

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: San Mateo County Fair

Division # and Title: #4 Outdoor Marketing Class# 2

Marketing Goal: Promote the Dates of the Fair and raise awareness that the Fair is coming.

Form of Promotion (what type of promotion was it and where did it appear):

Our outdoor marketing comprised of bulletins, digital displays, and transit shelters that were focused in densely populated housing and shopping areas.. We had digital displays that were shown all through the Bay Area focused on the 101 highway, the 880 highway, and the 92 freeway. We focused on bulletins and transit shelters all throughout San Mateo County focusing on a 20 mile radius from the property.

Who was your target market?

Our target market was the off-line and commuter community in the Bay Area. The outdoor ads were focused on just the Fair dates and our free concert series, so it was a general ad for our targeted geographic area in the Bay Area.

What was the reach?

Our outdoor advertising campaign had a total of 27,212,016 impressions over the total flight dates of the Ad. It was a larger reach for us in years past.

What was the ROI or outcome

The outdoor advertising around the Bay Area and focused in the Peninsula increased the Fair's presence in the community, and we were able to raise out attendance this year. The ad also makes the community excited about the Fair, and we got more impressions than in years past. By using more digital boards we were able to utilize more ads and capture more impressions.

Milpitas 880 Digital



-Benicia Digital 680



FAIRFIELD AUTO MALL



-Milpitas 880 Digital



Bus Shelter in San Mateo



Static 101 Billboard



Static -101 Poster

PDF Entry Information

Exhibitor Name: Kaitlyn Findley-Thorn

WEN: 2A43D3

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title: SMCF-Outdoor Advertising

Description: 2017 Fair Billboard

Notes:

