

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Pima County Fair

Division # and Title: #5 Social Media Campaign Class# 3

Marketing Goal: To generate positive engagement and retain all followers, post fair, to solicit respondents for future post event survey.

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

Pima County Fair Lost and Found Social Media Campaign
Facebook and twitter

Who was your target market?

Fair Attendees and the local media

What was the reach?

362,000 local reach

62,070 Post Clicks

194,000 views of the video

12,000 "likes", shares and comments

What was the ROI or outcome

By making a video showing all the lost and found items and sharing via social media, the Pima County Fair was able to reunite several phones, cameras, ipads, identification and keys with their owners. The positive social media feedback kept our audience engaged long after the fair, allowing the fair to solicit followers to participate in our post-event, online survey. The fair generated thousands of survey submissions, 4 times the amount of face to face submissions which resulted in a better understanding of our unique, fair on-line audience. Additionally, marketing was able to formulate how the online respondents differ from face to face respondents, even though each respondent group attended the same event and were asked the same questions.

Additionally, the local media picked up on our lost and found story, shared the video and made mention via C.G. and "crawl" communication, letting the public know about deadlines to retrieve or claim found items. The media also informed the public that unclaimed clothing would be donated to various clothing closets and that unclaimed cell phones and identification would be surrendered to the Pima County Sheriff's Department.

Documentation showing online vs person to person total respondents

Pima County Fair Attendee Survey 2017

Question-by-Question Data Analysis

Question 1: Tell us all of the ways you heard about the Pima County Fair this year? (Multiple Response Question)

This was a multiple-response question that allowed respondents to indicate all types of advertising and public relation campaigns that informed them about the 2017 Pima County Fair. Respondents were asked to select from: Newspaper, Fair Program, Television, Radio, Billboards, Pima County Fair Smartphone App, Social media, Pima County Fair Website, Word of Mouth, "I Just Know It Is This Time of Year" and Other. Responses from this question could be used to inform future marketing strategies to increase awareness and attendance at the Fair.

Responses are reported in order from the most popular to the least popular response. "Radio" was the most common response given, by 48 percent of respondents, followed by "television" (42%), "I just know it is this time of the year" (41%), and "social media" (35%) (Table 1). Please note that in the tables in this report " '17p " refers to 2017 in-person surveys and " '17o " refers to 2017 online surveys. When a question has been asked in previous years, its results are presented for comparison purposes.

Table 1. How Attendees Heard About the Pima County Fair											
	Year										
	'17p	'17o	'15	'14	'13	'11	'10	'08	'07	'06	'05
Radio	48%	53%	52%	45%	50%	20%	19%	17%	24%	30%	31%
Television	42%	35%	41%	46%	36%	16%	17%	18%	28%	32%	25%
"I just know it is this time of the year"	41%	61%	45%	53%	51%	13%	19%	26%	11%	52%	53%
Social Media	35%	46%	32%	30%	24%	6%	2%	1%	46%	*	*
Word of Mouth	33%	40%	39%	35%	40%	15%	12%	*	*	*	*
Newspaper	26%	14%	21%	36%	23%	10%	12%	14%	29%	24%	24%
Billboards	21%	23%	11%	22%	15%	8%	5%	6%	11%	11%	8%
Pima County Fair Website	19%	29%	25%	19%	28%	4%	6%	*	*	*	*
Pima County Fair Smartphone App	11%	9%	*	*	*	*	*	*	*	*	*
Fair Program	10%	8%	*	*	*	*	*	*	*	*	*
Other	7%	--	8%	8%	9%	3%	3%	12%	3%	10%	21%

* Not a category at the time.

P

O

P = Person to Person respondent

O = online respondent



Pima County Fair

about a year ago · 🌐

Let's get these items home... 🆘 please share!
#pimacountyfair #lostnfound

193,775 Views



Like



Comment



Share



841

Top Comments ▾

5,476 Shares ¹



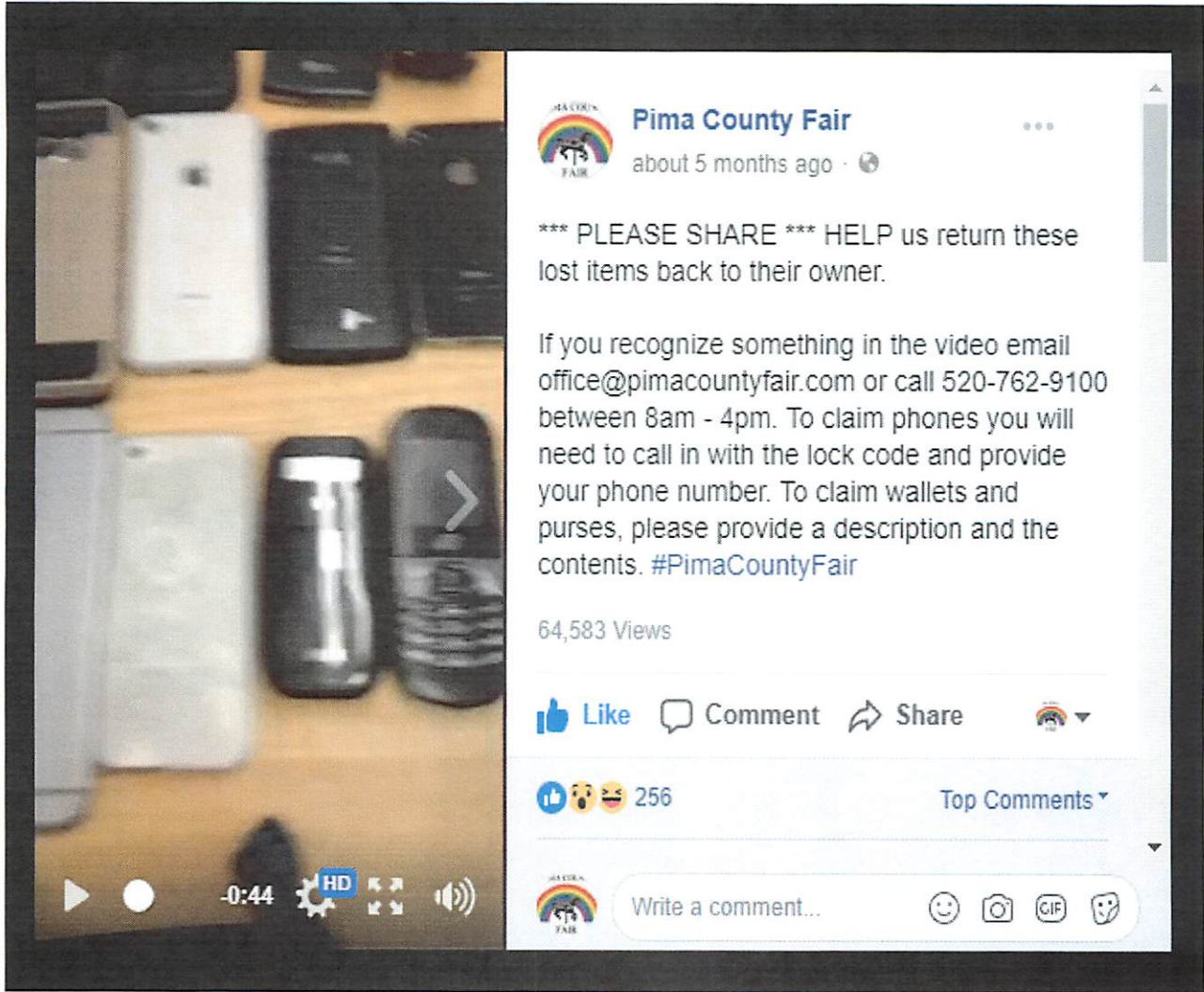
Pima County Fair Closeup of the glasses



Write a comment...



social media with video of lost and found items



The image is a screenshot of a Facebook post from the official page of Pima County Fair. On the left side, there is a video player showing a collection of lost items laid out on a wooden table. The items include several smartphones of various colors (white, black, silver), a silver metal water bottle, and a black wallet. The video player interface at the bottom shows a play button, a progress bar at -0:44, and an HD icon.

Pima County Fair
about 5 months ago · 🌐

*** PLEASE SHARE *** HELP us return these lost items back to their owner.

If you recognize something in the video email office@pimacountyfair.com or call 520-762-9100 between 8am - 4pm. To claim phones you will need to call in with the lock code and provide your phone number. To claim wallets and purses, please provide a description and the contents. [#PimaCountyFair](#)

64,583 Views

👍 Like 💬 Comment ➦ Share 🌈

👍 🤔 😬 256 [Top Comments](#)

[Write a comment...](#) 😊 📷 📺 🗨️

social media video of lost and found items showing number of views.

Search America Home Find Friends

Post Details

Video **Post** See metrics for all videos

Performance for Your Post

362,913 People Reached		
193,788 Video Views		
12,076 Reactions, Comments & Shares		
4,117 Like	753 On Post	3,364 On Shares
20 Love	5 On Post	15 On Shares
135 Haha	35 On Post	100 On Shares
246 Wow	46 On Post	200 On Shares
9 Sad	1 On Post	8 On Shares
4 Angry	1 On Post	3 On Shares
1,796 Comments	367 On Post	1,429 On Shares
5,749 Shares	5,476 On Post	273 On Shares
62,070 Post Clicks		

action=navPosts#

Metrics and documentation of Reach, Video views and "likes", comments, shares

Documentation showing online vs person to person total respondents

Pima County Fair Attendee Survey 2017

Executive Summary

The following Executive Summary presents key findings from the 2017 Pima County Fair Attendee Survey. More thorough detail is provided within the Question-by-Question Data Analysis.

Number of Completed Surveys/Survey Fielding Strategies:

- ❖ 474 surveys were completed this year (2017), the tenth year the survey has been conducted at the Fair (2005, 2006, 2007, 2008, 2010, 2011, 2013, 2014, 2015, and 2017).
- ❖ It was the seventh year that surveys were completed by interviewers who attended an in-person training during the Fair's opening day.
- ❖ This year, an online version of the survey was also implemented on the Pima Country Fair Website by Fair staff. A total of 2,464 surveys were completed online, of which 2,054 were found to be valid responses (invalid responses were those that were incomplete or showed evidence of "click through," such as providing illogical answers).

Advertising:

- ❖ When asked how they had heard about the Fair, the largest percentage of attendees (48%) identified "radio", followed by "television" (42%). Among online respondents, "I just know it is this time of the year," was the most common answer (61%).

Group Composition:

- ❖ The average party visiting the Fair contained 2.59 adults and 1.12 children.

Visits to the Fair:

- ❖ The highest percentage of attendees said they would visit the Fair only once (56%) this year. Thirty-three percent said they planned to visit the Fair on two separate days.
- ❖ The largest number of respondents (27%; 29% online) report planning their Fair visit 3-6 days in advance.
- ❖ The Fair website was identified by the most visitors (31%; 50% online) as the best tool for planning their Fair day.
- ❖ Thirty-five percent said that admission discounts were the most important factor regarding their decision about which day to attend the Fair. Among online respondents, 28% identified carnival discounts as most important.
- ❖ Fair attendees reported visiting Food attractions first, followed by Buildings and Shopping, the Carnival, and Livestock. Online respondents visited the Carnival first, then Buildings and Shopping, Food, and Livestock.
- ❖ Seventy percent of attendees visited the exhibit and commercial buildings. Most (74%) said they did so "to see things that are interesting." Forty-two percent (55% online) of visitors to the buildings reported purchasing something there.

Fair Satisfaction:

- ❖ Seventy-one percent of attendees were "very satisfied" with their Fair visit; another 28 percent were "somewhat satisfied." Of online respondents, 59 percent were "very satisfied" and 34 percent "somewhat satisfied."

Demographics / Characteristics of Fair Visitors:

- ❖ An overwhelming majority of respondents (98%) were from Arizona.
- ❖ Fifty-six percent of respondents were female (80 percent of online respondents were female).
- ❖ The average age of attendees is estimated at 44.43 years (35.59 years for online respondents).
- ❖ The average income of attendees is estimated at \$64,538 (\$52,600 for online respondents).
- ❖ Sixty-three percent of respondents own their own home (44% of online respondents).
- ❖ Twenty-one percent of visitors plan to make a large purchase in the next two years (31% of online respondents).
- ❖ Facebook was identified as the social media platform respondents use the most (65%; 75% online).
- ❖ Fifty percent of fairgoers have college degrees, while another 26 percent have completed some college.
- ❖ Sixty-two percent of respondents identified as White, and 26 percent as Hispanic or Latino.

Person to person

online

Documentation showing variables and differences between person to person and online respondents

PDF Entry Information

Exhibitor Name: Launa Rabago

WEN: CC1B3F

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: New Spanish Language website

Description: Marketing and Adversiting of a new Spanish Language website,
www.LaFeriadelCondadoPima.com

Notes:
