

## Taco Fest

### Problem

How does an event draw attention when it is brand new and has no base recognition to begin with?

### Solution

Hand-pick OOH placement where its target audience frequents to grab their attention with eye-catching creative, ultimately driving them to learn more about the event.

### Background

At the beginning there was no brand, as this was a new event that was being co-sponsored by a radio station. The main issues with something like this is creating a buzz and awareness for something that people have never heard of before. The team focused on creative as a way to stand out, and make a splash with a limited budget. Our creative team NAILED it with our “Taco Man”, who became the face of Taco Fest.



### Objective

Objectives:

- Create buzz for a new event in San Diego, Taco Fest.
- Generate/ Increase Ticket Sales for Taco Fest

Demographic Target:

- Millennials

### Strategy

The recommended plan based off of the budget was to hand-pick a few posters in the beach and night life areas where Millennials go, and grab their attention with awesome creative that would peak their interest and make them ask themselves, “What is Taco Fest” and then once checking it out, have them saying, “I definitely want to go to that!”



### Plan Details

Markets: San Diego

Flight Dates: May 2016 and April 2016 - May 2016

OOH Formats Used: Eco-POsters (10'X22.5')

Target Audience: Millennials

Budget: \$3,000 was allocated to the OOH budget, and some additional SAB was given. Because Taco Fest was a new event it did not have a lot of money to work with, and tried to get as much bang for its buck as it could.

### Results

Ticket sales increased (the event actually sold out 24 hours prior to its opening) and social traffic increased. The team started out with zero followers and did a good job of increasing its followers prior to the event on all social media platforms (Twitter:

<https://twitter.com/sdtacofest> , Facebook: <https://www.facebook.com/sdtacofest>, Instagram: <https://www.instagram.com/sdtacofest/>).

## Testimonials

Testimonial from the President of Southport Marketing, Tim Young:

### Prior to your OOH campaign what was your level of expectation?

Our expectation did not include OOH but our goal was to have Taco Fest stand out in unique ways. San Diego is full of events every single weekend and we knew we needed to be different. Being a first-time event we wanted people to remember Taco Fest.

### How would you have defined success?

Success early on was to generate buzz prior to the event and to have people talking about the event. We really had no idea how we would do on attendance in our planning stages.

### What were you hoping to achieve with your campaign? / Did you achieve it?

To stand out, show fun creative and to build the buzz prior to the event. We achieved more than we even anticipated and were thrilled with the creative. The “Taco Man” quickly drew praise from our team. Often times, marketers feel they know their product the best and want to share more than what is necessary. The ease to just trust the media company and let them do what they know best really paid off.

### What was in your media mix?

Primarily radio and a lot of it. Three stations promoted the event (91X, Magic 92.5 and Z90). We also had a print partner in CityBeat as well as CW6. All played an integral part in our plans but it was the OOH creative that really stood out and captured peoples attention. Hearing it on the radio then seeing it on the streets reinforced our belief that an Integrated plan was necessary.

### Did you use other OOH vendors? If so why? (Rates/Inventory Locations)

No.

### Did we design your creative or did you?

The media company provided the creative and it was the best thing to do. We make great websites and good TV spots. But those rarely transfer to OOH.

### What were your sales prior to the campaign? What were your sales after? What was the percentage growth?

Not applicable. The campaign with Radio, OOH, Print and TV all happened at the same time. The buzz was tremendous and the event sold out 24 hours prior to the opening.

### Do you use social media? Did your number of followers grow?

Yes and yes. We focused on Google Search and FB paid search. Started with ZERO followers.

### What feedback did you receive from OOH viewers/consumers? / How was your campaign received?

People often commented on seeing the OOH Boards. They were strategically placed to capture the Millennial's attention. When the billboard was stolen that upped the publicity significantly and created an increased amount of buzz. People still ask me today if the billboard was ever found.



## Additional Information

Press Features:

- [San Diego News](#)
- [The CW6](#)
- [Magic 925 The Beat of San Diego](#)
- [The San Diego Union-Tribune](#)