

TOO BIG TO MISS

Wisconsin STATE FAIR

AUGUST 1-11

WISCONSIN STATE FAIR PARK “Too Big To Miss” Branding Campaign

Situation

The 2002 Wisconsin State Fair was facing many changes: year three of a four-year renovation project, the grand opening of the new 275,000 square foot Expo Center, a temporary grandstand, and an uncertain and competitive environment.

Goals & Objectives

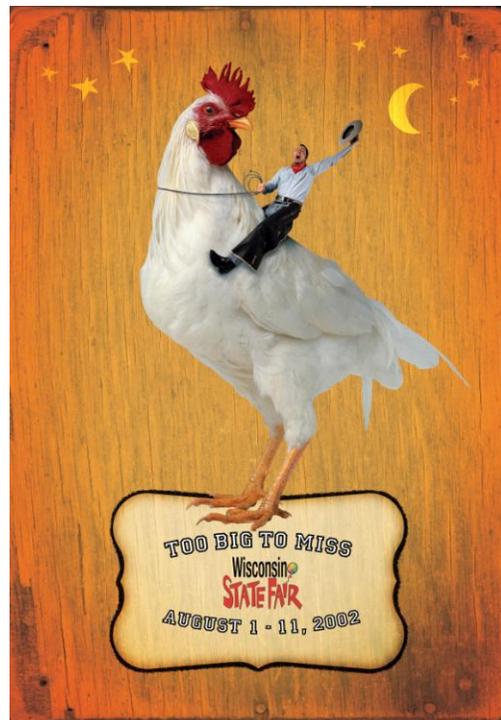
- Continue to brand the Fair as the premier summer event for family fun
- Increase awareness of the Fair and Fair dates
- Increase attendance to the Fair
- Increase advance ticket sales
- Promote multi-day visits

Target Markets/Audience

The Fair’s primary audience was women 25-54 years of age in Milwaukee/Racine, Madison, Appleton/Green Bay, Northern Illinois and Rockford. Secondary audiences varied depending on the entertainment options available. These included country music lovers, oldies and R&B listeners. Additional ethnic marketing efforts targeted African-Americans and Hispanics throughout the Milwaukee and Northern Illinois markets. The remaining Wisconsin audience was a tertiary market targeted through extensive PR and trade efforts.

Implementation

- Creative showcased “Too Big to Miss” icons of the Fair - cream puffs, cows, roosters and more. Fair dates were included in all communications, including TV, radio, outdoor, newspaper and online messages. Radio and newspaper elements featured daily events and entertainment headlines.
- The multi-media campaign reached the target audience several times leading up to the Fair (July 1- August 10). Awareness was developed through combined media, with the force of broadcast advertising driving immediacy and impulse action during the Fair. To augment the budget, extensive media trades were established. Promotions were encouraged to enhance the value of the trade at a 3-to-1 ratio.
- Thirty-second television was produced to build awareness of the Fair and Fair dates. Creative featured a cow that was “too big to miss” in a humorous way. The spots ran throughout the primary markets from 7/18-8/8.



- Radio also demonstrated how the Fair was not to be missed with the “Wedding” spot. Eleven different versions of the spot were created, each highlighting a different headliner. Spots were rotated by station format, date of the show and markets. Spots ran in all markets from 7/9-8/11.
- Outdoor boards were placed in Milwaukee/Racine, Madison and Oshkosh/Appleton markets from 7/1-8/11. Placements included large bulletins (some with extensions) on main arterial highways and many thirty-sheet posters reaching the populated areas of the communities. Three creative executions were used, promoting the “Too Big To Miss” icons of the Fair. Transit advertising (bus-side boards with extensions) also reached the active-audiences through shuttle routes at festivals leading up to the Fair.
- Newspaper ads that ran prior to the Fair featured the same creative as the outdoor boards to achieve the consistency of the campaign, but also promoted the many things to do and headline acts. During the Fair, we partnered with key sponsors to run full page/full color ads featuring daily schedules and updated events in the local newspaper.
- Interactive online programs were developed and placed on three Milwaukee sites, one Madison site and one Chicago site.
- Many efforts were complemented with media promotions. The main prizes for giveaways were tickets to the Fair or VIP seats at the Miller Time Main Stage.
- Public relations efforts substantially increased coverage in various markets compared to previous years and incorporated press releases, media kits and ongoing media relations.
- The Fair’s Web site adopted the “Too Big to Miss” look of the campaign. The site provided fairgoers the opportunity to utilize a search function to navigate the site, participate in an on-line survey, view entertainment line-ups, judging schedules and daily discounts and promotions. In addition, advance tickets were available for purchase online.

Results

The 2002 State Fair proved to be “Too Big to Miss” breaking attendance and cream puffs records. Attendance was up more than 15 percent from 2001 and shattered two single-day attendance records. Cream Puff sales were up nearly 10 percent, generating more than \$885,000. More than 700,000 people passed through the new Expo Center, while 50,000 attended the free Miller Time Main Stage shows.

