

# 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**

Darla's Weathercasts:

**California State Fair** was live. July 29 · 🌐

#CAstatefair custom weather forecast. It's the final weekend. Come on out!



13,910 people reached [Boost Post](#)


3.5K Views

Like Comment Share

Kay Candy Clagg, Janis Anderson and 29 others [Top Comments](#)

**California State Fair** was live. July 23 · 🌐

#itscoolhere at the #CAstatefair...get a full body massage after walking around! This is your custom weather forecast! Temps in the low 100s are expected, but this is just one of many ways to keep cool. Massage chairs are from Furniture FIRM by MattressFIRM.



13,626 people reached [Boost Post](#)


4.2K Views

Like Comment Share

Elaine Leitner, Envy Eshaa and 46 others [Top Comments](#)

**California State Fair** was live. July 24 · 🌐

#CAstatefair custom weather forecast Monday, July 24



10,939 people reached [Boost Post](#)

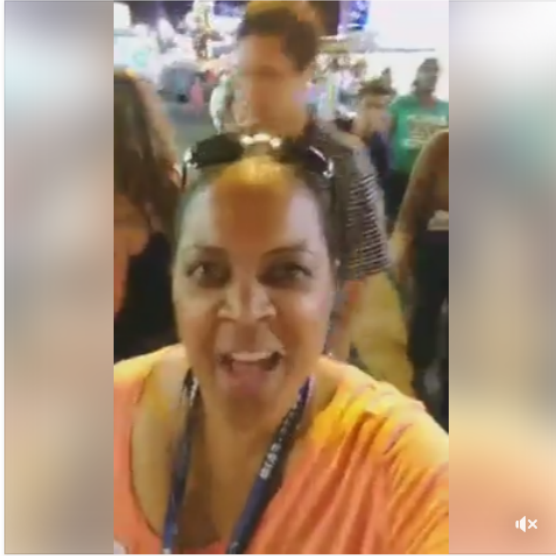
3.1K Views

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28 [Top Comments](#)

**California State Fair** was live. July 29 · 🌐

#CAstatefair evening forecast and Family Fair Fun!



10,658 people reached [Boost Post](#)

2.5K Views

Like Comment Share

Johnathan Hernandez, George Amaya and 38 others [Top Comments](#)

1 Share

**PDF Entry Information**

**Exhibitor Name:** Don Callison

**WEN:** 054F4B

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

**Class:** 05 Social Media Campaign

**Title:** CA State Fair Media&Marketing

**Description:**

**Notes:**

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