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THE BIG E ANNOUNCES 2025 ADVERTISING CAMPAIGN: “BIG MOOD”

As one of the largest fairs in North America, The Big E is a powerhouse in entertainment, education and industry. Year after year, Eastern States Exposition (ESE) raises its standards and brings the public bigger acts, bigger foods and bigger vibes.

Now larger than ever after a record-breaking attendance of 1,633,935 total fairgoers, The Big E continuously raises its standards and brings the public bigger performance stakes, bigger crops and bigger rides.

Given these themes, ESE is thrilled to announce its 2025 campaign: “Big Mood.”

“Everything at Eastern States Exposition’s Big E is BIG!” said ESE President and CEO, Gene Cassidy. “Our campaign for 2025 aims to excite people about the biggest event that takes place in the Eastern United States and beyond.”

“The mood is not the only large part of the Fair,” continued Cassidy. “The Music! The Midway! The agricultural competitions! The horse show! The food! The shopping! There is something for everyone to enjoy and participate in. The Big E belongs to every fairgoer, and we want to put everyone in The Big E Mood for fun!”

Think of psychedelic swirls, kaleidoscopes of color, vibrant sunglasses, glittering Mardi Gras beads, booming confetti, colorful coasters, goofy animals and cheering crowds. The buzz of The Big E is unlike any other destination in the Northeast, and Big Mood pays homage to the unparalleled energy the Fair has generated in Western Mass. for 109 years.

“Over a decade of brand knowledge gives us unparalleled insight into what resonates with The Big E audience,” said Chuck Mascola, founder of Mascola Group, The Big E’s longtime marketing agency. “With the ongoing shifts in age, audience and media consumption, we knew we needed to create a big, bright, and exciting campaign that will stop people in their tracks. And that’s exactly what Big Mood does.”

This September, be prepared to soar to new heights on the heart-pounding Midway, dance until dark under coruscating stage lights in The Big E Arena, treat your tastebuds to decadent new foods and your sight to the best of New England’s products, agricultural displays and history.

The Big E returns to West Springfield, Mass., September 12-28, 2025. Advance discount tickets are on sale now at TheBigE.com.

TheBigE.com



The Big E is America's only multi-state fair celebrating the rich history, culture and traditions of the six New England states. As the principal event of Eastern States Exposition, The Big E has presented the finest livestock; agriculture; innovative commercial, industrial, and artistic developments; and the highest caliber of varied entertainment to the people of the northeastern United States for over a century. The 17-day event has grown to become the largest fair in the Northeast.



Above: A sneak peek at The Big E's advertising campaign for 2025: "Big Mood."