



A Case Study for:

Community Marketing Expanding Primer's Sales Reach

Lessons learned from the Primer Music Festival

Summary

To grow reach without additional ad spend, Primer used ComeTogether's community marketing at checkout to turn buyers into ambassadors—driving **~1 Million organic views** and incremental sales at **near-zero cost**.

About Primer Music Festival

Primer Music Festival is one of the largest music festivals in Greece and ranked **No. 42 in DJ Mag's Top 100 Festivals worldwide**. In its 6th year, the festival moved to the Olympic Athletic Center of Athens (OAKA), delivered at an entirely new level of scale and production. Held on 6–7 September 2025 in Athens, headliners included Armin van Buuren, Boris Brejcha, and Alesso, with performances by ARTBAT, Paul Kalkbrenner, Faithless, Afshin Momadi, Ameme, Fideles, Hi Profile, Kalamo, Massoma, Maus, Mimifxy, Purple Disco Machine, and Skinny.

Challenge

Primer trusted us as their exclusive ticketing provider for 2025. They were looking for creative ways to grow awareness about their event, the impressive line-up and to acquire new attendees, beyond its existing loyal fan base, without materially increasing the marketing budget.

ComeTogether's Solution

ComeTogether provides a complete ticketing solution, supercharged with safe secondary market resale and built-in growth tools.

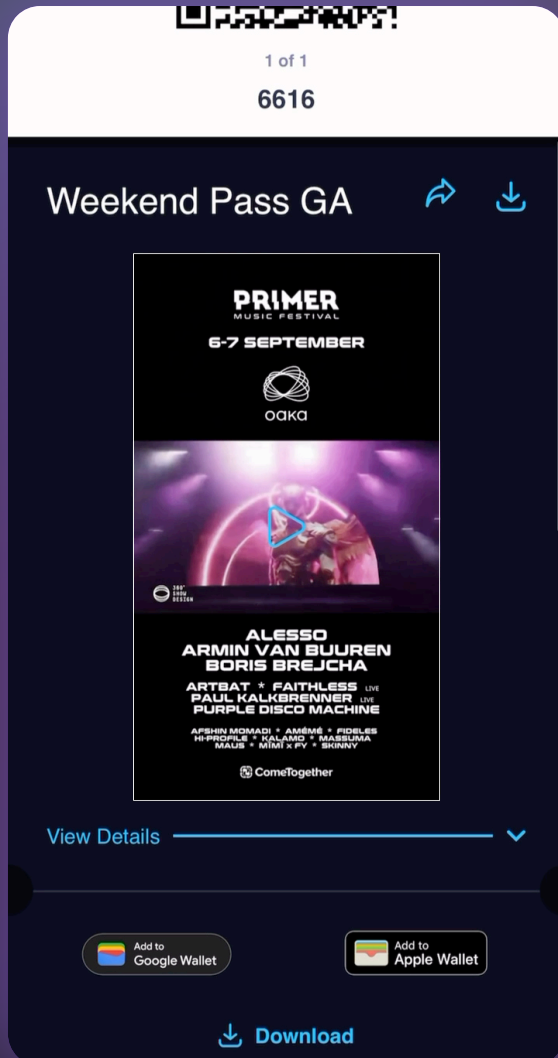
Inside the organizer dashboard (Promote), Primer activated Community Marketing.

Here's how it works in only three easy steps:

- 1 Buy & Prompt:** Immediately after purchase, a shareable video is embedded with the ticket and a one-click prompt encourages posting to the purchaser's socials.
- 2 Share:** With one click, they post to social platforms, automatically entering a prize draw (VIP Box, Primer 2025 lineup T-shirt and gifts from sponsors).
- 3 Track & Reward:** Shares are tracked, enabling transparent winner selection and engagement reporting.

Why it matters: Tickets stop being just a "boring" QR and become a shareable media tool that compounds reach through the fan's social graph.

ComeTogether has processed **1M+ tickets** across **7,000+ live events in 7 countries.**



Inside the Primer Ticket

🔥 Primer Music Festival 2025 Giveaway 🔥

Exciting news for all ticket holders of the Primer Music Festival 2025 at OAKA Stadium, Greece, on September 6th & 7th!

🎉 5 lucky winners will receive a Primer VIP Box, including a Primer 2025 lineup T-shirt and exclusive gifts from the event organizers and sponsors.

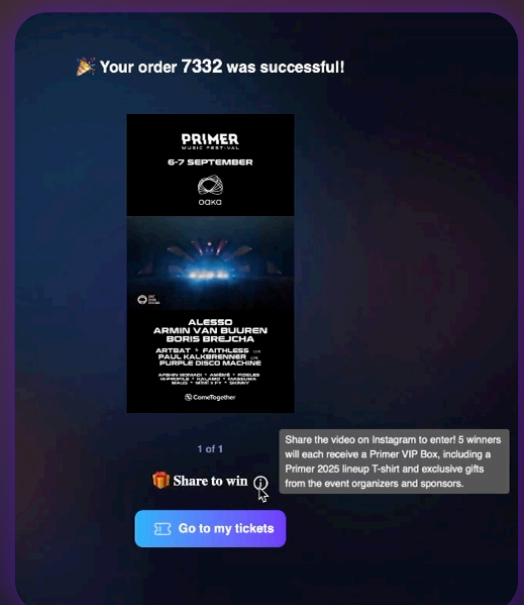
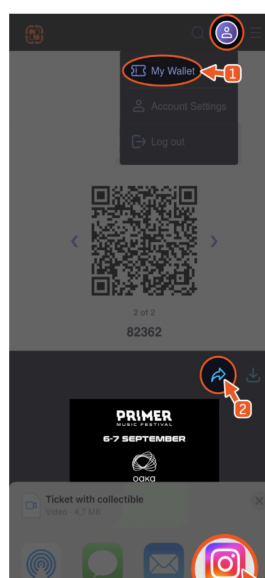
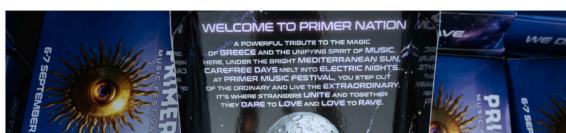
How to participate:

- 1 Visit cometoegether.live/myWallet and select your ticket for the festival.
- 2 Discover your exclusive Primer 2025 video.
- 3 Hit the "Share" button and post it as a story on Instagram (check out the example).

By sharing your collectible, you will automatically enter the raffle, which will take place on September 3rd, 2025. The 5 winners will be notified by email!

The prize will be available for pick-up during the festival. Prior communication will be required to ensure the correct T-shirt size is included in the box.

🍀 Good luck!



The Outcome



Thousands of sharers (~16% of buyers) posted the content



~500 average views per share → ~1 Million organic views total



Paid-equivalent: ~€9,000 in views at typical paid rates



Net effect: more views, more sales, no extra media budget
- with stronger fan engagement and community building

Key Learnings

- **Friend-led discovery beats ads:** Learning about an event from a friend that is attending drives higher intent than seeing an ad about it
- **Frictionless timing:** prompting the share immediately after checkout maximized participation
- **Reward design matters:** high-perceived-value prizes (VIP Box + merch) boosted shares
- **Creative quality matters:** Primer's awesome video - blending Greece, history, music and technology - made the content inherently shareable and boosted engagement

2026 Opportunity - Sponsor Monetization

Co-brand the post-checkout share video with a lead sponsor (logo + CTA). Offer a CPM or flat-fee package where the sponsor funds the views generated by fan shares—backed by transparent reporting (reach, views, clicks). Net effect: offsets media costs, adds a new revenue stream, and deepens sponsor integration.



ANDREAS PANAGOS
CEO, PRIMER MUSIC FESTIVAL

“ComeTogether turned our fans into our best marketers. With their community marketing, fans shared right after checkout, driving hundreds of thousands of organic views plus higher intent from new audiences. The setup was simple, tracking was transparent, and rewarding fans was easy. We're excited to build on this for 2026.”