

# 2017 Western Fairs Association Achievement Awards Program

## Marketing and Media Form

**Fair Name:** The Big Fresno Fair

**Division # and Title:** Division 6 – Fair Food & Home Arts Postcard

**Class:** 4 – Mega Fair

### **Marketing Goal:**

The Big Fresno Fair, through a trade partnership with a local foodie trade show/event (the Fresno Food Expo), had the opportunity to place a marketing piece into the bags of the 1,100+ attendees of the public food event in the evening. Since it was going into the bag of attendees, the Fair wanted to create something that was fun and memorable so it didn't get thrown away afterwards. So a custom die-cut postcard was created utilizing the Fair's oversized Fair food was developed that touted the Fair's 2017 dates and the fact that the Fair's food map is online one side, then on the other side promoted the Fair's Home Arts competitive entries posing the question "are your creations award-winning?".

Goal was to get the 2017 Big Fresno Fair dates in front of the public, as well as capitalize on the fact that the attendees appreciate food and might be inclined to submit their recipes into the Fair's competitive exhibits.

This postcard would also be utilized at The Big Fresno Fair's booth at the Fresno Home & Garden Show, an interim event held at the Fresno Fairgrounds that welcomes 30,000 people during its 3-day run.

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

Developed a 5 x 7, custom die-cut postcard that was printed and distributed to the 1,100+ Fresno Food Expo event attendees, as well as utilized in a handout at the Fresno Home Show held at the Fresno Fairgrounds which sees 30,000+ attendees

### **Who was your target market?:**

Our primary target was adults 18 – 55 who like and/or appreciate food based upon their attendance of the food and home-related events noted above.

### **What was the reach?:**

The postcards were placed in all 1,100+ bags of Fresno Food Expo attendees. Then an additional 1,000 postcards were distributed at the Fresno Home & Garden Show at the Fair's booth.

### **What was the ROI or outcome?:**

This was all part of the totality of outreach to promote the annual Big Fresno Fair, which saw an attendance of 609,036 people, an increase of 0.52% over last year. Those big crowds that turned out really did enjoy all the delicious (and outrageous) Fair food to its fullest, resulting in a 5.08% increase in concessions.

This year, our Home Arts Department had 2,290 competitive entries, which is a 5% increase from last year's total of 2,180!

Support Materials:







**BIG FOOD. BIG FUN.**

**OCTOBER 4-15, 2017**

**FIND OUR FOOD MAP ONLINE!**

**[www.FresnoFair.com](http://www.FresnoFair.com) | 559-650-FAIR**

Connect With Us





ARE YOUR CREATIONS AWARD-WINNING?

**THEY MIGHT BE!**



Enter the 2017 Big Fresno Fair

**HOME ARTS COMPETITIVE EXHIBITS!**

Deadline is September 11!

Enter online at [www.FresnoFair.com](http://www.FresnoFair.com)

Just click on the Competitive Exhibits icon.

**PDF Entry Information**

**Exhibitor Name:** Lauri King

**WEN:** 9D90BB

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

**Class:** 06 Any Other Advertising Campaign

**Title:** The Big Fresno Fair

**Description:**

**Notes:**

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