## 2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

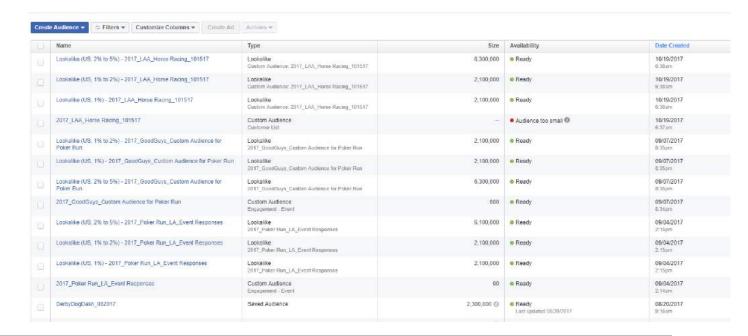
Please submit this form for each division indicated with

Fair Name:		_
Division # and Title:	Class#	
Marketing Goal:		
Form of Promotion (what type of promotion was it a	and where did it appear):	
Who was your target market?		
What was the reach?		
What was the ROI or outcome		

## Alameda County Fair

## Division 8 – Fairtime Innovative Marketing Strategy

Class 3



Custom, Look-Alike, and Saved Audiences can be created within Facebooks Audience Tab in Ads Manager.

Samples of ads created that used Look-Alike Audiences. Carnival ride wristbands increased 77% in 2016 and was advertised through Facebook Ads with look-alike audience only!





Big O Tires Concert Series Presents: Plain White T's - \$18, includes admission



The Custom Audience feature was used to target concert goers and increase advance sale of concerts and offer discounts to slow selling shows.

Special events during Fair like Craft Beer Fest below utilized Look-alike audience feature on Facebook to sell tickets to the event



Date: Saturday, June 24th

Location: Alameda County Fair, Infield at Race

Track

GENERAL ADMISSION TICKET General Admission Ticket: \$45

Time: 2PM - 5PM





## **PDF Entry Information**

Exhibitor Name: Tiffany Burrow

<b>WEN</b> : D29A9D
Division: Section 1.3 - Media & Marketing
Class: 08 Fairtime Innovative Marketing s
Title: Alameda County Fair
Description:
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Notes: