

St. Augustine Boat Show

SPECIAL EVENT

Several boat shows compete for buyers in northeast Florida. That's why the Marine Industry Association of Northeast Florida sought to increase attendance and generate more revenue during its second St. Augustine Boat Show.

To meet these goals, AXIA wrote and implemented an integrated marketing plan, which included a regional media plan, print ads, billboards, electronic ads, news releases/media coverage, electronic billboards, event program content and a Web site to publicize the boat show.

Using the event Web site's tracking and reporting tools, AXIA analyzed the site traffic daily and used the information to modify the media plan and schedule. AXIA's efforts produced higher-than-expected attendance as well as a greater profit for the association and, most importantly, supported millions of dollars in boat and marine service sales at the event.



Logo



Web

Media	Advertiser	Product	Start Date	End Date	Time	Rate	Spots	Total Cost	Spots/Day
Radio	St. Augustine Boat Show	St. Augustine Boat Show	4/8/10	4/10/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
Radio	St. Augustine Boat Show	St. Augustine Boat Show	4/9/10	4/9/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
Radio	St. Augustine Boat Show	St. Augustine Boat Show	4/10/10	4/10/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
Print	St. Augustine Boat Show	St. Augustine Boat Show	4/8/10	4/10/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
Print	St. Augustine Boat Show	St. Augustine Boat Show	4/9/10	4/9/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
Print	St. Augustine Boat Show	St. Augustine Boat Show	4/10/10	4/10/10	10:00 AM - 11:00 AM	\$1,000	3	\$3,000	1
TOTAL ADVERTISING INVESTMENT									
\$9,000									

Media Plan