# WE DROVE OVER 33K VISITATIONS TO THE SAN DIEGO COUNTY FAIR

This year's San Diego County Fair theme was, "Let's Go Retro". It focused on the nostalgia of the 1950's through the 1990's. The San Diego County Fair takes place at the Del Mar Fairgrounds. It is considered the largest and longest event running in San Diego County. The event entertains its fair goers with rides, games, food, drinks, and more! The fair looked to promote their fair dates to the public in order to increase tickets sales. San Diego County Fair utilized a viewshed targeted mobile campaign and a customized out of home package to increase attendance at the fair. A mix of bulletins, posters, and a wallscape were showcased across the San Diego DMA to excite fair goers.

STRATEGY & TACTICS

— **Viewshed Targeting:** After audiences passed through our billboard viewsheds, they would get retargeted with a mobile campaign. This allowed the fair to target audiences throughout the San Diego DMA in and out of the event.

— **Creative Excellence:** San Diego County Fair utilized three out of home creatives and two mobile banner ads to keep the campaign fresh, entice audiences, and align with their "Let's Go Retro" theme.

— **Web Linked Banner Ad:** The two banner ads directed users to the San Diego County Fair website for easy ticket purchasing.
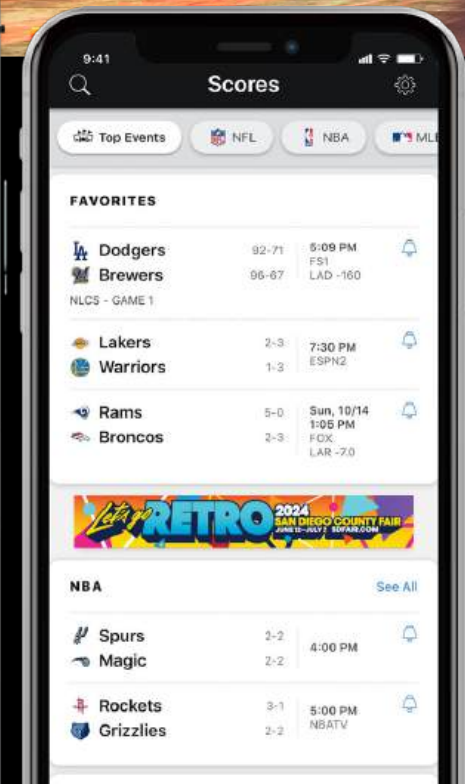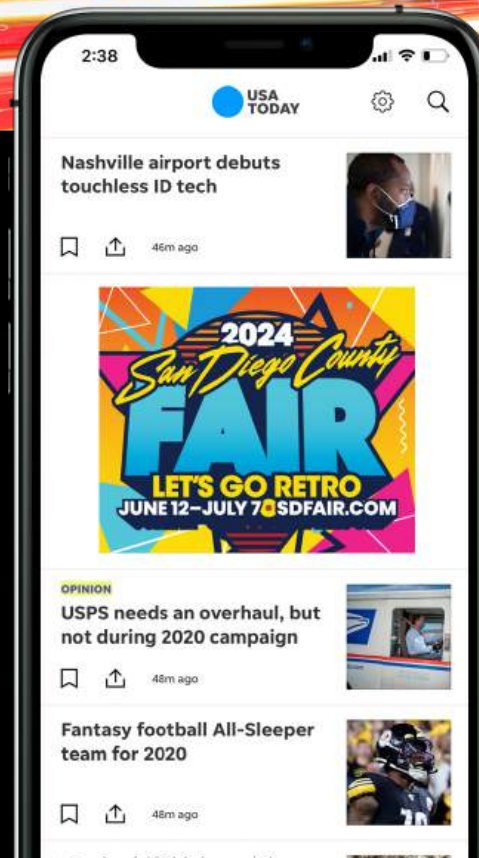
RESULTS

1,122,321
TOTAL IMPRESSIONS DELIVERED

33,634
VISITATIONS TO THE DEL MAR FAIRGROUNDS

0.27%
CTR

80%
LIFT IN CTR OVER BENCHMARK

3,005
TOTAL CLICKS