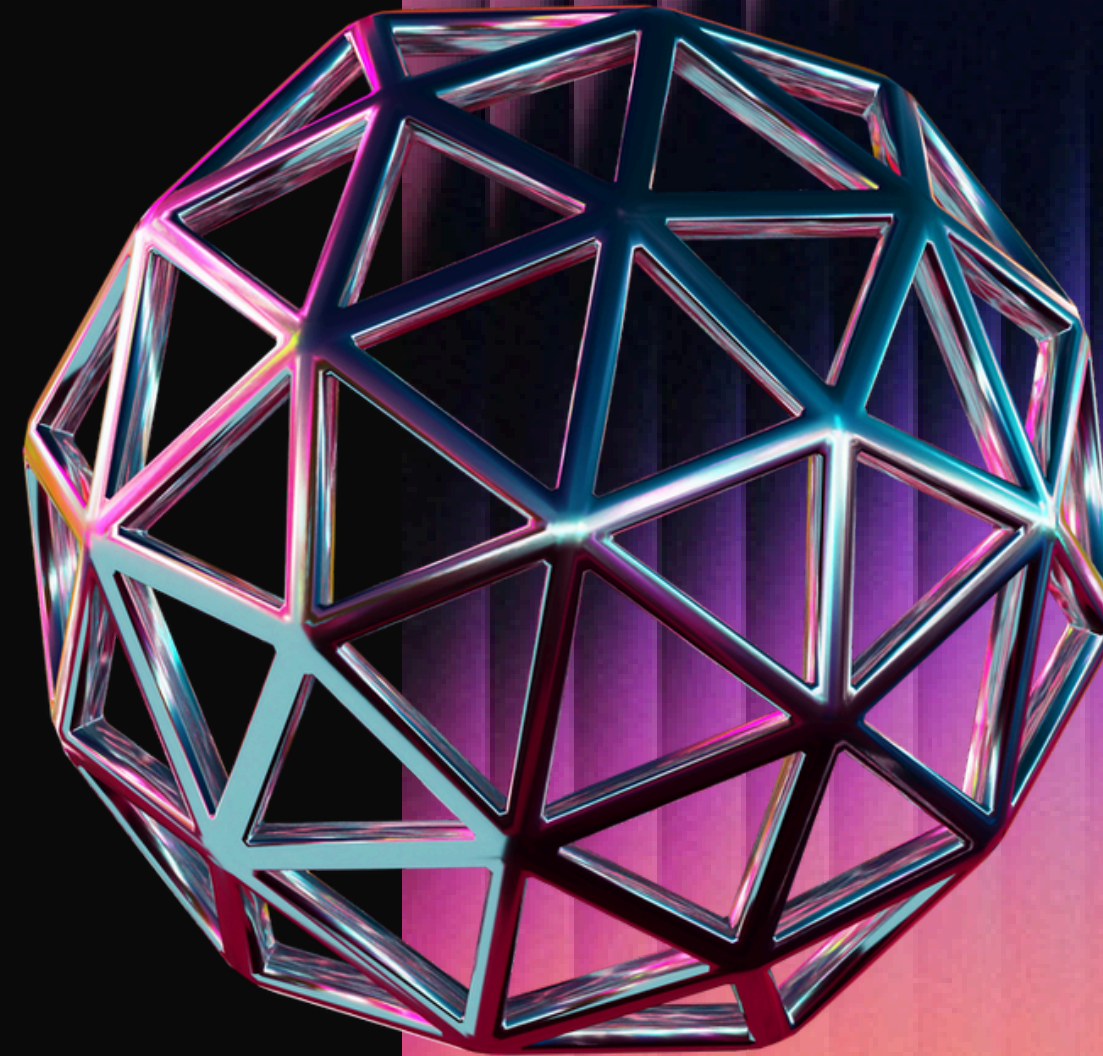
2.5x ROAS, or your fee back

If your campaign doesn't return 2.5x blended ROAS, we refund ₹50,000 + GST the day after the event.

Blended ROAS: all ticket revenue from launch to event day ÷ total ad spend, as per your ticketing platform. Valid if our recommended ad budget is followed and the date, venue and headliners don't change. Ad spend and add-ons are not refundable.

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