



THE MILLION-TICKET+CHALLENGE:

Wisconsin State Fair



Challenge:

Sell more than 1,000,000 tickets per season while continuing to promote the Wisconsin State Fair as the premier summer event for family fun.

\$228,000

WORTH OF TICKET TRADE

Approach:

The State Fair is many things – many experiences – to a large, diverse and geographically disparate group of people. And it’s the largest agricultural showcase in the State, with an ever-changing mix of exhibits. Everyone who goes comes away with a different experience, tailored just to them.

With extensive audience research in hand, MKR recommended the following as the Fair’s primary and secondary targets:

Primary: “The Family-Fun Decision Maker” – female head of household seeking entertainment alternatives for her family.

Secondary: Millennials, 18-34 – younger independent experience-seekers who can be encouraged to add the Fair to their list of cool things to do.

The Wisconsin State Fair target audience geography includes the primary markets of Milwaukee and Madison, and the secondary markets of Green Bay/Appleton/Oshkosh, Rockford and Chicago.

The campaign strategy was “right promotional asset /right audience / right channel / right moment.” In activating this strategy we focused on three key areas of opportunity:

Elevate the Fair’s media presence with tactics that go beyond traditional buys such as movie theater advertising, TV sports sponsorships, radio promotions and bus wraps.

Enhance traditional broadcast channels to include more trackable tactics such as Connected TV/OTT and digital audio.

Maximize budget through media added value contributions and ticket trade programs.

Outcomes:

Our campaign enabled the Wisconsin State Fair to realize an impressive \$228,000 worth of ticket trade (a 13% increase over the previous year) and secure 17% of the total media buy in the form of added value – and sell 1,037,982 tickets, surpassing their goal of 1,000,000.