

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Marketing & Media

### FORM FOR DIVISIONS 1 – 8

Fair Name: Marin County Fair

Division #: 3 Title: Printed Marketing Campaign Class #: 2

- Marketing Goal: The goal of the newspaper ad was to invite and involve Bay Area residents with the 50<sup>th</sup> Anniversary of the *Summer of Love*. Color and black and white ads were placed in local newspaper media outlets including the Marin Independent Journal, San Francisco Chronicle, Pacific Sun, Bohemian, Tiburon Ark, Marina Times, San Francisco Examiner, Point Reyes Light, Kids Scoop News, Marin Magazine, Marin Open Studios Guide, Edible Marin and Fast Forward.
- Form of Promotion (what type of promotion was it and where did it appear): A series of bold full-color ads were placed in the strategic sections of the Bay Area papers and magazines in the month leading up to the opening of the 2017 Marin County Fair.
- Who was your target market? The target market was the readers of the daily and Sunday issues of the Bay Area papers – often an older demographic of print newspaper readers as well as sophisticated magazine subscribers. These readers are concerned, connected, savvy and community minded. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why.
- What was the reach? The combined circulation of the Bay Area papers reaches more than 1,500,000 eyeballs. The Bay Area ranks 6<sup>th</sup> nationally in population and households.
- What was the ROI or outcome?
  - The big and bold design attracted readers.
  - The ads were an important part of the successful total advertising campaign.
  - Print advertising has been one of the key marketing tools for the Marin County Fair to reach Bay Area residents over the years.

# VARIN COUNTRY FAIR

## LET THE FUNSHINE IN



### FREE CONCERTS

- Friday, June 30  
7:30pm Ann Wilson of Heart
- Saturday, July 1  
7:30pm The 5th Dimension  
3pm Willie K
- Sunday, July 2  
7:30pm The Commodores  
3pm The Liberators
- Monday, July 3, 7:30pm UB40
- Tuesday, July 4  
7:30pm The Happy Together Tour  
3pm Sons of Champlin

CARNIVAL RIDES  
FIREWORKS  
FINE ART  
FARM ANIMALS

TICKETS  
ON SALE  
NOW!

JUNE 30-JULY 4 | VARINFAIR.ORG

# VARIN COUNTRY FAIR

## LET THE FUNSHINE IN

The Healthiest  
Fair on Earth!

### Nutrition Facts

Serving Size	1 Fair
Run the Fun Run	10%
Drink lots of water	10%
Wear sunscreen	10%
Rest at the Baby Sanctuary	10%
Eat healthy foods	10%
Limit high sugar snacks	10%
Wash your hands	10%
Recycle and compost	10%
Pick up trash	10%
Avoid alcohol & cigarettes	10%
<b>Healthy Fair</b>	<b>100%</b>

FREE CONCERTS  
CARNIVAL RIDES  
FIREWORKS  
FINE ART  
FARM ANIMALS  
MARINFAIR.ORG

TICKETS  
ON SALE  
NOW!

JUNE 30-JULY 4

# MARIN COUNTY FAIR

## LET THE FUNSHINE IN



### ARE YOU FEELING GROOVY?

Buy your Marin County Fair tickets NOW for the best prices. The first 5000 tickets have extra discounted pricing and NO service fees.

Adults \$12 • Children \$10 • Seniors \$10

Valid online only tickets.marincenter.org/fair

# JUNE 30-JULY 4

# MARIN COUNTY FAIR

## LET THE FUNSHINE IN



Ann Wilson of Heart



The 5th Dimension



The Commodores



UB40



The Happy Together Tour

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# JUNE 30-JULY 4 | MARINFAIR.ORG

# MARIN COUNTY FAIR

## GET THE FUNSHINE



Ann Wilson of Heart



The 5th Dimension



The Commodores



UB40



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JUNE 30-JULY 4, 2017 | [MARINFAIR.ORG](http://MARINFAIR.ORG)

# MARIN COUNTY FAIR

## GET THE FUNSHINE



Ann Wilson of Heart  
FRIDAY, JUNE 30  
7:30PM



The Commodores  
SATURDAY, JULY 1, 7:30PM



UB40  
MONDAY, JULY 3, 7:30PM



The Happy Together Tour  
TUESDAY, JULY 4, 7:30PM

TICKETS ON SALE NOW!

#marincountyfair

Free Concerts • Fireworks • Carnival Rides  
Fine Art • Farm Animals • And More

SUMMER OF LOVE

JUNE 30-JULY 4, 2017 | [MARINFAIR.ORG](http://MARINFAIR.ORG)

**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** AAF202

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

**Class:** 03 Printed Marketing Campaign

**Title:** Marin County Fair

**Description:**

**Notes:**

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