

CASE STUDY: WINTER HOLIDAY ART MARKET (WHAM)

SCOPE:

Overview/Scope: After 13 years, the Winter Holiday Art Market (WHAM) presented by Fresh Arts was approaching its final year and needed a campaign revitalization so that the market could make a final lasting impact on local artists and the community as a whole. Over 2,200 attended the final event where WHAM celebrated Houston's creative economy.



CHALLENGE:



PREVIEW PARTY TO REACH 200 GUESTS



CREATE BUZZ FRIDAY NIGHT LEADING UP TO WEEKEND EVENT



MANAGE AN ONGOING CAMPAIGN THROUGHOUT OCTOBER

THE PLAN:



UTILIZE INFLUENCER MARKETING, SOCIAL MEDIA LIVE POSTING, MEDIA RELATIONS



TARGET AUDIENCE: YOUNG, AFFLUENT ART LOVERS

OUTCOMES:

15K

IMPRESSIONS ON INSTAGRAM

TRENDING AT OVER

152%

ON INSTAGRAM

800

MENTIONS

3000

PEOPLE VIEWED OUR STORIES

100

SALES FROM OUTSIDE OF HOUSTON

23.5M

AUDIENCE REACH ACROSS 4 MARKETS