

**WIN TICKETS TO SEE**

*Chimes of  
Christmas*

INDIANA UNIVERSITY  
**AUDITORIUM**

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A man in a dark suit and a woman in a red sequined dress are dancing. The woman has her arm around the man's shoulder, and they are both smiling. In the background, other people in red dresses are visible, some with their arms raised, suggesting a festive dance event.

# The *Chimes of Christmas*

**Ticket Winner:**

**2:00 pm / Sat DEC 4<sup>TH</sup>**

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**Thank you  
to all who  
entered!**

**Look out for more  
ticket giveaways!**

INDIANA UNIVERSITY  
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IDSNEWS  
Posts

244 likes

idsnews 'Tis the season of giving, and the IDS and IU Auditorium want you to win tickets! We have three giveaway opportunities to wrap up the semester:

Chimes of Christmas - This Saturday, December 4 | 2 PM (We will be giving away ~two~ pairs of tickets to this special production 🎄 )

David Sedaris - Wednesday, December 8 | 7:30 PM

Beautiful - The Carole King Musical - Friday December 10 | 8 PM

To enter, please follow the IDS Instagram account, like this post and comment below the name of the show you would like to see and tag someone you want to take with you.

You are welcome to post separate comments to enter the giveaway for more than one show!

★ Giveaway End Dates:

Chimes of Christmas - This Friday, December 3 at noon

David Sedaris - Sunday, December 5, 11:59 PM

Beautiful - Tuesday, December 7, 11:59 PM

Thank you for entering!

[View all 51 comments](#)

December 1, 2021



idsnews



The Indiana Daily Student works with the Indiana University Auditorium throughout the school year to boost awareness of Auditorium events. The Creative Team plans frequent ticket giveaways in a mutually beneficial effort to promote the IU Auditorium's shows and the newsroom's Instagram account. The objective is to grow the IDS Instagram and facilitate a more apt space for advertising. The design team creates art based around the content of each production in advance of each campaign's launch. The marketing team coordinates dates for the beginning of each contest and its subsequent entry deadline in order to provide the chosen winner with ample time to accept the pair of tickets. The two teams collaborate to explore fun ways to increase engagement on the contest posts, such as stipulating that entrants must like the post and tag the account of a friend or loved one that they would take with them to the show, in the event of receiving the tickets. The team selects a winner using a random number generator and reaches out to them through Instagram direct messaging. They communicate the process of collecting the prize at the Auditorium box office and answer any questions from the recipients, acting as a liaison between the winners and the Auditorium. The team members space reminders ahead of the contest's closing point in order to prompt any last-minute entries, as well as post about each winner so that they have the opportunity to interact with the announcement and inspire others to enter future Auditorium Contests.