

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Grand National Rodeo

Division # and Title: #4 Outdoor Advertising Class# 1

Marketing Goal: Creating impact reach and frequency by placing billboards on freeways

Form of Promotion (what type of promotion was it and where did it appear):

Our billboard campaign (and other advertising) featured a Faceoff between a Cowboy and Bull. Rodeo is an urban setting and commands the creative stand out. Our attempt was successful at selling tickets.

Who was your target market?

People within close driving range to Cow Palace. Simple message on billboard with lowest cost per person reached.

What was the reach?

San Francisco, San Mateo, and Santa Clara Counties where 30% of the market recieved at least one impression on a freeway where billboards command \$1500 each. The public driving by paid attention because there were 2 separate billboards across freeway from each other advertising the Rodeo. This produced immediate advertising frequency and number of impressions increasing the advertisings

What was the ROI or outcome

Our \$60,000 billboard campaign paid off with favorable attendace at this years Rodeo.

OCT 13-14 & 20-21

RODEO

COW PALACE





OCT 13-14 & 20-21

RODDEO

COW PALACE



PDF Entry Information

Exhibitor Name: Lori Marshall

WEN: C0EFCB

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title: Grand National Rodeo Billboard

Description: Grand National Rodeo Billboard

Notes:

