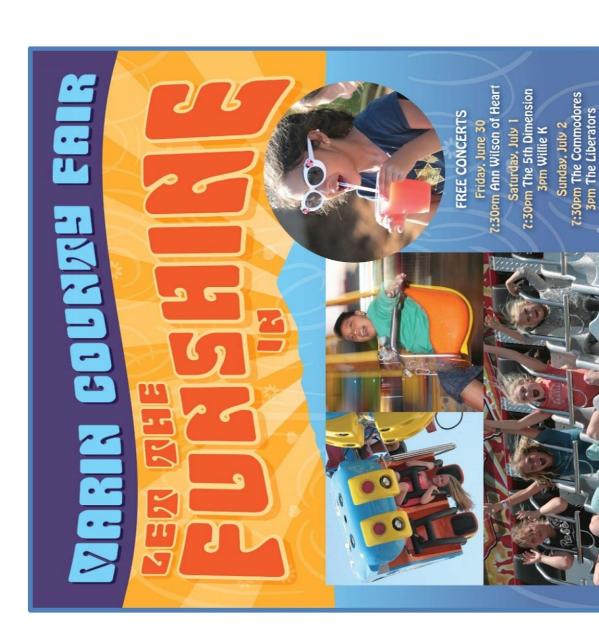
## 2017 WFA ACHIEVEMENT AWARDS PROGRAM Marketing & Media

## FORM FOR DIVISIONS 1 - 8

Fair Name:	Mar	<u>in County Fair</u>				
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.



## 10% 10% 10% 10% 1 Fair 10% 10% 10% Fair on Earth Rest at the Baby Sanctuary 10% Limit high sugar snacks Recycle and compost Drink lots of water Eat healthy foods Wash your hands Run the Fun Run Wear sunscreen **Nutrition Facts** Serving Size

TICKETS ON SALE

FREE CONCERTS CARNIVAL RIDES FARM ANIMALS

100%

**Healthy Fair** 

nday, July 3, 7:30pm UB40

7:30pm The Happy

Together Tour

CARNIVAL RIDES \* FIREWORKS FINE ART & FARM ANIMALS

10%

Avoid alcohol & cigarettes

Pick up trash

FIREWORKS 🏩 FINE ART MARINFAIR.ORG

A RANK-DE BUNK

JUNE 30-JULY 4 | WARINFAIR.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: