



## Year after Year, TribeAgency Delivers Engaging Promotions for **HEAT**, Gateway Green's Summer Festival.



### Market Outlook

- Event promoters have come to realize that it takes a delicate balance of offline and online promotional efforts to drive tangible ticket sales and turnout at their events.
- Planning an integrated promotional communication that utilizes dynamic mediums along with traditional avenues is integral to the success of the event.

### Opportunity

- Gateway Green, a non-profit organization dedicated to the beautification of the Chicagoland area, has turned to TribeAgency on a yearly basis to promote their annual fundraising summer street festival and celebration, HEAT. The goal of HEAT, as with all other Gateway Green events, is to raise funds to landscape and beautify the Chicago community. Thus, the event requires many people to attend in order to raise funds in a manner that outweighs the costs of producing the event. TribeAgency has produced all offline and online marketing and promotional materials for HEAT since the event's inception.



HEAT.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

## Solutions

Each year, TribeAgency strategists, designers and technologists work with Gateway Green's front office staff to develop a unique concept and theme for the summer festival. Once a theme is realized and agreed upon, TribeAgency sets out to get the details and messaging about the event out to the public through both traditional and digital mediums.

On the digital front, TribeAgency creates an engaging Flash-based promotional micro-site and html-based email invites. The Flash-based promotional micro-site runs as an interstitial that appears whenever a first-time visitor accesses gatewaygreen.org.

TribeAgency's designers and flash producers have established a formula for the Flash-based promotional micro-site that is heavy on content and light on bandwidth. Typically, this is no easy task, but the TribeAgency team annually tackles this issue with grace and ease, developing a full-blown mini-site that promotes and details all aspects of the event.

The html-based email invite is sent to targeted lists and drives traffic to the micro-site. Both the email invite and micro-site have unique "send-to-friend" features which greatly increase awareness of the event through recipient pass-ons.

From a traditional perspective TribeAgency carries the yearly theme through the design and development of a direct mail campaign executed via promo cards and save-the-date mailers. Further awareness of the event is generated by the creation of a variety of unique and collectible ads developed for use in popular social and nightlife newspapers, publications and periodicals.

The **large attendance** is a result of the online and offline promotions.

## Results

According to sources at Gateway Green, event attendance is growing year to year, and the response rate is phenomenal for the event. The annual growth in attendance is largely attributed to the online and offline promotions put together by TribeAgency. All the traditional and digital elements combine to create excitement and interest among the target audience prompting pass-on event advocate communication and, most importantly, ticket sales.



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