

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

**BIG
THRILLS!**

75+ WILD RIDES & ATTRACTIONS

Washington
**STATE
FAIR**

SEPT. 1-24
CLOSED TUESDAYS & SEPT. 8

THEFAIR.COM

The advertisement is a rectangular sign with a purple background on the left and a red background on the right. It features a central illustration of a brown, furry Bigfoot-like creature with large green eyes and its hands outstretched. The text is arranged around the illustration, with the largest text 'BIG THRILLS!' on the left. The right side contains the event name 'Washington STATE FAIR', the dates 'SEPT. 1-24', a note 'CLOSED TUESDAYS & SEPT. 8', and the website 'THEFAIR.COM'. The sign is mounted on the side of a white and blue bus.



KWA

578 SEATTLE

9094

SOUNDTRANSIT

BIG
CONCERTS!



20 NIGHTS OF
MUSIC & MAGIC

Washington
**STATE
FAIR**
SEPT. 1 - 24
CLOSED TUESDAYS & SEPT. 6
THEFAIR.COM

Express

9094

BEACON'S

667 9666

9609

 Express



BIG FOOD!

100+ FOOD, WINE & BREW OPTIONS

Washington
STATE FAIR
SEPT. 1 - 24
CLOSED TUESDAYS & SEPT. 6
THEFAIR.COM

PDF Entry Information

Exhibitor Name: Kayla Thomas

WEN: B48F9B

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title:

Description:

Notes:

