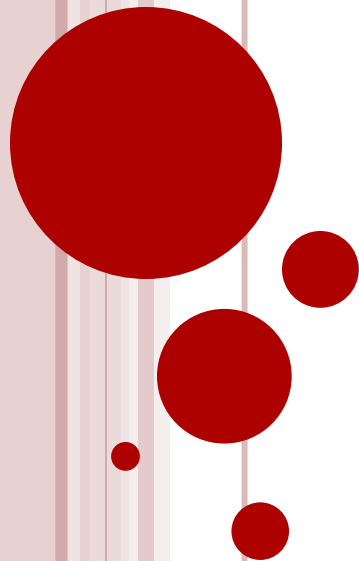


ADVERTISING, MEDIA & MARKETING

MAKING IT NOT SO SCARY!

JEN PUENTE
Sponsorship Manager
Wisconsin State Fair



A LITTLE ABOUT ME...



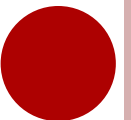
FAIR INDUSTRY TRUTHS

- We invite EVERYONE to the Fair
- We are a FUN industry
- We all wear multiple hats
- Unlike many other industries, we SHARE our ideas and learn from our FRIENDS
- We have ONE time a year to get it right



THE MILLION DOLLAR QUESTION

HOW DO WE GET
PEOPLE TO COME TO
THE FAIR?

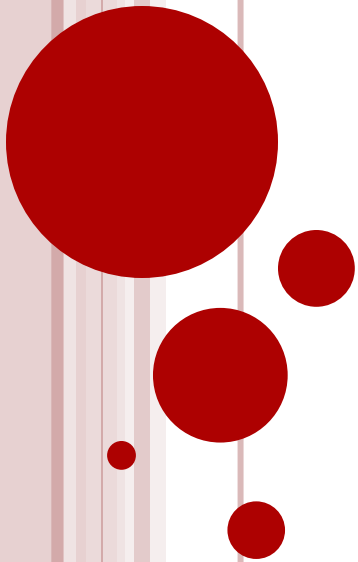


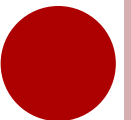
THE THOUSAND DOLLAR ANSWERS

- Getting the word out
- Telling the story about all of the amazing things you are doing
- Running Promotions
- Giving people a REASON to come to the Fair
- Advertising in your local/regional area
- Social Media



MEDIA TRENDS







Jen Puente

January 24 · 21 ▼

You want me to do WHAT with my lobster?!?

+ Make Profile Picture

Tag Photo

Add Location

Edit

Like · Comment · Stop Notifications · Share · Edit



Jessica McLaughlin, Andy Palen, Maximo Herrera and 33 others like this.



Tim Bertram Make sure to eat the Lobstah! d'hoen Girlfriend!

January 24 at 7:52pm · Like



Samantha Dennis Didn't I teach you anything!! 😊 Enjoy! Knuckles are the best part!

January 24 at 8:14pm · Like



Jaime Cameron Kwiatkowski Yum!!!

January 24 at 8:55pm · Like



Kate Hessefort OMG yum! My favorite food and it's best straight out of the ocean in Maine. I'm jealous.

January 24 at 9:17pm · Like



Nick Wolf Lobsters and crabs terrify me!!

January 24 at 10:45pm · Like



Write a comment...



MEDIA TRENDS

- Social Media is where it's at – it's not going away
- Everyone is in charge of their own marketing influences
- Share experiences via Social
- People live online... or on their phones
- Word of mouth is no longer in our hands... its in everyone else's
- Short, simple messaging – 140 characters



Post Details



Wisconsin State Fair with Angela Romano Griffin and Sam Rose

Remember what it was like to enjoy a warm, sunny day at the Fair, eating corn dogs & sliding down the Giant Slide? We were having a hard time, too.

So to cheer you up and get you out of these winter blues...there's only 150 DAYS TO THE FAIR. Happy Monday!



Like · Comment · Share · 705 32 198 · March 3 at 4:10pm ·



22,576 People Reached

1,468 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

705	32	198
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

379	142	12
Likes	Comments	Shares

TOTAL

1,084	174	210
Likes	Comments	Shares

729 Post Clicks

536	0	193
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

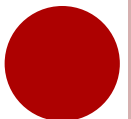
MORE MEDIA TRENDS

- Pictures are worth a thousand words
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
- People LIVE on their phones, make it easy for them to find you!
- Advertising is a tease – website is for content



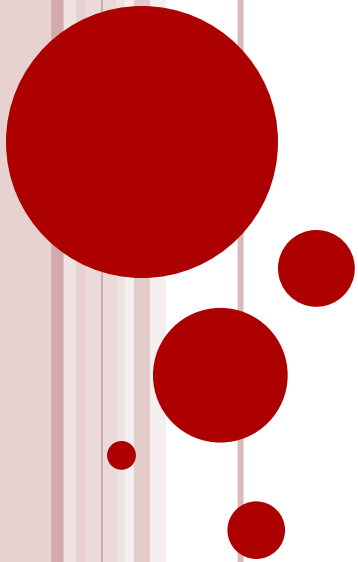
WAYS TO MANAGE SOCIAL MEDIA

- Board Assignment
- Agencies
- Outsourcing locally
 - Junior Fair Board
 - Local University or College Internship
 - County-Wide 4-H Program
 - High School Business Program
- Be selective about social platforms – pick a few and do them well



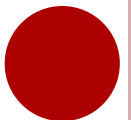
BUYING ADVERTISING...

LET'S BREAK IT DOWN...



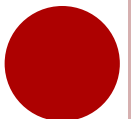
ADVERTISING

- The opportunities are overwhelming – you don't have to do all of them
- Make sure you know what works best for your Fair and your budget
 - TV Advertising
 - Out of Home or Billboards
 - Radio
 - Print Advertising w/ Online support
 - Online/Social Media



MAKING GOOD MEDIA BUYS

- Ask around...
- Start Early – 3 - 4 months out at least
- Evaluate what is available to your fair
 - Radio Stations
 - Newspapers
 - Billboards
 - Social Media - Facebook
- What makes the most sense with your budget & for your Fair
- Change is OK



MEDIA BUY CONSIDERATIONS

- Only work with the budget you have
 - Cutting a medium vs. eliminating
- When buying radio, think of when people listen
 - AM/PM drive time most effective
 - Dayparts when people are at work
 - Midnight-5am Rotators
- Ask for more – every time
 - Add promotions/ticket giveaways onto Radio Buys
 - Onsite media sponsorships
 - Ask for content inclusion on website
 - Non-profit incentives



MEDIA BUY CONSIDERATIONS

- When buying Print, add online component
 - Can pay based on click throughs
 - Can target specific sections of paper
- Bigger isn't better – FREQUENCY is
 - Turn a full page ad into four $\frac{1}{4}$ page ads
 - Turn a :60 radio ad into a :30 or :15
- Honesty works
 - Budget restraints
 - What you need out of the buy
 - Time considerations



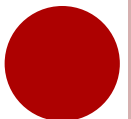
MEDIA BUY CONSIDERATIONS

- Messaging needs to be simple
- Start at the top with Sales Managers in new relationships
- Don't spend where you don't have to
 - Mediums that don't effectively reach your audience
 - Search Engine Optimization
 - Expensive, ineffective mediums



PLACING THE MEDIA BUY

- Gather all of the information before you make any decisions
- Ask for proposals from media partners
- Look at the numbers – frequency
- Make decisions quickly
 - Sales people are holding your space
 - If you have decided to pass, let them know



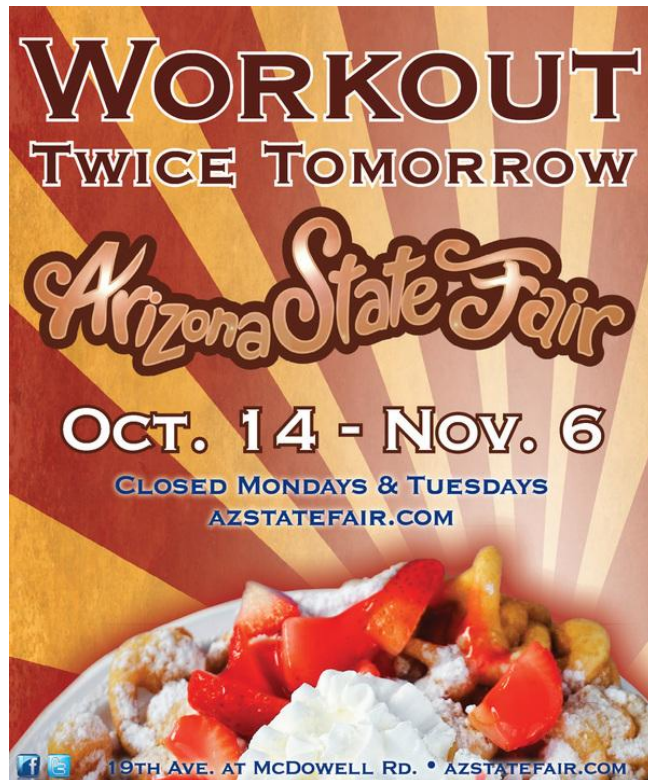
WHAT TO INCLUDE IN YOUR ADVERTISING

- Name/Logo of your Fair
- Dates of your Fair
- Appealing image/icon (not 20) of your Fair
- Depending on the format, website, phone number, social media icons
- A highlight, discount or special attraction coming to your event
- Main Stage acts coming to the Fair



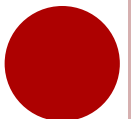
MARKETING MESSAGES – MAKE THEM SIMPLE & EFFECTIVE

- Why use 30 words when 5 will do?



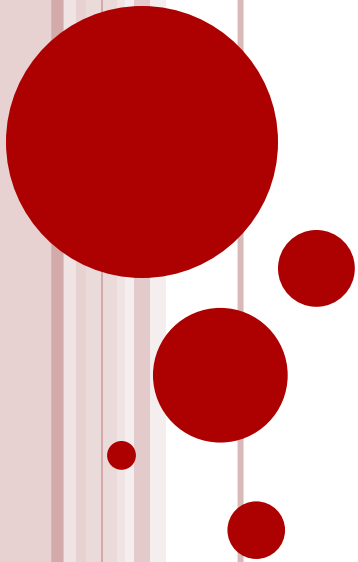
THEMES FOR YOUR FAIR

- Keep it short, simple
- Use a # (hashtag) in social media
 - Facebook, Twitter, Instagram
 - #CantBeSoLongYouCantGetAnythingElseIn
- Use theme throughout multiple mediums for consistency
- Make sure its easy to understand
- Use theme based, Fair-related graphics in your message



BE CREATIVE!!

HAVE FUN ☺



(NEW) WAYS TO GET THE WORD OUT

- Poster contest
 - Encourage local businesses/4-H Clubs
 - Fairgoers vote at Fair for favorite
- Window Painting Contests
 - Think High School Homecomings
- What can your sponsors do for you?
 - Distribute brochures, posters



NEW WAYS TO GET THE WORD OUT

- Street Teams
 - Hand out tickets or brochures during parades, other events
- Fair Ambassadors/WORMS
 - Social Media
 - Work with Internship program
- If you see a great idea, borrow it!



MARKETING ISN'T SCARY.

IT'S WORTH IT.

