

# PULSE

**LIVE NATION®**

CREATOR COMMUNITY

Campaign: Live Nation Pulse  
Client: Live Nation  
Agency: 1000heads

# Best Creator Led Campaign

**Live Nation Pulse isn't just another influencer activation — it's a creator-powered community putting fans and creators at the heart of live music.**

We launched Pulse to diversify beyond the mainstream, champion emerging talent, and authentically engage younger audiences. To reach Gen Z and millennials, Live Nation needed a social-first approach powered by real voices and genuine fan passion.

In exchange for content, creators receive exclusive perks and money-can't-buy experiences through in-demand tickets, VIP experiences, travel opportunities and access to an exclusive community. Today, creators fuel excitement from tour announcements through to encore.

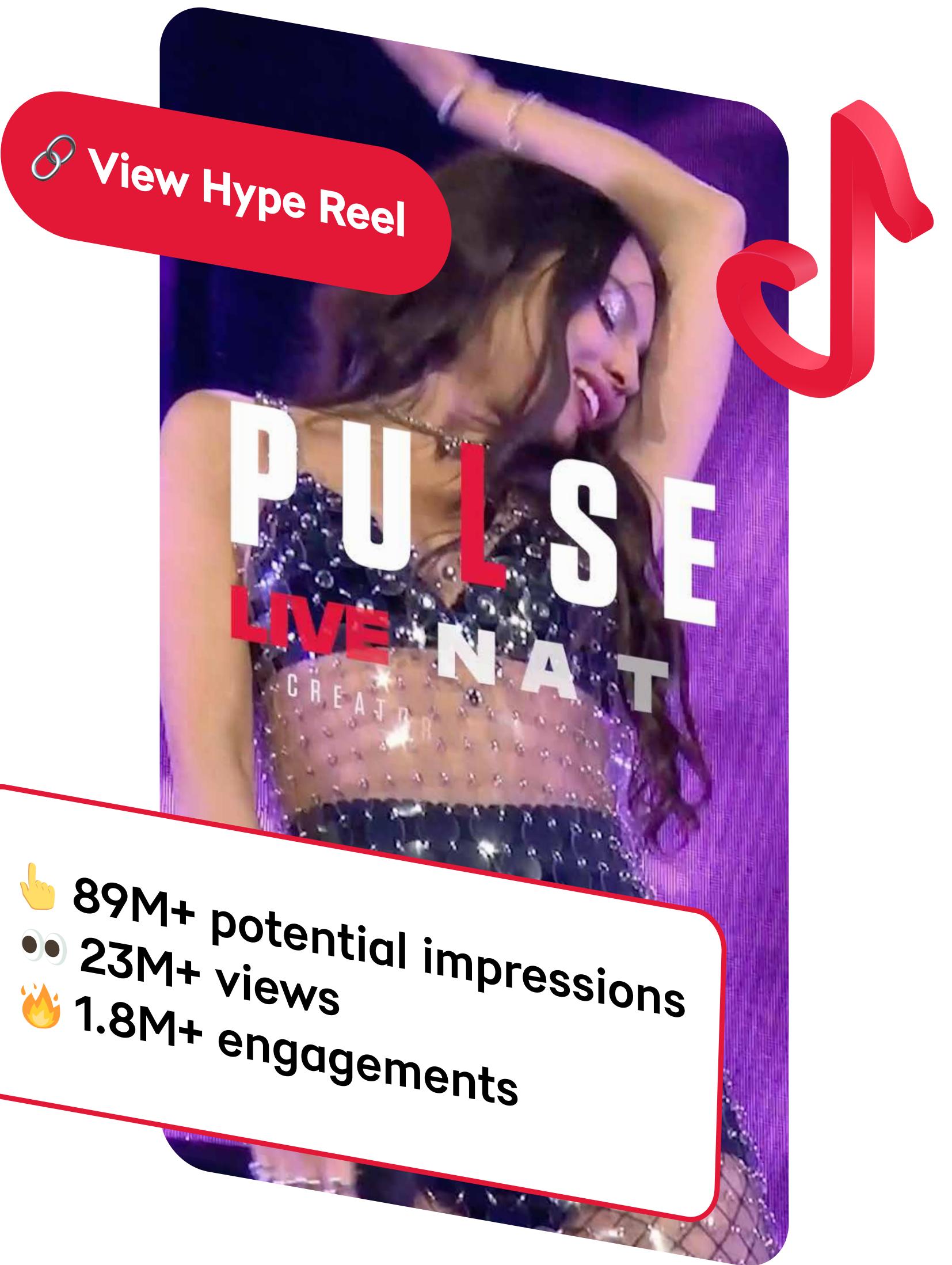
By giving creators ownership of their content and turning them into storytellers, Pulse has amplified diverse voices, shaped conversations, boosted ticket sales, and positioned Live Nation not just as a promoter, but as a platform for community and connection.

## The Challenge & Opportunity

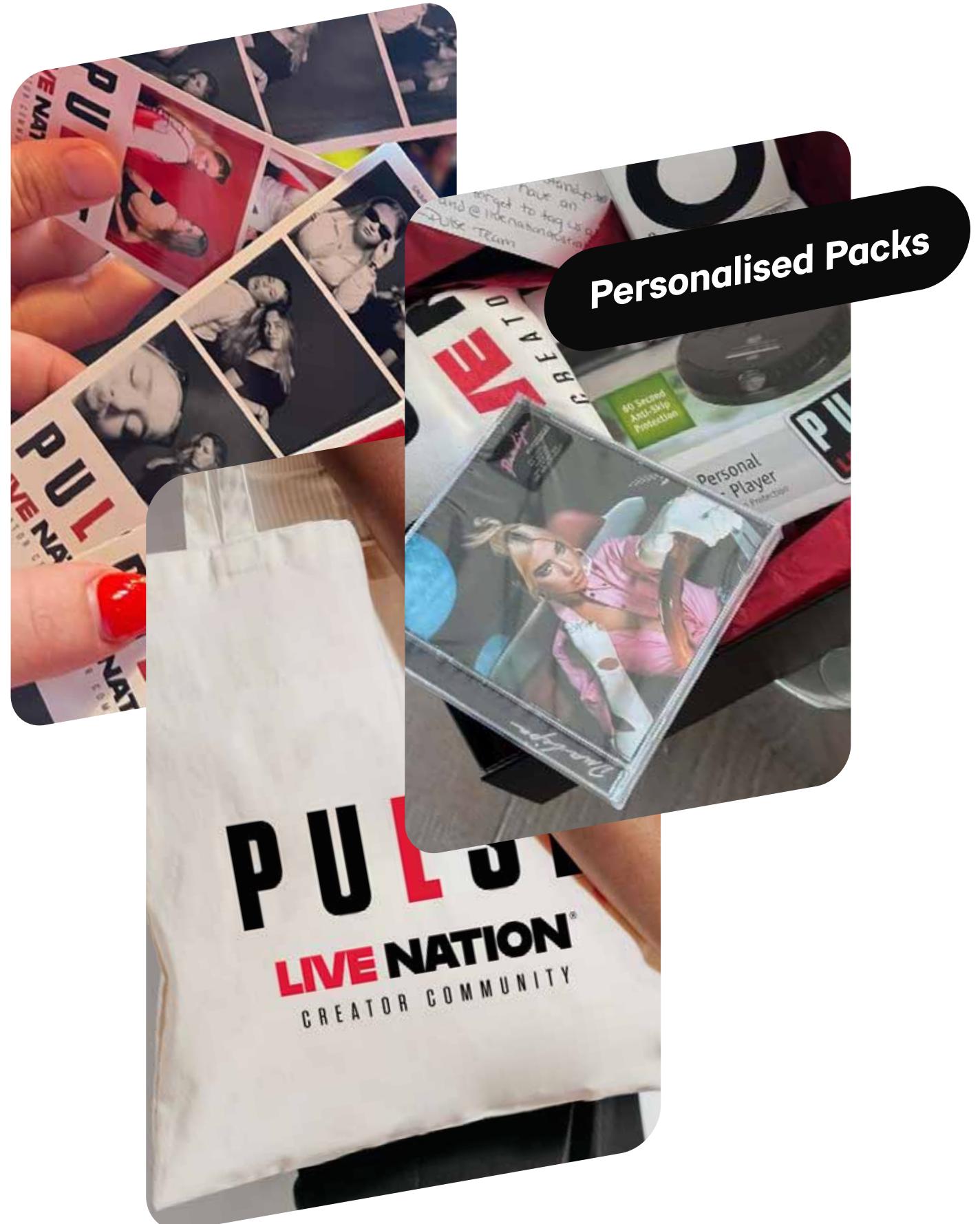
The live entertainment space is hyper-competitive, with endless noise from artists, platforms, and brands. For Live Nation, the key challenge was amplifying tour announcements, which often struggled to cut through with Gen Z and young millennials. Paid media wasn't enough for audiences who value authenticity, peer-driven recommendations, and cultural relevance.

Instead of a one-off influencer campaign, we built **Live Nation Pulse** — a creator advocacy community that flipped the pay-to-play model. Pulse turned creators into collaborators, not paid amplifiers. With early access to announcements, meet-and-greets, and premium perks, creators had the tools and freedom to produce authentic, shareable content that resonated with audiences. By embedding creators within live music culture, Live Nation shifted from marketing to fans **to creating with them.**

 [View Hype Reel](#)



# Powered by Genuine Fans



## Audience & Insight

The heartbeat of the music industry is its fans. For Gen Z and younger millennials, live music is identity and community. They don't just watch shows; they document and shape the narrative in real time. But they resist top-down marketing, instead trusting creators and peers who share their passion.

**This insight shaped Pulse:  
empower fans to tell the story.  
By amplifying diverse voices,  
we turned announcements into  
cultural moments, not  
marketing messages.**

## The Big Idea — Live Nation Pulse

By joining Pulse, creators get early access to announcements, tickets, and VIP perks, producing TikToks and Reels that reflect their style — from fit checks to original remixes and comedy sketches.

We built a diverse community across Sydney, Melbourne, and Auckland, onboarding creators ranging from DJs, musicians, festival-goers, lifestyle creators, and comedians. Spanning 10K–500K followers, they represented LGBTQIA+ voices and varied cultural backgrounds. Passion mattered more than follower size.

To make Pulse feel special, we offered personalised onboarding: surveys to match them with shows, welcome kits with tailored items and handwritten notes, and early access via NDAs so content could go live on announcement day. We launched with celebratory events — from Dua Lipa to Nelly — giving creators the chance to connect and share in the excitement.

Each month, 1000heads receives dozens of Live Nation tour announcements and turns them into concise creator briefs with key info and inspiration. In return, creators earn tickets and Pulse Points toward premium experiences. This ensures content stays authentic, driven by genuine fans, and helps Live Nation tap into fandoms and niche communities from pre-sale to encore.

# Creative & Creator Strategy

**Pulse was designed to elevate creators as partners, not paid promoters.**

**Here's how:**

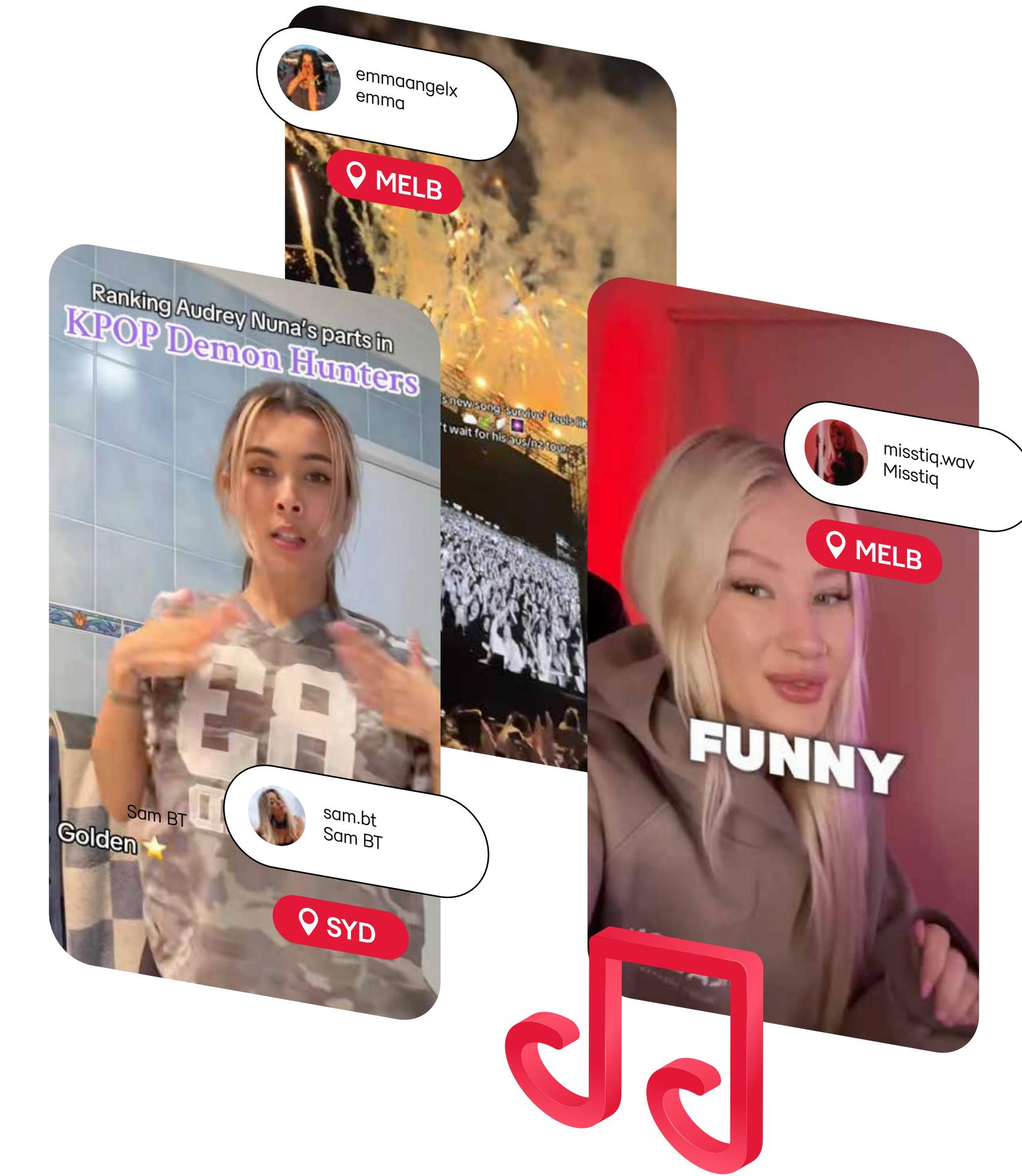
- Handpicked creators, wide influence: We curated a diverse roster of creators to cover every genre and subculture.
- Exclusive early access: Creators sign NDAs to receive tour announcements 5 days before they're public, giving them time to craft content that drops at the moment of announcement.<sup>1</sup> To "Announcement impact: Creators receive briefings so their content is ready to drop the instant the tour is revealed.
- Flexible storytelling formats: Pulse content spans TikToks, Instagram Reels, and Stories, featuring anything from fit checks, to comedic sketches, and POV-style storytelling — whatever feels authentic to each creator's style and audience.
- Community-driven engagement: Creators join private Pulse Instagram DM groups, where they receive first-look briefs, connect with other creators, and collaborate across tours and genres.

- Incentives with purpose: Beyond free tickets and VIP perks, creators earn Pulse Points for each brief, with top rewards for posting at announcement, highlighting emerging artists, and supporting smaller venues — driving awareness where it matters most.
- Boosted content amplification: Standout content is amplified with paid spend, a win-win for Live Nation who can scale authentic creator content into mass reach, and creators who receive a \$500 payment per boosted post along with increased visibility.
- Diverse opportunities: In addition to tour announcements in exchange for show tickets, creators were occasionally offered to work on briefs such as Pair'd Margaret River, a weekend of wine, food and music in Western Australia.

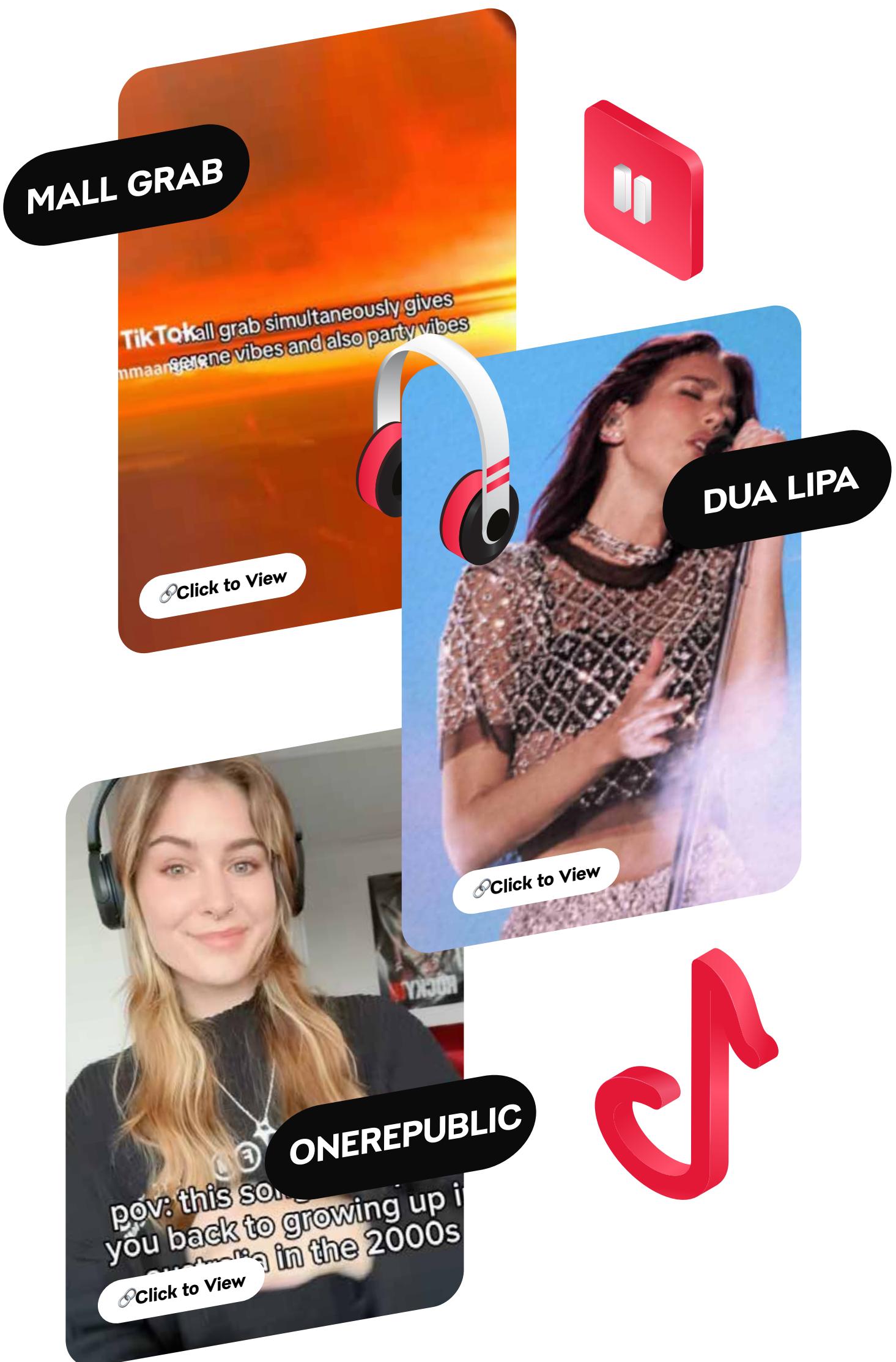
By empowering creators, we built authentic advocates who generate buzz and spark meaningful conversations about upcoming shows.

## The Pulse Point System

Post at Announcement or Ticket Sale	STADIUM +2 Points	ARENA +3 Points	THEATRE +4 Points	CLUB +5 Points
Post at Show	+1 Point	+2 Points	+3 Points	+4 Points



# Engagement & Cultural Impact



Pulse turned creator energy into measurable results, proving the power of fan-led storytelling in driving both conversation and awareness. Over the course of the year (February-December 2025) the program delivered:

- 120+ total creators in the Pulse program
- 1,400+ total pieces of content from announcement to on-the-ground
- 23M+ video views
- 120+ total briefs responded to

## Balancing Big Moments with Emerging Talent

While headline artists spark strong engagement, Pulse is committed to championing smaller shows and rising artists. We encourage this through incentives like paid boosting and higher Pulse Point rewards.

STADIUM	ARENA	THEATRE	CLUB
7 Briefed shows 63 Creators 375 Content pieces 252,294 Paid Total Impressions*	43 Briefed shows 127 Creators 349 Content pieces 5.4M+ Paid Total Impressions*	41 Briefed shows 58 Creators 100 Content pieces 4M+ Paid Total Impressions*	29 Briefed shows 30 Creators 72 Content pieces 80,467 Paid Total Impressions*

\*boosted campaigns

84 total shows briefed, 570 pieces of show announcement content generated, 6.8M+ paid total impressions generated

## Paid Power: Pulse in Action

With a limited paid boosting budget of under \$30k spent in total, we supercharged creator content across 58 Australian and New Zealand tour announcements—and the results spoke for themselves. Individual Pulse campaigns delivered up to a 205% uplift in CTR compared to prior efforts, with some campaigns hitting an incredible 14.5% CTR. On average, Pulse paid activity drove a strong 3.4% CTR, meeting the high end of industry benchmarks, while also reaching over 5M fans and generating 11M+ impressions. The outcome: unmatched event visibility and audience engagement.

	Amount Spent*	Reach	Impressions	Clicks**	Avg CTR**
Total	\$26,556.12	5,018,710	11,093,595	348,323	3.4%

\*AUD \*\*Destination

## The Creator Effect

To further quantify this impact, we use our Creator Effect framework which measures the cost of content creation against the volume and reach of authentic creator output. Across all announcement briefs in Q1-Q4 2025, Pulse generated \$1,182,928 in Creator Effect value, proving that when creators lead, results follow. The program generated 2.7x return on investment when comparing the Creator Effect value against the cost of the overall program.

# Why it Matters

Live Nation Pulse redefined creator-led marketing by flipping the paid model: creators aren't amplifiers, they're co-creators. With early access, creative freedom, and real value exchange, Pulse has built a community of passionate fans who authentically share the shows they love.

Pulse champions emerging talent alongside global headliners while connecting fans, creators, and artists through the energy of live music. By empowering real fans to tell the story, Pulse unlocked authentic storytelling at scale, driving buzz, cultural credibility, and keeping audiences engaged show after show.



## Social Transformation and Creative Agency: **1000heads**

Fiona Harris – General Manager, APAC  
Michelle Braslin - Client Services Director APAC  
Mark Lloyd – Group Account Director  
Natalya Grabavoy – Senior Account Manager  
Mark Guim – Social Media Manager  
Molly Cording – Account Manager  
Jess Cassiano – Senior Account Executive  
Kate Morrison – Art Director

## Media Agency: **Ryval Media**

Sarah Browne - Group Account Director  
Laura Hanna - Senior Business Manager

## Client: **Live Nation**

Nathan Thompson - VP Marketing Live Nation AU & NZ  
Ellie Glaves - Senior Digital Manager