

County Fair Increases Ticket Sales and Attendance with a Radio and Digital Ad Campaign

Event Case Study



ABOUT

An Illinois county holds an annual county fair. Promoting it in multiple channels was critical to ensuring more revenue. The organization worked with Big Radio to deliver on these expectations and get residents excited about the 2023 event. With the support of Marketron NXT, Big Radio created a campaign that included radio and digital tactics.

CHALLENGE

County fairs have long been a foundational part of community events. They offer a time for families and friends to have fun, enjoy delicious treats, celebrate their town and more. Fairs are also a great way to generate revenue. While there was awareness of the annual fair, the organization wanted to make it even more visible to increase ticket sales and attendance.



STRATEGY

- The campaign used radio spots and digital tactics.
- 30-day run of display ads and geofencing strategies
- Geofencing of multiple areas, including farm equipment stores and other local fairs and festivals
- Advanced targeting capabilities to reach ideal consumers
- Creative and high-quality artwork included in ads

RESULTS

As a result of the integrated campaign, the 2023 fair broke attendance records, exceeding all their goals.

Display

Total impressions: 125,005
Total clicks: 207
Click-through rate: 0.17%

Geofencing

Impressions: 333,333
Clicks: 33
Click-through rate: 0.10%

MARKET
Illinois

CAMPAIGN DATES
July 14 – August 13, 2023

AD PRODUCTS
Radio, display, geofencing

OBJECTIVE
Drive ticket sales and attendance.

“Marketron technology allowed us to target with confidence the audience we felt would help the advertiser reach their goals. With the ability to change the geofences within the campaign, this allowed us to target local fairs, festivals and farm equipment stores strategically.”

Tammy Zimm
National account manager
Big Radio

