POWERED BY LEARFIELD

WAVE 1 DIGITAL ADVERTISING REVIEW

RINGLING 148

June 2026



AGENDA

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2 STREAMING STRATEGY EVOLUTION

3 MULTI-MARKET CAMPAIGN INSIGHTS

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WAVE 1 RECAP
MAIN FLIGHT PERFORMANCE



RINGLING 148 – WAVE 1 – PERFORMANCE OVERVIEW

TOTAL SPEND: $1.97MM	TOTAL REVENUE: $4.73MM	OVERALL ROAS: $2.40	WEBSITE VISITS: 2.2MM
TOTAL CONVERSIONS: 40.2k	TOTAL CLICKS: 2.2MM	TOTAL IMPRESSIONS: 200MM	TOTAL CPA: $49.06

ROAS BY CAMPAIGN – TOP 10



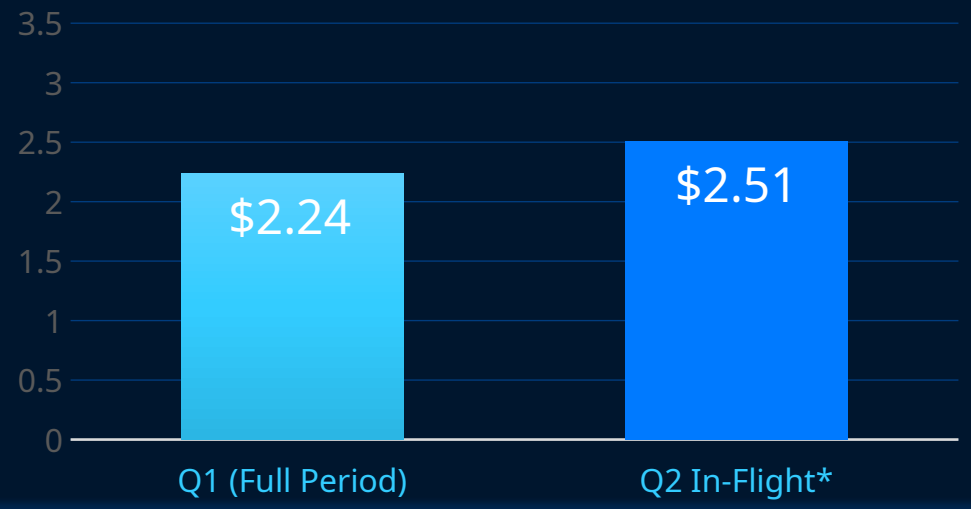
Data set dates: Jan 1, 2026 – May 13, 2026

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WAVE 1 – QOQ RESULTS: WHERE WE STARTED, WHERE WE LANDED

Q1: Nov 24, 2025 – Mar 31, 2026 (Full Period, ~18 weeks) | Q2: Apr 1 – May 17, 2026 (Partial, ~7 weeks — QBR in-flight)

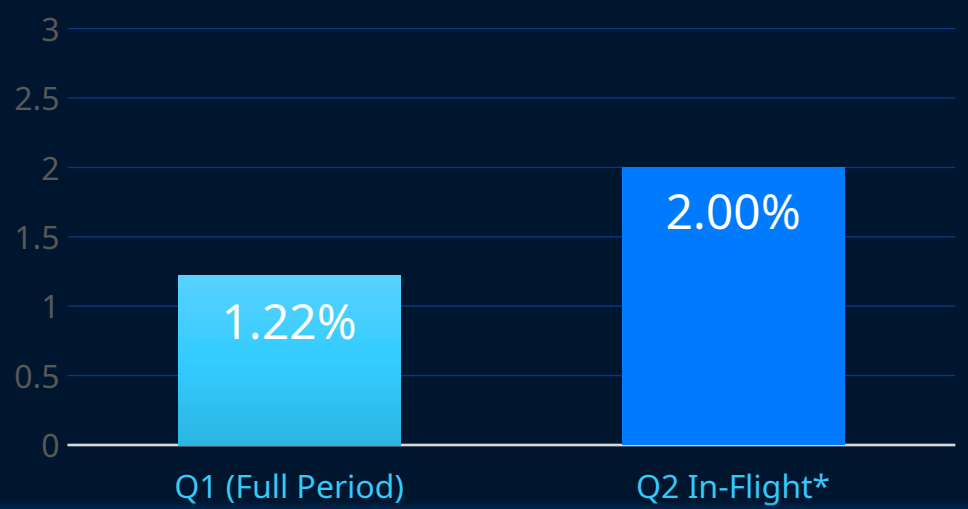
ROAS



▲ +12.1% ROAS improved Q1 → Q2

Spend Q1 (Full Period): **$1,647,900**

CTR



▲ +63.9% CTR improved Q1 → Q2

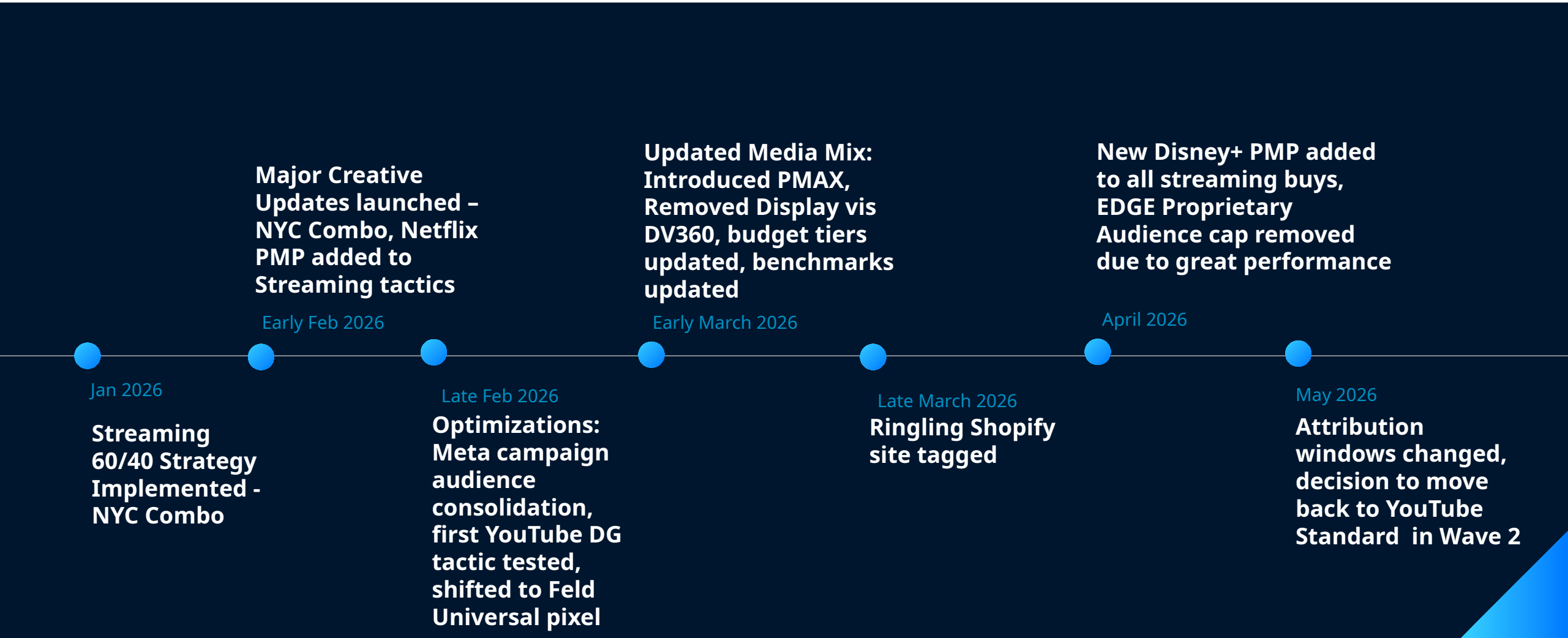
Spend Q2 In-Flight*: **$465,803** (~7 of ~13 wks)

** Q2 is a partial period — volume metrics (spend, impressions, conversions) are not comparable to Q1 full period. CTR and ROAS reflect in-flight efficiency and are directly comparable.*

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KEY CAMPAIGN IMPROVEMENTS TIMELINE



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Data set dates: Jan 1, 2026 – May 13, 2026

TOP 10 CREATIVES BY ROAS

- **Offer-led creative wins:** BOGO messaging is the strongest ROAS driver
- **Short-form video outperforms:** :15s assets dominate the top 10
- **Excitement converts:** High-energy, stunt-driven visuals are a consistent winner

Winning formula: Clear offer + exciting visuals + short format



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TOP 10 CREATIVES BY CLICKS



- **Short-form video drives clicks too:** Strong on both attention and conversion
- **Stunts and "wow" moments deliver:** High-energy visuals win on ROAS and clicks
- **Offer clarity matters:** Simple, fixed-price messaging earns the click
- **Bold color + motion = engagement:** Visually dynamic creative tops both lists
- **Nostalgia adds range:** Retro circus creative resonates emotionally

Consistent winning themes: Clear offer, exciting visuals, quick messaging

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GRANDPARENTS CREATIVE NEARLY DOUBLED RETURN ON AD SPEND

88% Higher ROAS

Grandparents Creative delivered an 88% higher ROAS than Date Night assets ($3.74 vs. $1.99).

Grandparents Creative was the strongest-performing creative theme when comparing to date night creative during the reporting period, generating:

-88% higher ROAS than Date Night assets
-40% lower CPA
-38% higher CTR
-$147K in attributed revenue

-1,391 total conversions



Takeaway: The Grandparents messaging not only drove stronger engagement, but converted users more efficiently and generated substantially greater return on ad spend, making it the most effective revenue-driving creative theme in the campaign.

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RINGLING BROS. AND BARNUM & BAILEY

Qualitative Research Among Purchasers and Non-Purchasers

March 24, 2026

WHERE QUALITATIVE AND PERFORMANCE DATA ALIGN



Nostalgia is validated on both sides

Focus group parents lead with childhood memories and "passing it down," and that maps directly to your circus act creative performing in the top tier and Grandparents creative delivering 88% higher ROAS than Date Night



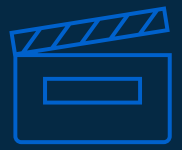
"Wow" is the conversion trigger

Parents describe the circus as spectacle, death-defying acts, and "America's Got Talent on steroids," which is exactly why high-energy stunt creative wins on both ROAS and clicks



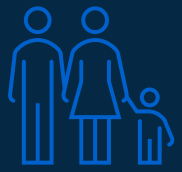
Clear offers work because price anxiety is real

"All Kids Under $20" was enthusiastically received in research, confirming why BOGO and fixed-price messaging drive your strongest ROAS



Video is the purchase gateway

Parents want to preview show clips with their kids before buying, which explains why short-form video dominates both click and conversion performance



Multi-generational framing is the differentiator

"Something for everyone" plus the desire to share the experience with a new generation is the insight behind the Grandparents creative outperforming on ROAS, CPA, and CTR

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STREAMING STRATEGY EVOLUTION

CTV STREAMING STRATEGY

Guaranteed premium foundation + approved supplemental inventory

Nothing runs outside the approved list. Every impression, premium or supplemental, serves in a brand-safe environment.

70/30 budget target: premium vs. approved whitelist. Algorithm can concentrate more in premium if it performs there.



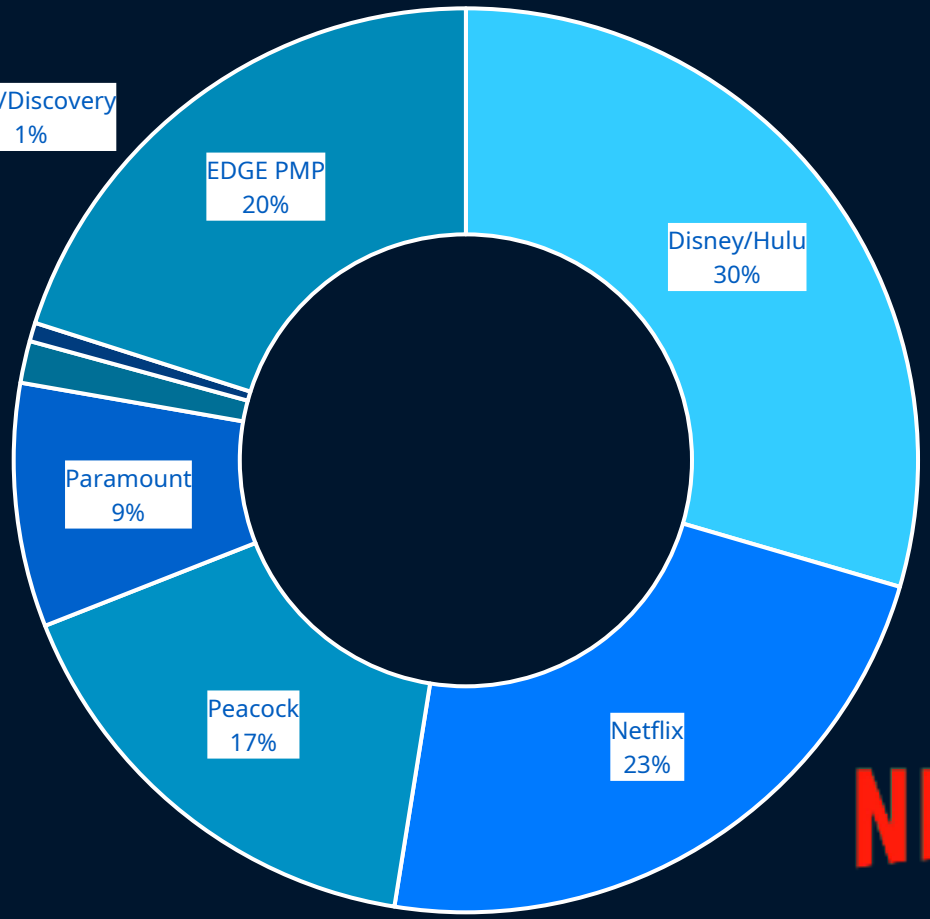
Budget Allocation

- 70%+ premium PMPs (Netflix, Disney+, Hulu, Peacock, etc.)
- Up to 30% approved EDGE whitelist

Any supplemental mid-campaign budget goes directly to premium inventory. No additional dollars leave the whitelist.

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STREAMING SPEND AND DELIVERY



Data set dates: Jan 1, 2026 – May 13, 2026

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EDGE CURATED WHITELIST PMP





























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MULTI-MARKET CAMPAIGN INSIGHTS

MULTI-MARKET CAMPAIGNS DELIVERED 72% HIGHER ROAS ON 11% OF THE SPEND

Metric	Main Flight	National MM	Advantage
Spend	$1,753,615	$217,352	—
ROAS	$2.22	$3.82	**MM +72%**
CPA	$53.82	$28.71	**MM 47% lower**
CTR	1.02%	2.20%	**MM 2.2x**
CPC	$0.99	$0.58	**MM 41% cheaper**
CPM	$10.02	$12.80	Main Flight 22% cheaper
Conv. rate	1.83%	2.03%	**MM +11%**

MULTI-MARKET IS THE EFFICIENCY ENGINE

72% higher ROAS ($3.82 vs $2.22) at nearly half the CPA

OUTSIZED IMPACT

Just 11% of spend, but ~19% of conversions

THE RIGHGT AUDIENCE, UPFRONT

2.2x the CTR means MM finds buyers before the click, not after

CLEAR SCALING OPPORTUNITY

Shift incremental dollars to MM and confirm efficiency holds at higher spend

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WAVE 1 MARKET SPOTLIGHT

Columbus Offline + Digital Timeline

Grassroots activations, community partnerships, and how they synced with digital campaigns

OCT – NOV 2025

Columbus Marathon (Oct) — 15,000+ attendees, Kids Fun Run bib = free ticket redemption
COSI Seasons of Celebrations (Nov–Jan) — Presence in winter wonderland exhibit for family audience
Edge On-Sale Blitz + Presale Emails — Feld, Venue, and TM presale campaigns launched digitally
Digital sync: AARP, Maddox $10 off, CW 35%, TM Holiday promo running in parallel

DEC 2025 – JAN 2026

Venue Digital Boards + OSU Campus — Schottenstein Center boards during OSU games (100K+ attendees)
Dave "The Arena Dude" Feature — Weekly TV segment + online following
Digital sync: Holiday 25% discount, $10 off emails, venue thank-you email discounts

FEB – MAR 2026

Reading with Ringling (Mar) — 20 library branches; read 5 books = free ticket
Local Influencers via Irvin PR (Mar) — 11 influencers, 283K combined following; swag box deliveries
Billboards (Mar–Apr) — Two rounds of OOH billboard placement; rotated 6 creative images
Digital sync: MF Digital + TV launch Mar 23; META, PMAX, CTV, YouTube, TikTok, Pinterest, Search all live; 25% digital discount running Mar 23–Apr 26

APR – MAY 2026

Advance Hype Crew (Apr) — 4,000+ families reached: Nationwide Children's Hospital, COSI, Tussing Elementary, Ronald McDonald House, Tremont Center community breakfast
Branded Truck at Venue — On-site advertising at Schottenstein Center during show run
Telemundo + La Mega + La Mejor (Apr) — Hispanic media support; Juanita sang national anthem at Monster Jam (5,000+ fans)
Amplified Organic Campaign — Late addition; 100K+ views, 200K engagement
Digital sync: Urgency messaging pivoted; TikTok + YouTube paused Apr 20 → budget shifted to META retargeting; "This Weekend" creative drove 6,243 tickets in final week

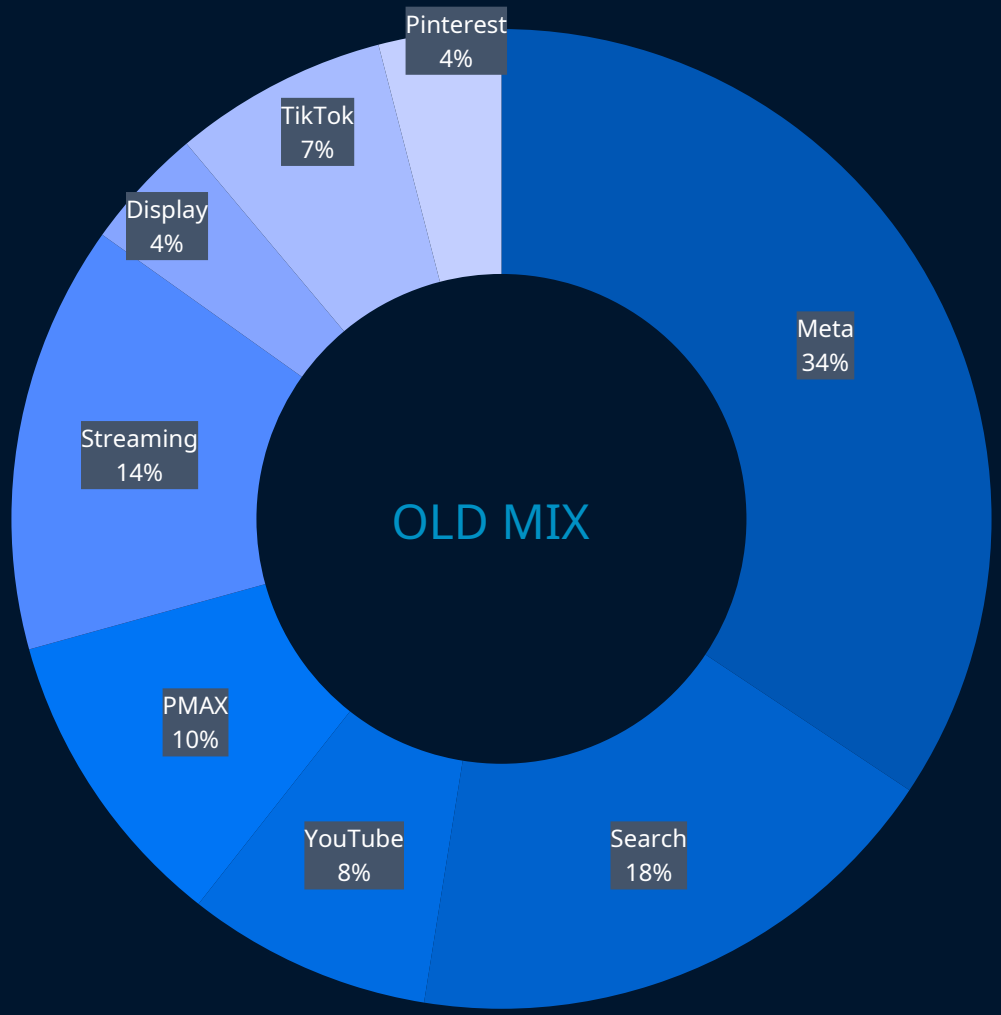
Result: 23,051 paid | $811K revenue | $35.21 ATP | 26% of tickets from targeted offers | 4,000+ families reached via grassroots

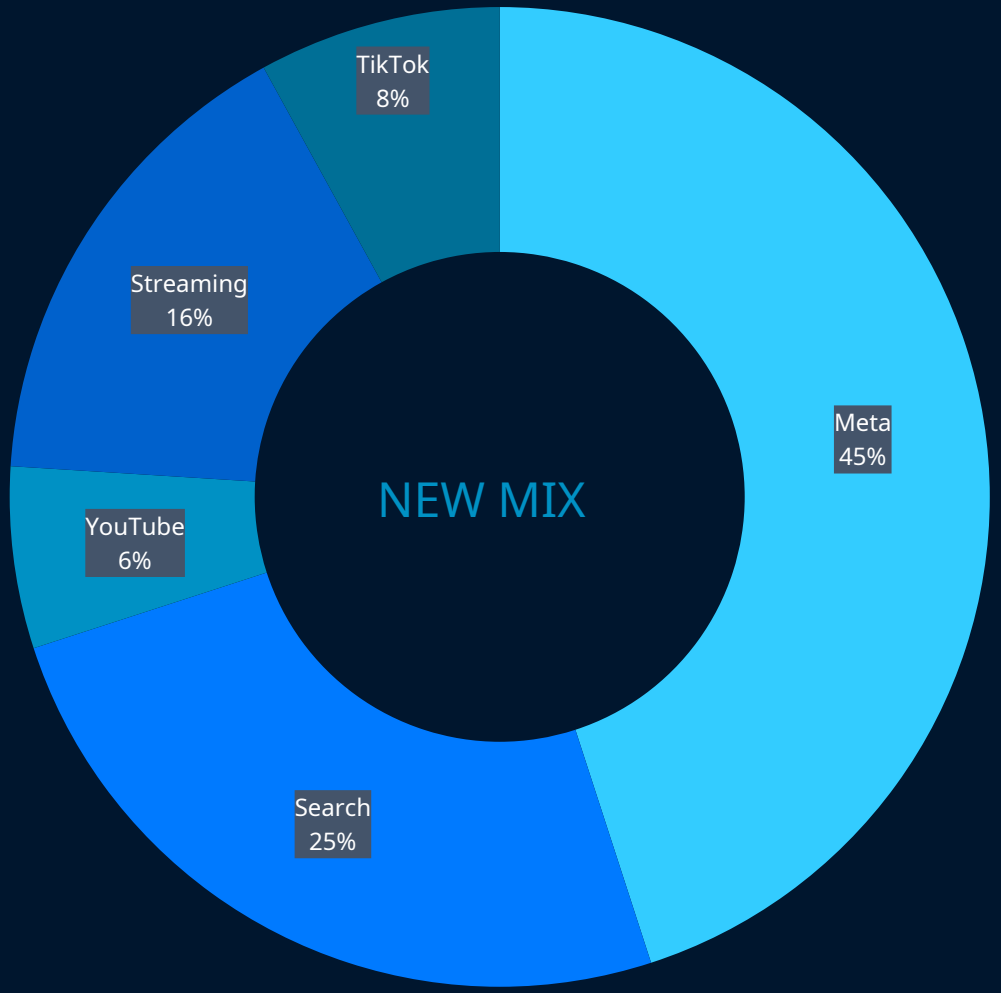
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WAVE 2
WHAT'S NEXT

EVOLVING THE MIX FOR CONVERSION EFFICIENCY





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THE FUTURE HOLDS POSSIBILITIES

GROWING STREAMING CAPABILITIES WITH AMAZON DSP







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QUESTIONS & ANSWERS



THANK YOU!

June 2026

A REBALANCED MEDIA MIX

CURRENT MEDIA MIX			
Channel	**Budget Under 40K**	**Budget 41-99K**	**Budget 100k+**
Meta	54%	34%	35%
Search	25%	18%	14%
YouTube – Demand Gen	-	8%	11%
PMAX	20%	10%	8%
Streaming	-	14%	15%
Display/Native/ instream	-	4%	5%
TikTok	-	7%	7%
Pinterest	-	4%	4%
Amplified Organic	1%	1%	1%

OLD MEDIA MIX

The current mix is weighted toward awareness channels, diluting overall ROAS and limiting the budget available for conversion-stage channels where performance data shows the strongest returns.

NEW 2 TIER MEDIA MIX		
Channel	**Budget Under $55K**	**Budget Over $55K**
Meta	60%	45%
Search	25%	25%
Streaming	15%	16%
YouTube	-	6%
TikTok	-	8%

WAVE 2 MEDIA MIX

This mix incorporates client channel preferences while maintaining a performance-first structure. YouTube is added at the over $55K tier and Programmatic Display is removed. We note that awareness channels represent 22% of budget in the majority of markets and recommend monitoring ROAS closely as the mix is implemented.

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