



# 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





contest creative





# promotion

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





# pr plan

1. 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
2. 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

1. *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



**Palm Springs Oasis** • Suggested Post

Greater Palm Springs is giving one lucky chap [or chapette] the chance to win the **ULTIMATE Coachella Experience** -- 2 GUEST Passes to Coachella and 4 Nights in the Safari Tent Compound, complete with showers, restrooms, concierge, private security, breakfast, late night snacks, golf cart shuttle service and more.

To enter: <http://bit.ly/SM8az5>

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