

# 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 and where did it appear):**

**Who was your target market?**

**What was the reach?**

**What was the ROI or outcome**

San Diego County Fair Class: 4 Division: 4 Outdoor Advertising

We had two different creative posters that were used on the bikeshare panels. We had 30 bikeShare units dispersed around the city in areas that are predominately foot traffic.





San Diego County Fair

Division 4: Outdoor Advertising

Class: 4

The creative was placed in high density areas of the City that have a lot of foot traffic.

**PDF Entry Information**

**Exhibitor Name:** Patricia Wallace

**WEN:** DB2550

**Division:** Section 1.3 - Media & Marketing

**Class:** 04 Outdoor Advertising Campaign

**Title:**

**Description:**

**Notes:**

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