

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Marketing & Media

FORM FOR DIVISIONS 1 – 8

Fair Name: Marin County Fair

Division #: 4 Title: Outdoor Advertising Campaign Class #: 2

- Marketing Goal: The 2017 *Marin County Fair: Let the Sunshine In* featured bus backs, street pole banners, kiosk posters, a print billboard in San Francisco, and a digital billboard in Sonoma County, as part of the outdoor marketing tools to build awareness and visibility for the Fair.
- Form of Promotion (what type of promotion was it and where did it appear):
 - We secured forty (40) Golden Gate Transit buses from mid-May to early July 2017 to promote the Marin County Fair.
 - A print billboard was installed on Lombard Street in San Francisco in May 2017.
 - A digital billboard was utilized on Highway 101 in Sonoma County from mid-May to July 2017.
 - Fair transit posters in Northgate Mall and the Corte Madera Town Center were hosted for the month of June.
 - Forty (40) sets of street pole banners were installed in downtown San Rafael for the month prior to the Fair.
 - Our own Marin Center digital billboard was down, so we produced a 50-foot banner to wrap the structure with our Fair band line up.
 - Fair posters were distributed to 750 locations throughout the Bay Area in shop windows.
- Who was your target market? Signage on Golden Gate Transit buses reached residents of Marin, San Francisco and Sonoma counties utilizing the bus transportation as well as drivers and people passing by. These signs also served as “rolling billboards” promoting the Fair throughout Sonoma, Marin and San Francisco counties in June and early July 2017.
- What was the reach? Transit riders and travelers within 45 miles of Fairgrounds were reached through this advertising campaign.
- What was the ROI or outcome?
 - Transit and outdoor signage was an integral component of the 2017 Marin County Fair overall marketing campaign.
 - The highly-visible signs were a key branding tool.
 - The buses provided approximately 250,000 miles of continuous advertising in Sonoma, Marin and San Francisco counties in June and early July 2017.
 - Our Fair posters were often stolen out of shop windows as the design was attractive and desirable.
- Samples below –







PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: F51600

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title: Marin County Fair

Description:

Notes:

