# 2017 WFA ACHIEVEMENT AWARDS PROGRAM <br> Innovations \& Management Excellence 

FORM FOR DIVISIONS 13-27


#### Abstract

FAIR NAME: LA County Fair CLASS: 4 (Example: Small Fair = Class 1) DIVISION: 18 a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish. The goal was to create a valuable and interactive mobile app that guests would retain on their phones throughout the year, not just through the length of their Fair visit. We sought a way to highlight that there was much more to do at Fairplex than just the LA County Fair. We wanted people to keep coming back to Fairplex for our diverse year-round events. The biggest challenge was time. We had less than 2 months to roll this out to our audience. Plus, we were not able to include messaging about the mobile app on any of our major advertising just in case the app did not come to fruition. The audience for the app was our Fair audience with smartphones


b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.
We achieved the goal by launching in less than 2 months. Drop-off of guests unloading the app after the Fair ended was virtually non-existent. If anything, we have seen a slight increase in the number of downloads. The team that helped create the app was Ignite Design \& Advertising based in Rancho Cucamonga, CA.
c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.
We sent a survey to those who opted-in to receive Fair communication. Of those that responded, $34 \%$ said they downloaded the app. When asked if they kept the app on their phone, $23 \%$ said they kept it on their phone. Keep in mind, this is a Fairplex app and some are still downloading it to receive information about our year-round events. We did receive quite a bit of comments and suggestions and will be incorporating them into our next mobile app update.
Q FAlRPLEX
FEATURED EVENT
53RD AUTO CLUB NHRA FINALS

$\square$

## $78^{\circ} \square$

Q ${ }_{*}^{*}$ FAlR**
ג © ©


FEATURED EVENT
MEET STANLEY THE GIRAFFE

## FAIRPLEX

 EXPLORE!FEATURED EVENT MEET STANLEY THE GIRAFFE


$$
\text { (1) }+\operatorname{Ca}
$$



EATS \& DRINKS


SHOPPING


CONTACT


FAIRPLEX


GUEST SERVICES

## Dare to Fair With Some Old School Photo Filter Fun!



Take a Photo

## ATM



Choose From Photos

Guest Ralations

## EXPLORE!



## PDF Entry Information

Exhibitor Name: Kristy Dahlstrom
WEN: 288FB3
Division: Section 2 - Innovation \& Managemen
Class: 18 New Innovative use of Technolog
Title: LA County Fair
Description:

Notes:

