

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



2017 Kern County Fair Outdoor Advertising Campaign

Digital Billboards Located in Bakersfield, CA • Budweiser Pavilion Concert Series



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PDF Entry Information

Exhibitor Name: Chelsey Roberts

WEN: A124FF

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title:

Description:

Notes:

