

NSI

NICHE SAMPLING INC.

Amphitheater Concert Sampling

Program Description

- Up to 2,000,000 samples handed to active and influential teens or adults through the nations top music amphitheaters
- Brand signage and brand videos on big screen
- Tickets, premiums, etc. for use in local account promotions
- Implied endorsement for brands by the performing artists

Amphitheater sampling is the place where your brand, consumers and superstar talent converge. Your brand will enjoy the flexibility of pinpoint targeting an engaged, enthusiastic consumer. In turn, your brand sample will become a souvenir of an unforgettable experience.



Amphitheaters are situated throughout the United States to provide national coverage for your sampling effort ... Boston, Chicago, Los Angeles, Milwaukee, and New York to name a few. This program has seen tours from powerhouse artists such as: Coldplay, Red Hot Chili Peppers, Lady Gaga, Katy Perry, U2, Pearl Jam, The Black Keys, Stone Temple Pilots, Smashing Pumpkins, Taylor Swift, Pink Floyd and Britney Spears.

Key Elements

- Sample distribution timing and quantities are customized to brand's objectives

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