



Marketing & Media Case Study

Client: Star Tribune Vacation & Travel Show (Consumer Event)

The Star Tribune Media Co., Minnesota's largest media company, made the decision to launch the Star Tribune Vacation & Travel Experience in 2017, a three-day show for consumers and travel-industry pros. The event was the first for the Twin Cities, the Midwest's No. 1 market for travel spending.

Objective: Create awareness for new consumer event and drive attendance.

Strategy: Develop multi-media marketing campaign targeted to affluent potential travelers (Adults 35-64) in the Twin Cities metro area. Campaign included paid media and public relations. In addition, utilizing BEDD Head Media's consumer event experience, assist with show features/elements and operations that enhanced attendee experience.

Tactics: BEDD Head Media developed and implement a multi-media campaign that included:

- On-site media events with special appearances (KOOL 108, K102, WCCO TV)
- On-air contests unique to Star Tribune Vacation & Travel Segment
- Online exposure on media websites.
- Public Relations efforts including press releases, media outreach, press kits and management of press inquiries
- Negotiated ticket trades with outstate media entities.
- And More!

BEDD Head Media managed all promotions and added value elements which they secured. In addition, BEDD Head Media implemented Facebook page which they continue to manage.

Results

- Surpassed attendance goal of 10,000
- Positive response from all media personalities in attendance
- Live segments with WCCO TV, KARE 11, Fox 9
- Success for exhibitors and sponsors at the show
- Based on success of event and tactics implemented, BEDD Head Media continues to be responsible for Marketing/Media/PR for event plus other Star Tribune projects.