

Holey Moley Drives Venue Openings with Hyper-Local CTV

The Challenge:

Holey Moley isn't your average night out. It's mini golf, cocktails, karaoke, and escape rooms - all rolled into one unforgettable experience. But when the Australian-born brand began opening locations in the U.S., they faced a very real challenge:

How do you launch a venue in a new city and hit your numbers from day one?

The target was clear: **2.5x ROAS.**

No vanity metrics. No soft awareness play. Just real revenue - measured in real party bookings, ticket sales, and filled calendars.



The Play: Hyperlocal CTV campaigns.

With tvScientific, Holey Moley launched geo-targeted CTV campaigns centered around venue openings. The creative? Fun, fast-paced videos that looked like your group chat come to life: friends laughing, putting, clinking glasses. The kind of experience people want to book and remember.



15-mile radius targeting around each new venue



CTV creative built for lean-back, social moments



Millennial + Gen Z targeting for high-intent, experience-seeking audiences



Real-time ROAS tracking using tvScientific's performance platform

Every impression had a job: **drive foot traffic and fill bookings.**

What Happened:

The results beat expectations, and keep getting better.



Quarterly growth:
2.5x → 3.1x average ROAS



**4.9x Current ROAS for
Denver venue**

Each campaign became a local launch engine. As bookings filled in Santa Monica and San Antonio, the team doubled down - ready to use the same formula for their upcoming Irvine location launch this summer.

Why it Landed



Creative didn't feel like an ad - it felt like a night out



Targeting was tight: local, relevant, and timed around openings



Campaigns were optimized in real time.



Success wasn't vague - it was measured in sales



"Connected TV, and TVScientific in particular, are an important channel for Holey Moley USA. TVScientific is an integral part of our venue launch strategy, and our partnership has driven measurable performance impact from a brand health (awareness perspective) and ROAS. By combining smart targeting with creative excellence, we've delivered outcomes that truly move the needle - proving how data-led strategy and brand storytelling can work hand in hand."

— Alicia Blayney - Head of Brand & Marketing Campaigns

What's Next

Holey Moley is now expanding beyond venue-by-venue launches. With tvScientific, the brand is layering in a CTV awareness strategy - while keeping performance at the center.

That means high-reach campaigns that still convert. Storytelling that still sells. And a media strategy that grows with every new venue.

The Playbook Takeaway

Fun is serious business. And Holey Moley's CTV strategy proves it.

CTV is no longer a nice-to-have - it's a launch lever. Holey Moley proved that with the right creative, tight geo-targeting, and real-time measurement and optimization, streaming TV can drive serious bookings in local markets.