

### The Ultimate Coachella Experience

Safari Tent Facebook Sweepstakes



## overview

Build a contest around the extremely popular Coachella Valley Music & Arts Festival to help build awareness of the destination, the organization and the brand.



# goals

- Grow social awareness and fans
  - [goal 25,000 -- 50,000]
- Grow consumer database
  - [goal 15,000 30,000]
- Drive awareness of CVB and its brand
- Larger distribution base through newsletters and social allows for better monetization of partner messages and wider reach for CVB messaging.



# target audience

- Age: 25-40 years
- Defined Music and/or Arts interest
- Higher disposable income
  - Means to travel here for festival and means to revisit in the future
- Target geography: international
  - Anticipate crossover with drive market

## tactics

# Create a Facebook Contest around Coachella, to include:

- Giveaway -Safari Tent for Weekend 2 [\$6,500 value]
- 3 Quiz questions
- Event overview, including lineup
- Embed on website to help drive visitation
- Links to website and visitors guide
- Destination video



# prize overview

#### \$6,500 prize package:

- 1. Offsite check-in
- 2. Access to Safari Tent Compound
  - 1. Private gated/guarded
  - 2. Concierge
  - 3. Tents with air conditioning, showers, restrooms
  - 4. Breakfast and late night snacks
  - 5. ...more
- 3. GUEST passes to Coachella
  - 1. Passes reserved for friends & family of artists virtually all-access [limits: production areas behind stages and stages themselves]

# prize overview



# sweepstakes overview

- Platform: WooBox
  - #1 provider of page apps on Facebook
  - Significantly more cost effective than Wildfire [\$30/mo vs \$2,000/mo]
    - Monthly cost increases as fan base grows



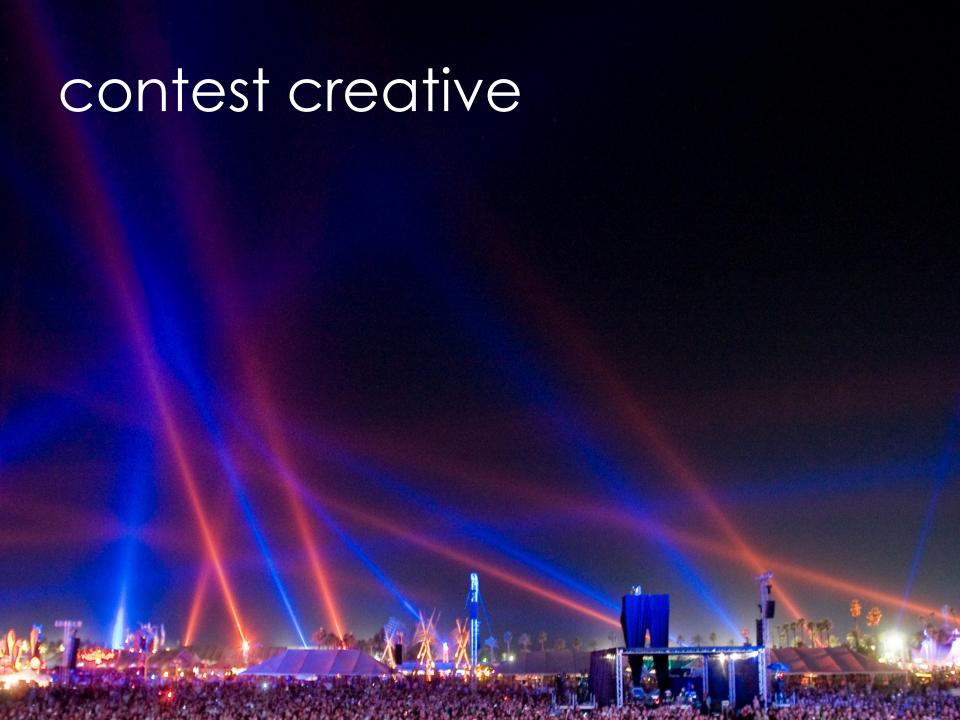
# sweepstakes overview

- 3 Quiz Questions
  - Youthful target
  - Hints provided
  - More details can be provided on confirmation page
- Name
- Email
- Zip Code

# sweepstakes overview

- Dates
  - Start Date: Friday, February 25
  - End Date: Sunday, March 31
  - Winner Notified: Monday, April 1





# promotion

 Focusing the domestic audience through a mix of pr and a small targeted promoted page ad campaign within facebook.



## pr plan

- Press Release Distribution Monday, February 25, 2013
  Domestic via Vocus
  - Music cable, newspaper, radio, bloggers, online
  - Consumer print news California and US
  - Lifestyle/Fashion bloggers and online
- Visit California Monday, February 25, 2013
  Coordinate with contest information distribution via social media and other CVBs.



# pr plan (cont'd)

- 3. Contest Update Date TBD
  - Targeted: Rolling Stone, Vibe, Billboard, Relix, Alternative Press, XXL Magazine, Entertainment Weekly, People, US Weekly, Hollywood Reporter, Metromix, MTV
- 4. Press Release Winner Announcement
- 5. Campaign Results Follow up



# promoted page posts

