

Client: Bayou City Art Festival // Timeframe: 12 months

Scope: Our work detailed public relations, social media and in-kind for the Art Colony Associations bi-annual Bayou City Art Festival. Our role also included securing media partners for the organization and engaging their audiences with local media personalities.



BAYOU CITY Art Festival

Houston, Texas *Memorial Park* April 29 - May 1, 2016

Art Colony Association supports local nonprofits

The Tools



Social Media



Public Relations



Calendar Listings



Media Partners

The Challenge



Give BCAF's online followers the full event experience



Position BCAF as the premier arts festival in the city to promote their mission



Engage community to create awareness about the bi-annual event

The Plan



Provide live social media support during events



Pursue opportunities related to the arts and festivals



Prepare press release and announce 2016 featured artist train and develop talking points for leadership team of BCAF

The Outcome

Live Event Coverage

Live social media coverage was active during the event to bring the full experience to the BCAF's online followers. Followers engaged through the hashtag #BCAF and tagged the event via geo-tagging and photo tagging. Total reach was 590,380 and impressions totalled 1,581,015.

Media Placements

BCAF artist made appearances on news stations FOX, KHOU, ABC, and KPRC to discuss the event and trending topics and promote attendance. They garnered 291 placements valued at \$447,822.24, \$330,232 being organic, and reached 522,670,362. In-kind totalled \$330,232 and there was a total of 56 placements valued at \$5,600 with 145,712,302 impressions.

Social Media/Sales

The post created before, during and after the event garnered a total of 590,380 interactions, and 1,581,015 impressions. Digital sales totalled \$14,687.37 with 895 tickets sold.

