

Marketing Report

Fairgrounds Festival 2023



NORFOLK COUNTY
Fairgrounds Festival
JUNE 9TH & 10TH
FOOD TRUCKS • ARTISAN VENDORS • BEER GARDEN

Friday JUNE 9TH
THE BEACHES

Saturday JUNE 10TH
FINGER ELEVEN
SLOAN
BIF NAKED

TICKETS STARTING AT \$25 • FairgroundsFestival.ca

POSTER DESIGN BY
ERIC POND DESIGNS EPD

PRESENTED BY THE NORFOLK COUNTY AGRICULTURAL SOCIETY

The poster is for the Norfolk County Fairgrounds Festival, held on June 9th and 10th. It features a green and yellow color scheme. The top section includes the Norfolk County logo, the festival name in a large, white, cursive font, and the dates. Below this, a yellow banner lists "FOOD TRUCKS", "ARTISAN VENDORS", and "BEER GARDEN". The main event for Friday, June 9th, is "THE BEACHES", and for Saturday, June 10th, it's "FINGER ELEVEN", "SLOAN", and "BIF NAKED". A yellow banner at the bottom states "TICKETS STARTING AT \$25" and provides the website "FairgroundsFestival.ca". The poster is credited to "POSTER DESIGN BY ERIC POND DESIGNS" with an "EPD" logo, and is "PRESENTED BY THE NORFOLK COUNTY AGRICULTURAL SOCIETY".

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Activity Overview

CASH

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- Digital Marketing
 - Paid
 - Meta Ads
 - Promo Code
 - Press
 - Organic
 - Socials
 - Email blasts
 - Visit App
- Physical Postering & Flyers
- Find Your Folk Meadow
- Find Your Folk Vouchers

IN-KIND

- 12 volunteers
- Zone Facilitation
- Rec Supplies for FYF Meadow
 - Badminton Nets
 - Jumbo Chess
 - Jumbo Jenga
 - Frisbee Golf
 - Art Displays
 - Hoola Hoops
 - Lawn darts
 - Ring Toss
 - EZ Up for Vendors
- FYF Workshops
 - Collaborative mosaic art piece
 - Yoga x2
 - Vocal Harmony
 - FNFA Soccer Match





Activity Breakdown



Branding Toolkit

Acquired with OSW Develop to Market Grant

ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	<i>ABCDEFGHIJKLMN</i>
OPQRSTUVWXYZ	OPQRSTUVWXYZ	<i>OPQRSTUVWXYZ</i>
0123456789	0123456789	<i>0123456789</i>

FLINTSTOCK REGULAR FOR TITLES	RIFT BOLD, REGULAR & LIGHT FOR BODY COPY AND WEB BASED CONTENT	<i>Heritage for Alternate Headers</i>
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PRESENTED BY Edward Jones
AMPLIFY Norfolk
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COLOUR PALETTE



#075B4A



#EFE4DA



#FBAF1A



#D95427



#5D3411



#333333



Promo Materials

Photo Backdrop

Feather Flags

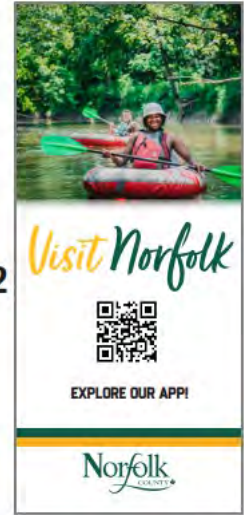
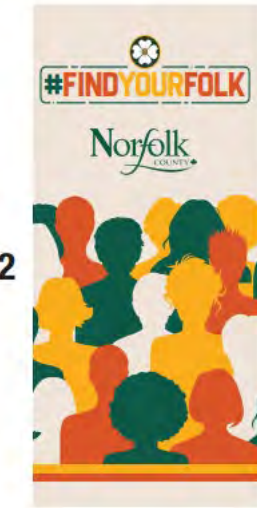


Retractable
Banners

Custom Flags

x2

x2



Custom
Stringed
Pennant



x2

x2

x2

x2

x2



Garden Flags

Stage Banners

- Strong Visual Representation
- Professional Appearance
- Social Media Exposure
- Extra Benefit for NCAS Sponsors
- Reusable



Promo Materials

- Promo materials like flags and photo backdrops contribute to the festival atmosphere and add an element of artistic expression to our messaging
- Photo backdrops provide an ideal location to take photos with friends to later be shared on social media
- All materials can be reused at future events (no dates or event-specific verbiage)
- Some materials contain QR Codes that lead to assets like the Visit Norfolk app.





Amplify Merch

- 50x hats + 100x badges
- Meet & Greet Campaign
- Signature Hat

Coming soon: Amplify x FF Memorial

Video Coverage

- Produced by Festival Recap Specialist Ari Tal
- 1x ~2m Recap Video (YouTube, FB, IG)
- 6x ~30s Reels (YouTube, FB, IG, Tiktok)
- Reusable (even for the fair!)

Opportunities for Improvement

- Videographer access
- Drone footage (time lapse, lead up time for licenses)



Recap Video

Long Form event coverage

Dimensions: Horizontal

Length: 1:44

Music: Finger 11 – Paralyzer

Best Platforms: YouTube, Facebook

How to use it:

- Promote next year's festival to attendees
- Attract sponsorship
- Prepare volunteers at orientation
- Share your vision



[Click here to watch the Official Recap Video](#)

Reels

Short Form Promo Videos

Dimensions: Vertical

Length: ~30s

Music: Finger 11, Sloan, Bif Naked, DJ Vekked

Best Platforms: IG, Tiktok, YouTube (Shorts),
Facebook

Themes:

- Family
- Couples
- Artisan
- Food & Beverage
- Main Stage Performance + Crowds
- Timelapse

[Reel Example](#)



Digital Marketing

Results and Expenditure

Meta Ads, Promo Code, Press Releases, Organic Marketing



Meta Ads Results

Our ads delivered over **7250 people** directly to the fairgrounds festival website.



Impressions

365,000



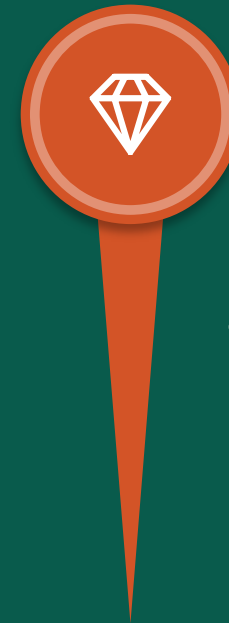
Reach

181,000



Link Clicks

7250



Spend

\$1475

Recommendation: Make use of the free Meta Pixel to see where in the customer journey people are leaving the sales funnel to identify weak points and then optimize.

Meta Ads Results Ctd.

On average, **1 in every 23 people** who saw our ads engaged with the content!



CPC Range

\$0.13 - \$0.60



Avg. CPC

\$0.32



Engagement Rate

4.30%

Ads launched through **Ad Center** tend to have **3-4x Engagement** than Boosted Posts

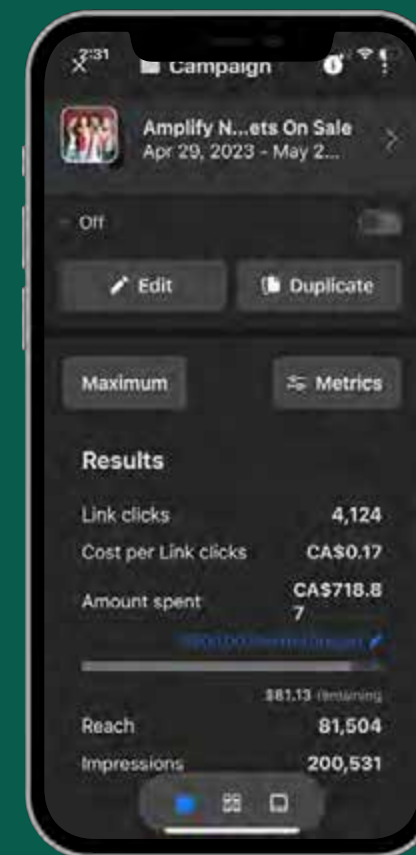
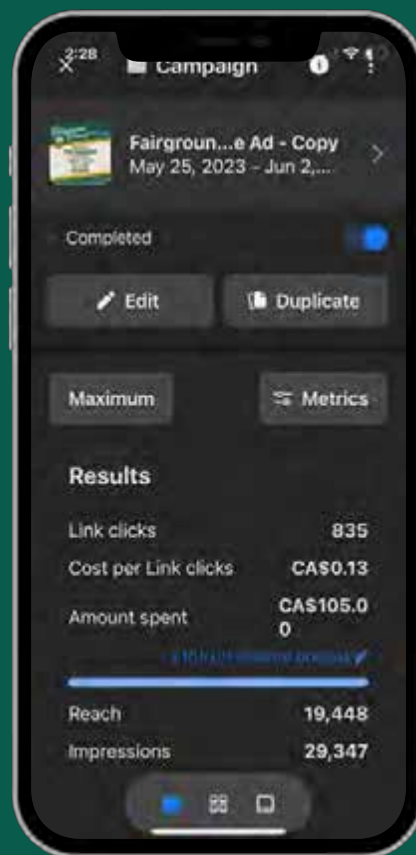
Ad Results

From Meta Ad Manager

CPC as low as **\$0.13**

Strong response from **Gen Y** alt-rock lovers in the GTA and surrounding area for ticket promotions

Strong response from **Gen X** alt-rock lovers in the GTA and surrounding areas for promo codes.



Promo Code Ad Results & Conversions

Meta Ad Run Dates May 25 – June 9 (16 Days)

On average, 1 in every 45 people who saw our ads clicked a link that went directly to the [Fairgrounds Festival website](#).

The CPC on these ads was as low as \$0.13



Spend
\$291



Impressions
75,893



Link Clicks
1660



Conversions
2 (0.12% Conv. Rate)



Opportunities for Improvement

Promo Code



Optimize Landing Page

When ads first launched in late May, the website was still not completely updated. Consider more well-known ticket providers.



Start Promotions Earlier

This will allow time to pivot e.g. change ad assets, modify website, reallocate budget



Meta Pixel

Find out exactly where your potential customers are ending their journey and improve the process at that step. Retarget based on successful conversions.

01
Landing Page

02
Lead Up Time

03
Meta Pixel Tracking &
Retargeting

Press Release Partners

Three of Canada's most well-known music & lifestyle brands

Audience: Alt-Rock Music Lovers in the GTA, 25-44



Exclaim!

Article, Socials,
Newsletter, Concert
Listing, Banners



Indie88

Article, Socials,
Contest, Radio,
Newsletter, Banners



Now Magazine

Article, Socials,
Contest

Press - Summary

- 3 Articles
- 13 Social Posts
- 2 Contests (12 winners)
- 2 Newsletters
- Radio Promo
- Trending Article on Exclaim!

Total Impressions: 132, 737

Engagement: 1,891

TRENDING NOW



Features //

The Smiths' 12 Best Bass-Driven Bangers



News //

CD Baby Ceasing Physical Distribution, Closing Warehouse



News //

Norfolk County Fairgrounds Festival Gets Sloan, the Beaches, Finger Eleven, Bif Naked for 2023 Event



News //

Rosalía Slams Artist Who Posted Fake Nudes of Her

MORE TRENDING STORIES >>

Organic Socials

Facebook & Instagram

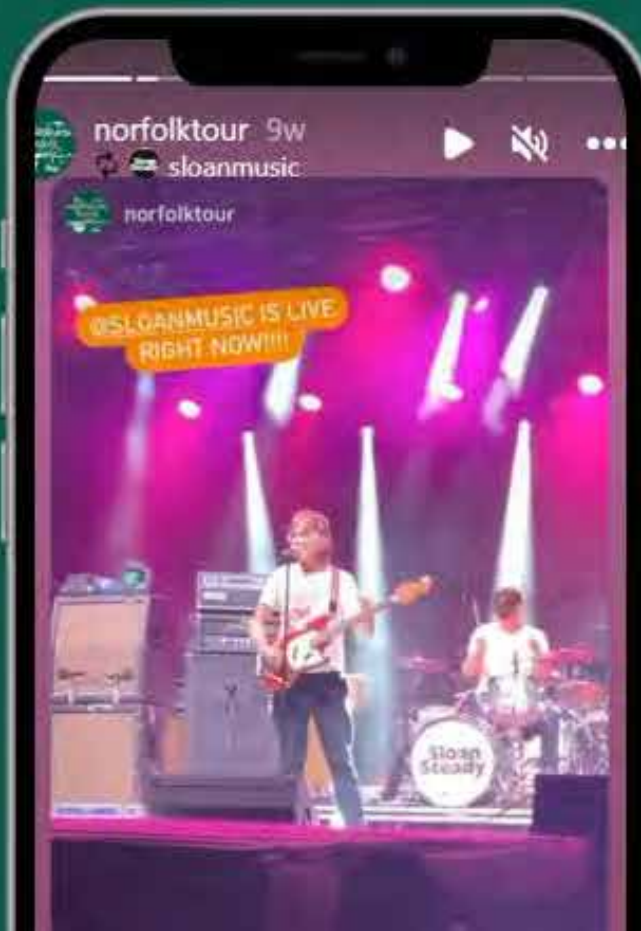
Posts: 35

Stories: 40

Engagement: 539

Impressions: 136,108*

Highlight: Both Bif Naked and Sloan shared our content and mentioned us on their platforms!



Organic Marketing Newsletters

Business Bulletin Newsletter x2

- Total Recipients: ~900

Date Night Promo Code E-Blast x2

- Total Recipients: ~4200

Total Recipients

5000+

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PROFAN BEER BY ERIC PENE DESIGNS EPO

PRESENTED BY THE NORFOLK COUNTY AGRICULTURAL SOCIETY

Check out this amazing lineup!
Canadiana at its finest!

FairgroundsFestival.ca

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Tickets

Fairground Festival

An extension of the successful 2022 Norfolk Night Market featuring live local musical acts including Sloan, Bif Naked, Finger Eleven, the Beaches, 40-plus artisan vendors, food trucks, local beer, and wine gardens, interactive games, and this year adding two evenings of Party on the Track Concerts featuring large-scale Headline National Artists in an immersive festival setting, as part of Amplify Norfolk initiative. [Find out more here.](#)

AMPLIFY
AMPLIFY Norfolk
SAVE 20% ON GA TICKETS
BY USING THE PROMO CODE AND PURCHASING BEFORE THE DEADLINE

Thanks for your interest in staying in Norfolk County. Here's a promo code for Amplify Norfolk concerts to sweeten the deal!

You are receiving this email because you participated in a contest with Dateright YYZ in late 2022 and expressed interest in spending the night here in Norfolk County. We'd like to thank you with a warm welcome to our Fairgrounds Festival featuring The Beaches, Finger Eleven, Sloan, and Bif Naked!

Use the Promo Code #HeatNorfolk for 20% OFF GA & Grandstand Concert Tickets

8 22 36 35

CALL FOR ARTISTS & TOURISM OPERATORS

AMPLIFY Norfolk

Organic Marketing Visit Norfolk App



EVENT LISTING
3000+ USERS



PROMO MESSAGING
9.7K NOTIFICATIONS



GIVEAWAY CONTEST
4 LUCKY WINNERS



Digital Marketing Highlights



Impressions

The number of times people were shown ads or content related to Fairgrounds Festival



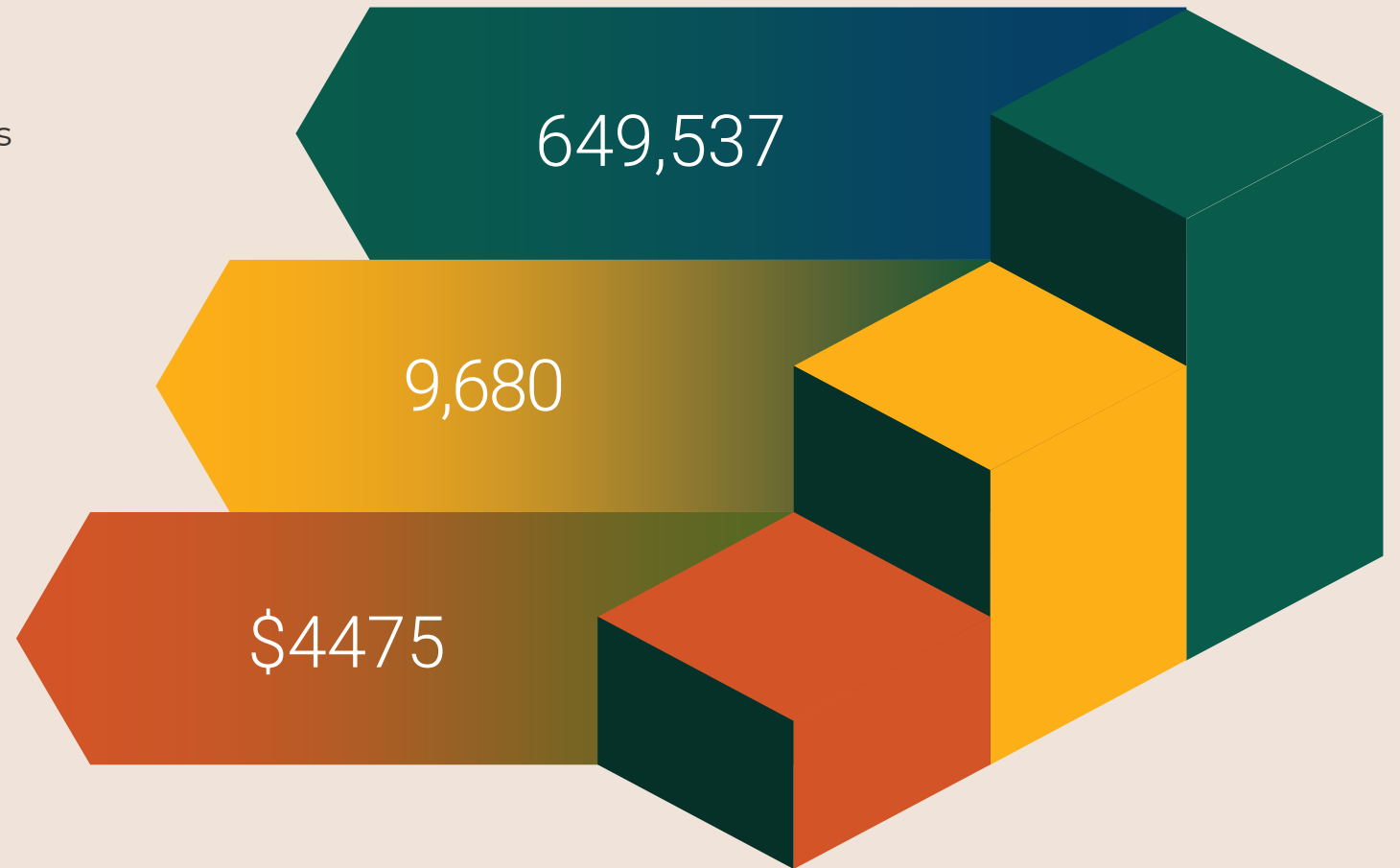
Engagement

The number of times people interacted with our content. Roughly 75% were direct link clicks to the Fairgrounds Festival website.



Spend

The total cost for Meta ads and press releases. We also reached our audience with numerous FREE methods of organic marketing.



Find Your Folk Meadow

- North Stage
- Tents & Arbour
- Kids Zone
- Art Displays
- Experiences
- Workshops



FYF Meadow Activities

In this area:

- North Stage
- Muskoka Theme seating area
- Norfolk County Tents x2
- Festival Experience Vendors
- Workshops & Activities
- Games Area with Rec Supplies
- Bouncy Castle x2
- Voucher redemption station
- Photo backdrop + Art Display
- 12 Norfolk County Volunteers



Workshops

**FRIDAY
JUNE 9**

ACTIVITIES

WORKSHOPS & ACTIVITIES

- 3:00PM - BOUNCY CASTLES OPEN
- 3:00PM - 8:00PM LONG POINT ECO - AXE THROWING
- 4:00PM - 5:00PM ART WITH HEART - FACE PAINTING
- 4:00PM - CARILLION BELLS - HARMONY WORKSHOP
- 5:00PM - SAYZA HOT YOGA - YOGA CLASS
- 6:00PM - PIECEFUL ARTS - MOSAIC WORKSHOP

ADMISSION ONLY \$10

3PM-10PM

**SATURDAY
JUNE 10**

ACTIVITIES

WORKSHOPS & ACTIVITIES

- 3:00PM - BOUNCY CASTLES OPEN
- 3:00PM - 8:00PM LONG POINT ECO - AXE THROWING
- 3:00PM - 8:00PM PIECEFUL ARTS - COLLABORATIVE MOSAIC ART
- 4:00PM - 5:00PM ART WITH HEART - FACE PAINTING
- 4:00PM - CARILLION BELLS - HARMONY WORKSHOP
- 5:00PM - SAYZA YOGA - YOGA CLASS
- 6:00PM - FNFA EXHIBITION SOCCER MATCH

ADMISSION ONLY \$10

3PM-10PM



FYF Meadow Gallery

Find Your Folk Vouchers



Status

Distributed: \$4,360

Redeemed: \$3,640

Outstanding: \$720

Method

Purchased: \$3,250

Promo: \$1,110

Furthest Traveled

Australia

Budget Overview



Budget Breakdown

Additional resources used to support
Fairgrounds Festival 2023

- A OSW Develop to Market Grant**
Amplify Branding Toolkit: Logos, Fonts, Styles
etc. Foundation for FF Branding.
- B In-Kind Contributions**
Rec Supplies, Crew/Volunteers, FYF Meadow
Facilitation, Workshops, Organic Marketing
- C Destination Marketing**
FYF Meadow (castle, tents, promo materials),
FYF Vouchers (print & redeem), Indie88
- D Amplify Norfolk Marketing**
Digital Marketing, Press Releases, Stage
Banners, Promo Materials, Merch, Recap Video,
6x Promo Reels, Promo Code

