



INTEGRATED MARKETING CAMPAIGN FOR WISCONSIN STATE FAIR

STEP RIGHT UP.

LEARN HOW TO
SELL FUN.



ADVERTISING & INTEGRATED MESSAGING

stirstuff.com

MARKETING



ON A STICK.

This case study illustrates how fun, unique and compelling messaging can engage an audience, refresh attitudes and perceptions, as well as rejuvenate excitement for a time-honored event.

The Wisconsin State Fair (WSF) is an annual 11-day event. It is the premier and most affordable family entertainment event in Wisconsin and the state's agricultural showcase.

WSF is a diverse gathering place where rural, urban and ethnic heritage are celebrated and embraced. The WSF experience cannot be duplicated; it's a must see, must attend event.

The Wisconsin State Fair has been around for well over a century. Its campaigns in recent years relied heavily on traditional messages, losing its personality and flair for having fun. The competitive market space is wide and varied; it competes for discretionary income with Summerfest, various ethnic festivals, concerts, professional sports, waterparks, amusement parks and local fairs. Therefore, messaging that differentiates and illustrates the true one-of-a-kind experience that WSF offers is absolutely vital for success.



BRING OUT THE FUN!

The creative strategy behind the Wisconsin State Fair campaign was to remind – rather than educate – local and regional consumers of the fun to be had, instead of a one-dimensional draw. The simple benefit that we set out to own was “fun.”

People go to fairs and festivals to relax, be entertained, escape and have fun. A strategy was developed to build excitement and anticipation of fun leading up to the event. Our intent was to position WSF as a release from things that were uptight and formal. The fair is a time to let your hair down the Wisconsin way. This was a far more mainstream positioning strategy than the brand had employed historically, while being more focused on the benefit. There were five key ingredients to the campaign.



STIR identified the following needs:

BUILD ANTICIPATION

Build anticipation and position the Wisconsin State Fair as the premier summer event for family fun.

MAINTAIN EQUITY

Maintain the equity WSF has established over 162 years.

EXTEND THE INVITE

Extend an invitation through advertising mediums statewide and into northern Illinois.

WISTATEFAIR.COM

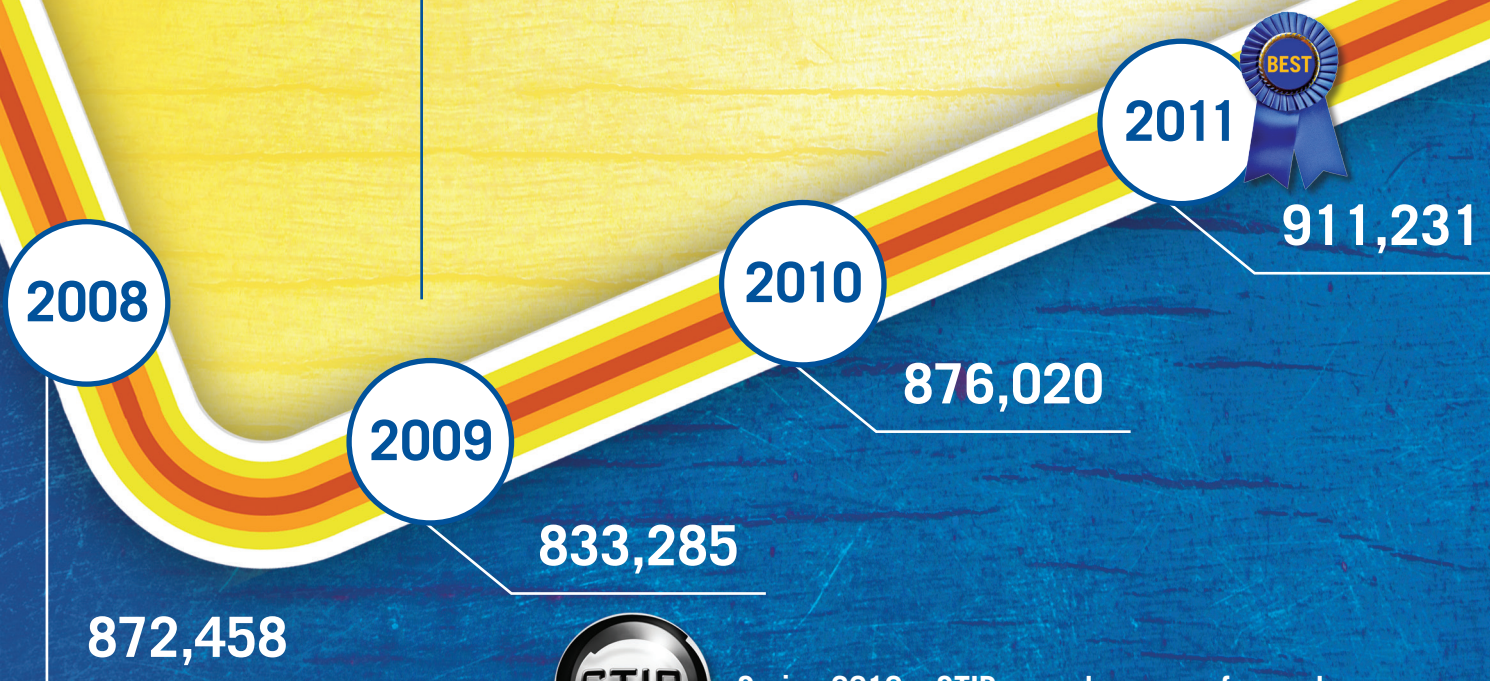
Drive consumers to wistatefair.com for a full schedule of events, attractions and to purchase tickets.

BUILD ATTENDANCE

Continue to build attendance annually while raising awareness of daily promotions and main stage acts.

ATTENDANCE KEEPS GROWING. AND GROWING.

The results have been spectacular.
By focusing on one simple benefit,
we outperformed the industry.



Spring 2010 – STIR named agency of record



In fact, during the run of this campaign, the IAFE members voted WSF as the “Best Advertising Campaign” among all fairs and expositions in North America for three consecutive years.

2014

1,030,881

Including two of the highest paid attendance days in history of the fair
Saturday, Aug. 2 – more than 128,000
Saturday, Aug. 9 – nearly 137,000

2013



1,012,552

Largest reported attendance since 1969

2012



920,962

127,883 of those attended Sunday, Aug. 5, setting a record for the highest single-day attendance in over a decade



abc NEWS

Wisconsin State Fair featured on ABC TV News

TELEVISION



"STICK" Everyone loves the fair. In this spot, we leveraged the anticipation of and desire for fun, rather than promoting specific event features. In these spots, fairgoers try to recreate their favorite things about WSF in anticipation for the upcoming fair.



"CADENCE MARCH" The fair only comes around once a year. Everyone gets excited for it. In these spots, fairgoers get excited and come together to "prefair" themselves.



"FOOD" The Wisconsin State Fair is all about having fun. The fun and excitement of the fair was matched with a unique music track, which allowed the spot to show fairgoers "getting into something good."

CREATIVE THAT BRINGS THEM IN LIKE CATTLE.



**MEDIA
PLAN**

REACH
**70-90 MILE
RADIUS**

GREEN BAY/APPLETON

MADISON
MILWAUKEE

ROCKFORD
NORTHERN ILLINOIS

WISCONSIN STATE FAIR
AUGUST 2-12
Presented By
U.S. Cellular



Chocolate covered what?

WISCONSIN STATE FAIR
AUGUST 2-12
Presented By
U.S. Cellular



Calories, Shmalories.

WISCONSIN STATE FAIR
JULY 31 - AUG 10
Presented By
U.S. Cellular



FIND YOUR BUTTER HALF

WISCONSIN STATE FAIR
JULY 31 - AUG 10
Presented By
U.S. Cellular



TWEETS 
WE GOT A BARN FULL

OUT OF HOME

Digital outdoor was also utilized to inform and remind the target audience of the upcoming WSF. A series of creative was developed and trafficked to encourage the target audience to save the day and take advantage of daily admission discounts. Outdoor was also utilized to promote advanced ticket sales and the main stage act each night during the fair.

INTERACTIVE

Utilizing mostly local and media sites, online was employed to inform and remind the target audience of the upcoming WSF. The online campaign was developed with messages and keywords to encourage click-through to wistatefair.com for a full schedule of events, discounts and to purchase tickets.



PRINT

Print ads were developed to inform and increase awareness of the upcoming WSF. The print utilized messages to encourage the target audience to save the date and take advantage of daily admission discounts.



GET INTO SOMETHING GOOD!

WELLS FARGO \$2 DAY - THURSDAY, JULY 31
Benefiting Hunger Task Force

Get into the Fair for just \$2 before 4pm when donating at least two (2) non-perishable food items or making a cash donation at any Fair admission entrance valid on Thursday, July 31 only! Promotion will end promptly at 4pm.

KOHL'S FAMILY VALUE DAY - MONDAY, AUG 4

Families save BIG during Kohl's Family Value Day, Monday, August 4, at the Wisconsin State Fair. ALL Fairgoers will be eligible for discounted Fair admission from 8am - 6pm thanks to a partnership with Kohl's Cares. Adults will receive \$5 admission (a 50% savings) and youth 11 and under will receive FREE admission.

MILLER HIGH LIFE VETERANS & MILITARY RECOGNITION DAY - SUNDAY, AUG. 10

Veterans, Military personnel and their family members will receive FREE admission to the Fair on Sunday, August 10 until 4pm. Simply present a military ID (DD214, VA ID, Military Common Access Card, or Dependent ID) at any admission entrance and receive FREE admission for you and up to three (3) family members courtesy of Miller High Life. Limit four (4) FREE admissions per ID. Promotion will end promptly at 4pm.

WISCONSIN STATE FAIR
Presented By **U.S. Cellular**
JULY 31 - AUG 10
WISTATEFAIR.COM

WELLS FARGO
HUNGER TASK FORCE
KOHL'S Cares
MILLER HIGH LIFE
U.S. Cellular



Butter up the ones you love.

HUNGER TASK FORCE DAY - THURSDAY, AUGUST 2
Fairgoers who donate at least two nonperishable food items or make a cash donation from 8am - 6pm at the designated locations outside any of the Fair admission gates will receive a voucher for \$2 admission on Opening Day. Donations benefit Hunger Task Force. Promotion ends promptly at 6pm.

\$2 RIDES! Enjoy Super Savings with \$2 rides in the Spectacular Midway from 11am - 6pm on Thursday, August 4 only!

SPRECHER
SPRECHER BREWING CO. DAY \$6 BEFORE 6PM
MONDAY, AUGUST 6
Visit sprecherbrewery.com/fair to receive a \$6 before 6pm adult admission coupon valid on Monday, August 6. Coupons may be presented at any Fair admission ticket window to receive the \$6 before 6pm admission. Promotion ends promptly at 6pm.

KOHL'S CARES
KOHL'S FAMILY VALUE DAY - TUESDAY, AUGUST 7
NEW for 2011, ALL Fairgoers will be eligible for discounted Fair admission on Tuesday, August 7 from 8am - 6pm. Adults will receive admission for the youth price of \$5 (a \$4 savings), and youth 11 and under will receive FREE admission. For every youth admitted FREE, Kohl's Cares and the Wisconsin State Fair will donate \$1 to Children's Hospital of Wisconsin for a re-creation of a "Fair Day" at the hospital for children who are patients and their families to enjoy.

UW-MADISON DAY - WEDNESDAY, AUGUST 8
Receive a voucher for \$5 off a Midway "Ride-All-Day" Wristband with your donation of selected school supplies at any Fair admission gate from 8am - 6pm on Wednesday, August 8! Wristband excludes the Comet II roller coaster. For a list of needed school supplies, please visit wistatefair.com. Proceeds benefit Milwaukee Public Schools. Promotion ends promptly at 6pm.

U.S. CELLULAR® \$5 AFTER 5PM - THURSDAY, AUGUST 9
Receive admission for only \$5 with a coupon available at uscellular.com/events. Simply print off the coupon and bring it to any Fair admission ticket window to receive \$5 after 5pm admission on Thursday, August 9 ONLY!

MILITARY & VETERANS RECOGNITION DAY
SUNDAY, AUGUST 12
COURTESY OF BUDWEISER
Military personnel and Veterans will receive FREE admission courtesy of Budweiser on Sunday, August 12. Simply present your Military ID at any Fair admission ticket window and receive FREE admission ALL DAY.

WISCONSIN STATE FAIR
AUGUST 1-11
Presented By **U.S. Cellular**
WISTATEFAIR.COM

HUNGER TASK FORCE
SPRECHER
KOHL'S CARES
UW-MADISON
U.S. Cellular
Budweiser

TICKET TRADES

On behalf of the Wisconsin State Fair, STIR solicits, negotiates and executes ticket trades on a 1:1 basis for media space and airtime to increase media exposure beyond paid media, including markets outside of the paid media plan. **STIR executes \$80,000 - \$100,000 worth of trade on behalf of WSF on an annual basis.**

SOCIAL MARKETING

To build excitement and anticipation for the Wisconsin State Fair, STIR launched a social media campaign around a viral video. A video was created of “Bacon Boy” – a friendly, outgoing pig trying to find a date for the fair. The audience was encouraged to interact by sending in potential date prospects. Not everyone was ready to go on a date with a pig. Bacon Boy decided to have his own search for a date, documented for all to see. **Welcome to the adventures of Bacon Boy.**

If you know someone who knows someone let me know.

Like to play matchmaker? Find me a match. Look at me. I need help.

Be my matchmaker and help set me up with a date. Call or friend me on facebook and post a potential match on my wall. I need all the help I can get.

facebook.com/baconboy 1-800-BACONBOY



In conjunction with the internal efforts of the Wisconsin State Fair, “likes” for the official Wisconsin State Fair Facebook page increased from **44,000 to more than 100,000 by the end of the 2013 Wisconsin State Fair.**



HOLY JALAPEÑO!

MULTICULTURAL
MARKETING



STIR and WSF wanted to develop a promotion that would reach out to and involve the Hispanic community in the Milwaukee area. And so the “Jalapeño Olympiad” was born. **The annual Jalapeño Eating Contest is a true test of power and tolerance, as contestants have three minutes to eat as many jalapeños as they can.**

The contest starts at local restaurants, hosting preliminary events around Milwaukee suburbs and in the community. The winner from each spot received a gift certificate to that particular restaurant and were invited to compete in the finals at the Wisconsin State Fair. Any remaining open spots for the contest were filled the day of the finale at the fair – if anyone dared to compete – on a random selection process.

TIMEFRAME:
June through
first weekend
in August

SOCIAL MEDIA:
Facebook, Twitter,
blog integrated
campaign

LOCATIONS:
4-8 restaurants,
primarily in the
four-county
area

FINALE:
First Sunday of
the WSF

WINNER:
Various prizes,
including a VIP
package for
the WSF

2011

55 CONTESTANTS

5,500 REACHED
THROUGH FACEBOOK
PROMOTION

2012

44 CONTESTANTS

NEW PARTNER
LA PREFERIDA FOODS
AS JALAPEÑO SUPPLIER

RECORD
33 JALAPEÑOS
IN 3 MINUTES

2013

49 CONTESTANTS

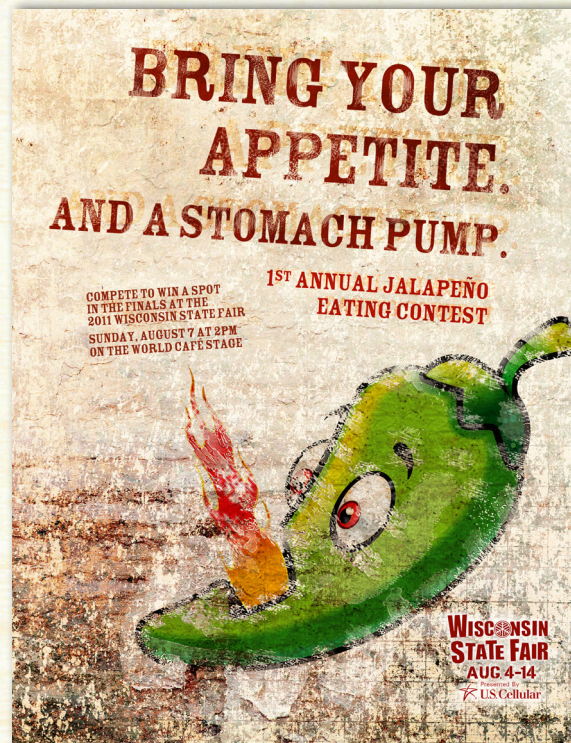
8,500 REACHED
THROUGH FACEBOOK
PROMOTION

RECORD
37 JALAPEÑOS
IN 3 MINUTES

2014

42 CONTESTANTS

TOP 3 FINISHERS
ATE 32, 31, 30
JALAPEÑOS
IN 3 MINUTES



**EARNED
MEDIA**

AWARD WINNING PROMOTIONAL POSTERS:



99 SHOW 2013

FEATURED ON:





COMPETE TO WIN A SPOT IN THE FINALS
— AT THE 2014 WISCONSIN STATE FAIR —
SUNDAY, AUGUST 3 AT 2PM ON THE WORLD CAFÉ STAGE

ASK INSIDE FOR DETAILS



Believe it or not, you haven't seen the whole story!
For more details, or to see more case studies, contact Brian Bennett, president.
brianb@stirstuff.com or 414.278.0040

STIR ADVERTISING & INTEGRATED MESSAGING
stirstuff.com 414.278.0040 135 W. Wells Street, STE 800 Milwaukee, WI 53203