

# PR Magic

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## STRATEGIC COMMUNICATIONS • PUBLIC RELATIONS

### **Case Study**

2014 San Francisco Flower and Garden Show

### **Background**

The San Francisco Flower and Garden Show came under new ownership for its 2014 show and the management came to the Larose Group three weeks before the show's Opening Night Celebration in need of help to increase their attendance for their kick-off event.

The San Francisco Flower and Garden Show is a very well known event within the Bay Area, but was looking to revamp their opening to a hip, fun event that could draw in new guests. The audience targeted was that of a younger age bracket which still fit a professional demographic.

### **Actions**

With an extremely limited budget, The Larose Group (TLG) recommended a targeted campaign involving a mix of social media advertising through Facebook and grassroots promotions through local business networking groups, specifically Chambers of Commerce. TLG implemented a 2 for 1 ticket deal and arranged for 5 local Chambers to post the promotion on their websites and send out email blasts to their members highlighting the deal.

TLG also used a limited \$1,500 advertising budget to create, design and optimize a series of Facebook ads which were geo-targeted to Bay Area residents within the specific age demographic of 25+.

### **Results**

The Chamber of Commerce promotion brought in over 100 new attendees to the show, accounting for nearly a third of the guests at the opening party. The Facebook ad campaign saw an unprecedented 4 million impressions throughout three weeks and resulted in 234 new likes on the San Francisco Flower and Garden show Facebook page and also helped bring in additional new guests

Through their marketing and promotional efforts, TLG successfully satisfied the objective to increase awareness and attendance for the 2014 San Francisco Flower and Garden Show Opening Celebration.