



CLIENT PROFILE

The ADDY Awards is the advertising industry's largest creative competition

CHALLENGES

Increase submissions,
increase sponsorship,
increase attendance

SOLUTION

Comprehensive campaign targeted at ad companies where they work and play.

RESULTS

Submissions were the highest in 3 years.

Sponsorships increased over 200% from the prior year.

Net income increased over 165% from the prior year.

CINCINNATI ADDY AWARDS SHOW

The Cincinnati ADDY's Award Show submissions had gradually declined to a low of 442 in 2008. The Adclub of Cincinnati needed an engaging advertising and marketing campaign to increase submissions, sponsorship and attendance.

Mike Zitt Inc responded with a multifaceted approach and addressed each target income stream. Key advertising agencies received silk screen posters with a QR code that pre-generated the tweet, "I got my ADDY's Poster #cinaddys", which appeared on Twitter and on our Cincinnati ADDY's website.

Agencies with a lack of recent ADDY's participation were greeted with rallies in the morning by our fictitious non-profit group, Creative's for Creative Creative (CCC), which supported creative awareness in the Cincinnati advertising community without mentioning the ADDY's or the Ad Club. A CCC branded Facebook page revealed the next rally location the night before, handmade posters and flyers were distributed and a key insider in each agency helped make the connection between the rallies and the ADDY's. The rallies were unintentionally reported in the Cincinnati Enquirer.

A mobile website provided show information, directions and click-to-call functionality for questions. We also created a Sponsorship Opportunities booklet and introduced a 3rd tier lower-priced sponsorship. Email blasts were sent leading up to the event providing overall messaging, "making of" videos and funny viral videos addressing common questions about the event. Direct Mail invites were sent with a paper doll theme discussing what to wear. An advertorial was created for the Cincy Business Magazine and Valentine's Day ads promoting the show were placed in the Cincinnati Enquirer.

As a result of our campaign, each targeted area showed an increase from the previous year. Submissions were the highest they had been in three years. Sponsorships increased over 200% from the prior year and there was an increase in attendance. Net income increased over 165% from the prior year.



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