ComeTogether

Case Study:

White label ticketing keeps your brand in the spotlight

About

Reworks is the pioneer electronic music festival in Greece and among the most well-known in Europe, presenting a wide spectrum of electronic music and its relationship with other music genres since 2005.

Every year, reworks transforms the city of Thessaloniki into a meeting place between friends of advanced music from within the city, across Greece and beyond. Five days full of music in different locations create an inner city journey. The festival presents the unique vibe of the city throughout different experiences under the creative philosophy and celebratory atmosphere of reworks. DJs, live performances from global artists, but also the domestic scene of Greece and the local city of Thessaloniki create a mosaic from the east to the west side of the city and in between.

Challenge

Reworks wanted the ability to sell tickets to their festival directly from their website. In order to do this they needed to find a solution that could not only help them to accomplish this from a technology perspective, but also from a brand positioning perspective.

When considering a white label solution it was important to find a partner that would do all of the heavy lifting for them. Provide the technical solution and industry expertise to develop an outcome that was easy for them to implement and still kept their brand in the spotlight.

The main priorities for a different approach to ticket sales needed to address the following:

• Keep their brand in the forefront, they have high brand recognition and need to be found easily when fans search for their festival online.

• Make ticket sales directly from their website.

• Determine what event details they share with fans about the event they will attend.

• Position other events to potential buyers to upsell to multiple purchases.

• Easy to implement, no need for development resources.

reworks.gr/tickets

ComeTogether's Solution

White label functionality provides an NFT blockchain ticketing solution that carries your brand. Always have your identity first when users are purchasing and using tickets! If you're worried about the complexities associated with implementing a blockchain solution, ComeTogether's white-label products eliminate these concerns. There's no need to have your own blockchain infrastructure or blockchain software developers. As NFT ticketing experts, we bring years of experience, hundreds of events supported and hundreds of thousands of tickets sold as a basis to support your needs.

We understand there are different levels of needs when it comes to white-label functionality and offer two levels to choose from. Reworks implemented the Lite version of ComeTogether's white label solution aimed at festivals (or sports clubs, theaters or museums) who want to sell their own tickets from their website. This plug-and-play solution is enabled by a simple script (one line of code) that is provided by ComeTogether to be added to your website. As a result, you are ready to start selling your own tickets as fast as you can add the code to your website. No setup or licensing fees. The cost is the same as ComeTogether's standard per-ticket sold fee.

The Outcome

BRAND REINFORCEMENT
Tickets for the upcoming reworks festival are being sold directly from the reworks website.

USER EXPERIENCE
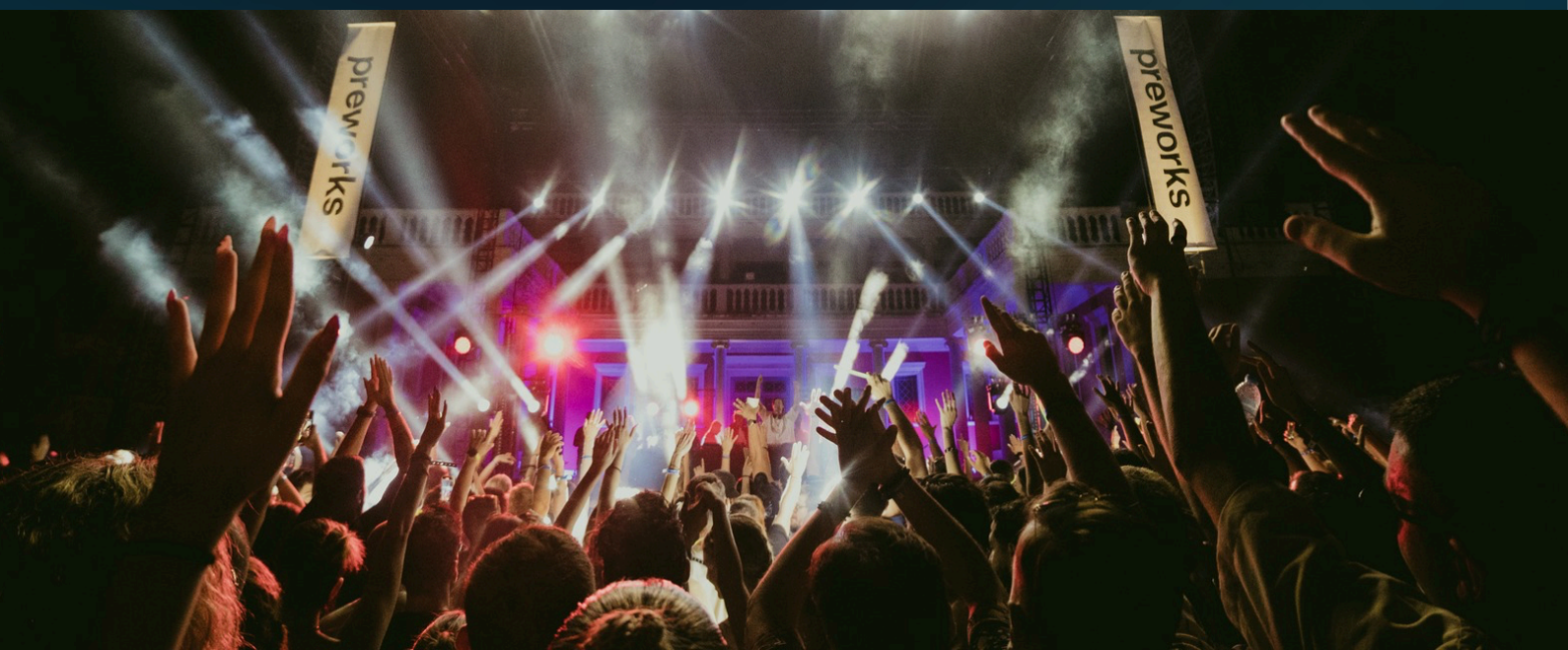No need to look up information on the reworks site and then go to another place to purchase tickets.

INFORMATION MANAGEMENT
Manage the flow of information you share about your event with your attendees.

EASE OF IMPLEMENTATION
We were live in a few hours.

20-24 September
#reworks2023
Thessaloniki Greece

reworks

First Wave of Acts A-Z
ArKI / ARTBAT / Ben Klock / Daniel Avery
Daria Kolosova / Ehohroma / Ellen Allien
GusGus / Ison / Maceo Plex / MARRØN
Mathame / Mind Against / Momery
+ more to be announced

NON   reworks.gr

ANASTASION DIOLAZIS
MUSIC DIRECTOR OF NON & REWORKS FESTIVAL

" The 19th edition of the reworks festival is returning to Thessaloniki and it was time to take control of our ticketing needs. We wanted to be able to offer tickets directly from our website without building expensive infrastructure to do so. ComeTogether had the answer with their white label solution designed specifically for festivals. We were able to implement the ability to sell NFT tickets directly from our site as simple as embedding a code. This is the answer for festivals to take back control of their ticket sales. "

reworks
International music festival

NON
Reworks Festival Organizer

ComeTogether
NFTs with utilities, both physical and digital.
NFT ticketing, collectibles, memberships.