

The Avril Lavigne Foundation Premium PPV Streaming Experience & Fundraiser





Bulldog DM was able to bring my vision to life and deliver both a high quality video stream and an amazing stereo audio listening experience.

– Avril



Bulldog DM, the world's most experienced premium livestream company, powered The Avril Lavigne Foundation's PPV streaming concert to raise funds to fight Lyme disease. Fans enjoyed an unparalleled experience featuring premium audio quality, HD video, and a seamless ticketing experience that included bundled merchandise and VIP options – all handled by Bulldog DM's team of experts.

Funds raised:
\$1.1 million+

Average watch time:
50+ minutes

Worldwide reach:
20 countries

key findings

- Utilizing a turnkey, one-stop shop such as Bulldog DM is integral to ensuring all parts of the livestream experience sync together (ticketing, microsite development, streaming execution, social media marketing, etc.)
- Collaboration with the artist, foundation, management and Bulldog DM's technical team were key to ensuring a premium and seamless fan experience
- Bulldog DM's history testing different PPV and livestream business models ensures clients can implement best practices when it comes to pricing, packaging and marketing

show details

- 8-time Grammy nominated singer, songwriter and philanthropist Avril Lavigne curated and performed an awareness benefit concert to benefit The Avril Lavigne Foundation and its partner beneficiary, Global Lyme Alliance
- She was joined by collaborators Rob Thomas, One Republic and Alessia Cara and host Wilmer Valderrama
- Three different ticket packages were sold: Livestream ticket (\$25), Livestream + merchandise (\$60) and Livestream + merchandise + VIP soundcheck (\$149) with all proceeds going to The Avril Lavigne Foundation to help fight Lyme disease

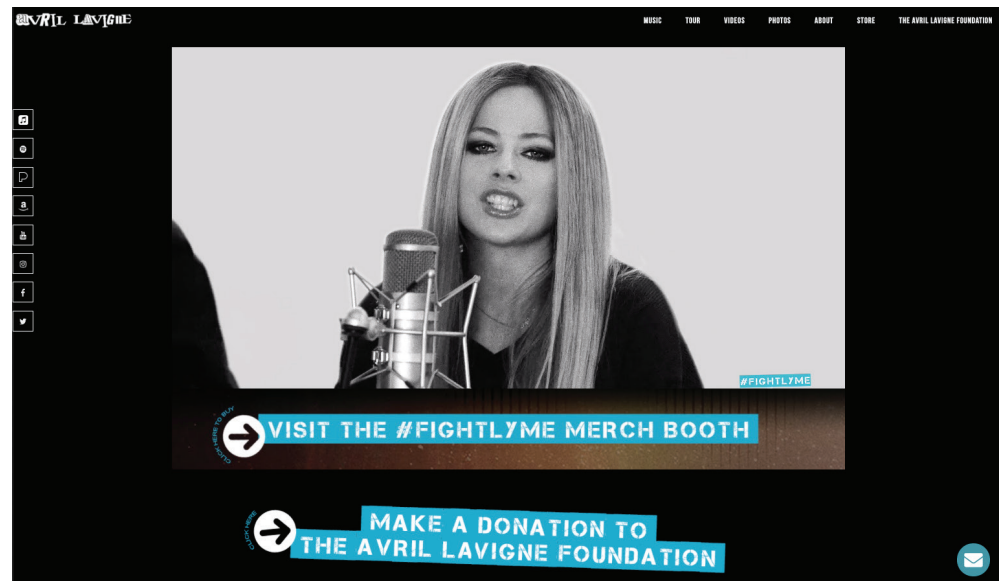
The Task

Bulldog DM collaborated with the executive team of The Avril Lavigne Foundation and artist management to create a can't-miss turnkey virtual streaming experience for Avril's fans. The event was presented from Avril's website, which was completely branded for the #FightLyme virtual event.



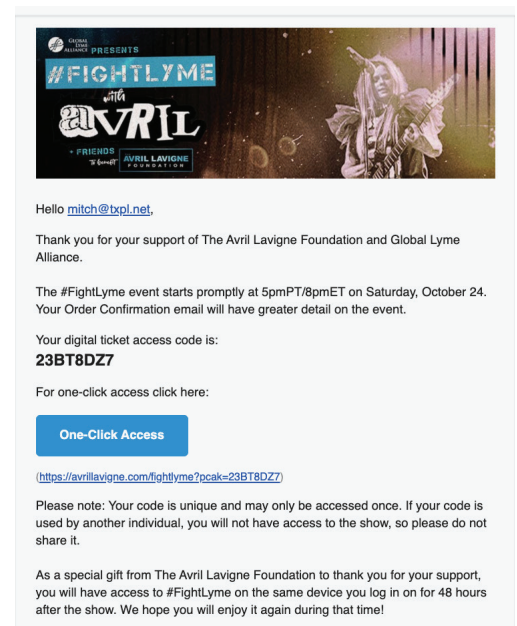
It was important to me to provide a special experience to my fans around the world. I was able to share this moment from my own website directly to my fans and foundation supporters.

- Avril



The Product

- An end-to-end, white-labeled livestream platform for The Avril Lavigne Foundation to sell PPV tickets
- Direct integration into Avril's main website
- Bulldog DM handled all technical requirements and ticketing integration
- Key features:
 - Premium experience: stunning visuals, high definition stereo audio fidelity
 - Seamless and secure ticket purchasing process offering three different ticket packages to support the Foundation
 - Data privacy (Bulldog DM does not keep any individual ticketing data)
 - Ability to gate the VIP soundcheck and main streaming experiences per the user's purchased ticket package
 - Ability to manage guestlist tickets
 - Seamless integration into Avril's Shopify store to sell merchandise directly
 - Social media integration: pre-show live teasers and fully produced multi-camera video, all livestreaming directly to Avril's Instagram account (as opposed to Instagram Live's camera phone-only standard limitation)
 - Clickable call-to-action buttons/overlays within the video player



The average time to buy a ticket was 30 seconds.



Prepare for
Ticket Launch



On
Sale



Pre-Show Marketing
and Teasers



Technical
Execution



The
Livestream

Collaborators
included
Rob Thomas,
One Republic,
and Alessia Cara

timeline

Phase 1: Prepare for Ticket Launch

- Establish goals
- Identify which features of product are needed
- Consult client on best practices for microsite development, ticket tiers, marketing and onsale date
- Working directly with artist webmaster, create entire ticketing page and live video streaming workflows
- Develop FAQs to to walk fans through ticketing and viewing process

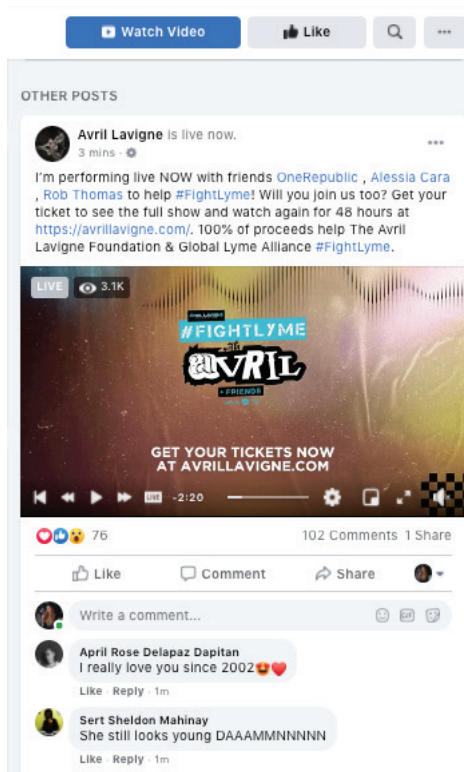
Phase 2: On Sale

- Key ways to engage fans
- Ticketing integrated directly into Avril's main website for easy purchase experience
- No individual data collection ensures user privacy



Phase 3: Pre-Show Marketing and Teasers

- Special guests Rob Thomas, One Republic and Alessia Cara and host Wilmer Valderrama were strategically announced in separate weeks prior to the show to drive awareness
- Social teasers utilizing Bulldog DM's technology were posted to Facebook and Instagram 15 minutes prior to start time
- Fans saw a teaser of the actual livestream (with fully produced video), compelling and inviting them to purchase a ticket and support The Avril Lavigne Foundation



Teasers were posted to Facebook and Instagram 15 minutes prior to start.

Phase 4: Technical Execution

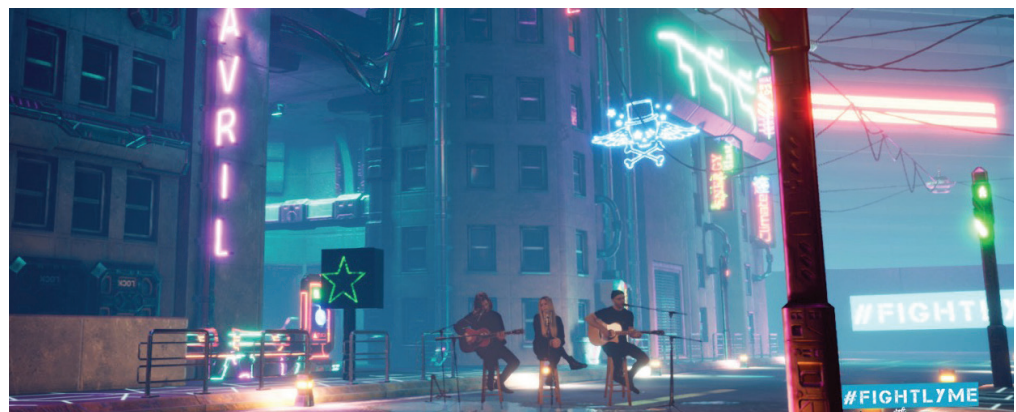
- Avril Lavigne created a compelling, visually stunning video production of the show
- Entire concert was streamed from the Bulldog DM back end network operations center on state of the art live encoding appliances with complete redundancy, ensuring pristine HD quality throughout the show
- Bulldog DM-managed CDN bandwidth service ensures that all viewers have a seamless streaming experience with sustained egress that flexibly expands to the size of any audience

Phase 5: The Livestream

- Bulldog DM managed execution of the entire streaming process
- Fans used seamless ticketing integration to join the VIP sound check or main show
- Near hi-def stereo audio output gave fans true value for their ticket purchase and a premium concert experience
- Platform integrated calls-to-action encouraging fans to donate

summary

- Artists, brands and clients are becoming more sophisticated in their approach to creating PPV concerts that will engage fans
- Avril and her team capitalized on a well-thought out concept that leveraged the artist's fanbase and music catalogue.; collaborating with other musicians and celebrities also drove awareness and engagement
- As the most experienced premium livestream company, Bulldog DM was able to advise Avril and her team on best practices when it comes to ticket pricing and packaging, livestream execution, building a microsite and marketing
- Bulldog DM's platform provided full functionality for all event needs and most importantly transformed viewers into participants through a seamless ticketing experience and high quality audio and video experience



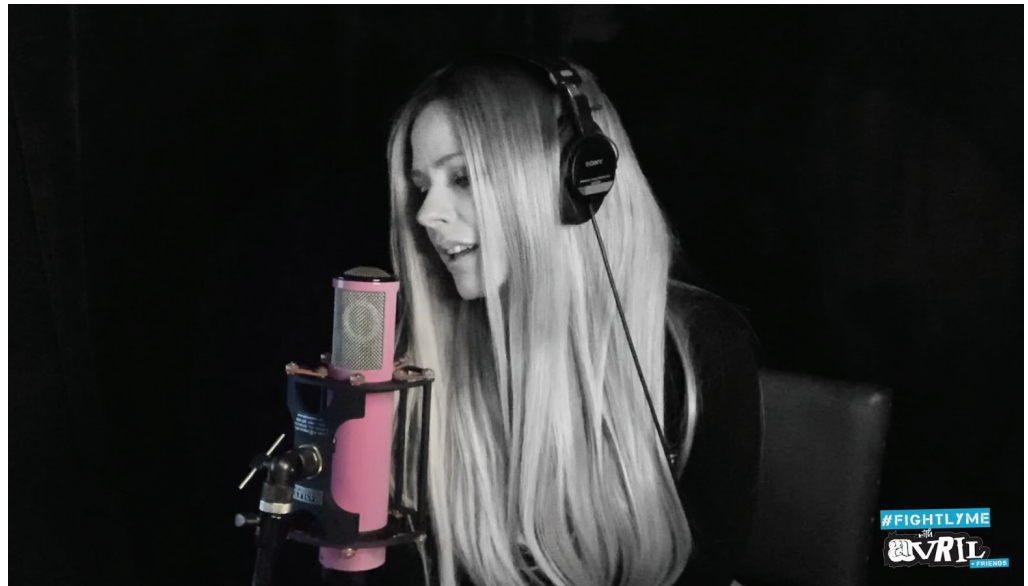
Bulldog DM

- Founded in 2012
- Credentials: Ex-AEG and ex-Live Nation professionals with technical, production and live content expertise across streaming media
- Market-leading best practice approach to livestreaming catered to the world's most prestigious brand marketers
- Hundreds of successfully executed livestreams testing different business models. Key learnings utilized for each client to ensure success.



Thanks to Bulldog DM,
my foundation and
fellow artists were able
to create the perfect
moment to perform,
create awareness and
raise funds to help
combat this disease.

- Avril



- End-to-end, white-labeled livestream product
- Blue chip client roster includes Spotify, Procter & Gamble, Netflix, Xfinity, Apple, AT&T, Samsung, American Express, the NFL, Coca-Cola, TikTok, Youtube, Sony, Nestle, Snickers, Hyundai, Tiffany, Hilton, Nissan, Jeep, and Facebook.
- Key projects: Spotify Awards, AT&T NBA All-Star Pre-Game Concert, NFL Pro Bowl Variety Show, Final Four Tip Off Concert, Governors Ball Music Festival, Kanye West's Sunday Service, American Express Unstaged, Snickers Live Super Bowl commercial, SOSFest on YouTube, Hyundai 2021 Global Reveal
- Key PPV live stream shows: Kenny 'The Jet' Smith's Jet Academy virtual basketball camp, Joji's The Extravaganza, July Talk two consecutive nights from a sold out drive-in, DJ Boris Brejcha three live concerts in a single day

Contact Bulldog DM at Bluto@bulldogdm.com or 310.906.0527