

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Marketing & Media

FORM FOR DIVISIONS 1 – 8

Fair Name: Marin County Fair

Division #: 6 Title: Any Other Advertising Piece: Class #: 2
Summer of Love Psychedelic Poster and Postcard

- Marketing Goal: This year, we produced a 1960s psychedelic inspired poster and complimentary postcard to highlight the headline bands for the Fair. Each year the Marin County Fair features diverse outreach to promote the annual event. Print, radio, cable and television advertising, public relations, direct mail and social media ranging from website to Facebook to e-magazines, e-newsletters and e-blasts are all utilized. Every year we try to create an additional and unique item to include as part of our advertising campaign.

In Marin County, the *Summer of Love* was all about the music. The KFRC Fantasy Fair and Magic Mountain Music Festival, the first music festival of its kind, kicked off the counterculture explosion atop Mt. Tamalpais on June 10th and 11th, 1967.

- Form of Promotion (what type of promotion was it and where did it appear): We produced 100 hand-drawn, limited edition posters that we sold at the Fair's Green Room Gallery. Each poster was numbered and signed by the artist Leslie Hamilton. In addition, we produced 3000 postcards of the same design.
- Who was your target market? Our target market was an audience nostalgic for the *Summer of Love* and the creativity and innovation that came out of that generation who valued art and music. We also targeted teens and millennials who have a current interest in art and music and an interest in the impact of the music scene in Marin County throughout the decades.
- What was the reach? 100 signed posters were printed and sold onsite at the Fair. 3000 postcards were printed and distributed throughout Marin County in coffee shops, music venues, specialty stores and other places where the movers and shakers in the music community hang out.
- What was the ROI or outcome? The outcome was incredibly positive as most of the posters sold at the Fair and the buzz around the postcard helped drive attendance to many of the headline acts at the Fair. Rock poster aficionados and collectors purchased many of the posters for their own collections.

BEING SUNSHINE IN
JUNE 30-4 JULY 4
AND WISS
COMMODORE'S SUBMISS
FIFTH DIMENSION TOUR
SONS OF CAMPBELL
HAPPY TOGETHER TOUR
WILLIEK
LIBERATORS
MARRIN COUNTY FAIR 2017



PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: 0A77F9

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: Marin County Fair

Description:

Notes:

