

Category 54

Best New Promotion Activity

Art is Everyday Sweepstakes

1. Overview Information

a. Introduction and background of main event

The Tempe Festival of the Arts spring and fall events attract nearly 225,000 visitors to Downtown Tempe over the course of a 3-day weekend. As many as 400 artist booths line Mill Avenue and the surrounding streets presenting unique, and hand-made artwork that offers visitors a distinctive shopping experience.

b. Description and purpose/objective of Promotion

To further increase public engagement and emphasize art in our everyday life, a sweepstakes was run via Facebook for the month leading up to the festival encouraging people to submit photos of public art, murals, graffiti, and other artistic pieces they come in contact with in their day-to-day.

c. Description of what was being promoted

The concept is that while the festival only takes place 6 days out of the year;
#ArtsEveryDay

d. What makes this promotion different from any other promotions?

This promotion was an opportunity for the general public and art enthusiasts to engage with the festival prior to the event.

e. Attendance/number of participants

97

f. Tie-in of promotion to main event/organization

By asking, "What's your favorite piece of art? Is it a treasured art work proudly on display in your home? Is it a special piece of jewelry from the Tempe Festival of the Arts that you lovingly wear every day? Do you pass by a killer mural or street art on the daily? Do you make or create art?" We were able to see how art impacts the everyday lives of our followers by them simply submitting a photo of their favorite every day art. We posted their photos for the community to see, shared them and then the public voted. Lucky winners received Downtown Tempe gift cards (and bragging rights).

g. Overall revenue and expense budget of specific promotion

Expense = \$250

h. Duration of promotion (start to finish)

March 15th – April 8th, 2016

i. Description of sponsor/charity/volunteer/school/other group involvement with event and benefits to each

N/A

j. Overall effectiveness/success of promotion

Reach = 33,572

Impressions = 42,529

Estimated Conversions = 8,506

2. Supporting Question #1: What challenges/obstacles did you foresee/encounter in creating the program/activity/idea, and how did you handle them?

Our goal was to increase engagement with millennials through social media since this is their main source of news and entertainment. Through an increased ad budget and Art is Everyday Sweepstakes, we were able to achieve our goals, but would say this campaign probably would have had a larger reach, impressions and engagement with Instagram ads instead of Facebook.

3. Supporting Materials

a. FB Post (below)

