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



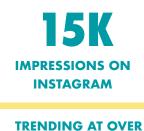


UTILIZE INFLUENCER MARKETING, SOCIAL MEDIA LIVE POSTING, MEDIA RELATIONS



TARGET AUDIENCE: YOUNG, AFFLUENT ART LOVERS

OUTCOMES:







100 SALES FROM OUTSIDE OF HOUSTON





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