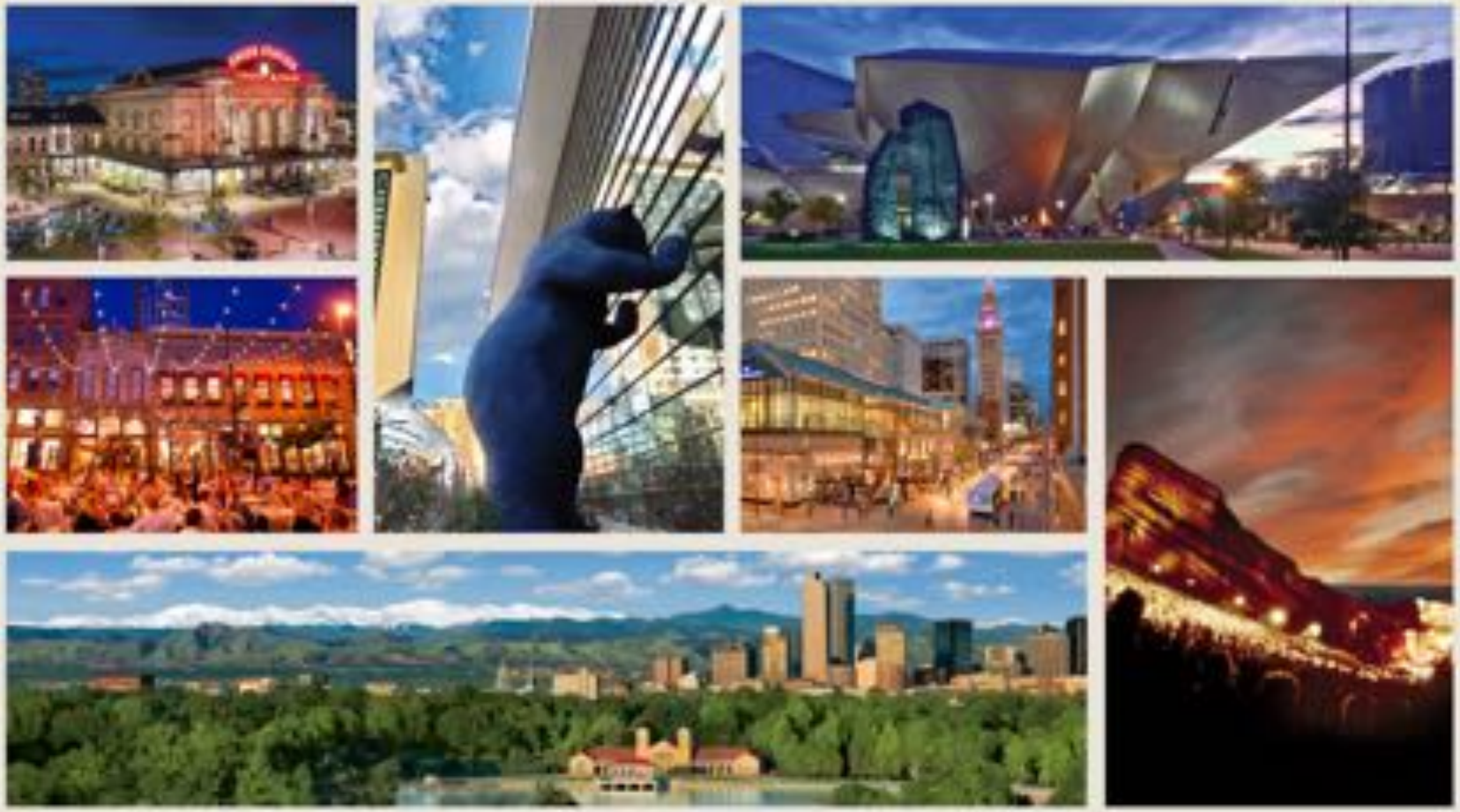


Denver Live on the Rocks
eTourism Summit

VISIT DENVER
The Convention & Visitors Bureau

300 MILLION

75TH
ANNIVERSARY
RED ROCKS AMPHITHEATRE

– ADMIT ONE –

Admission 6.09
Federal Tax ..... .51
6.60

In case of rain event may be moved to Denver Coliseum on the same date. Listen for radio announcements.

KIMN presents

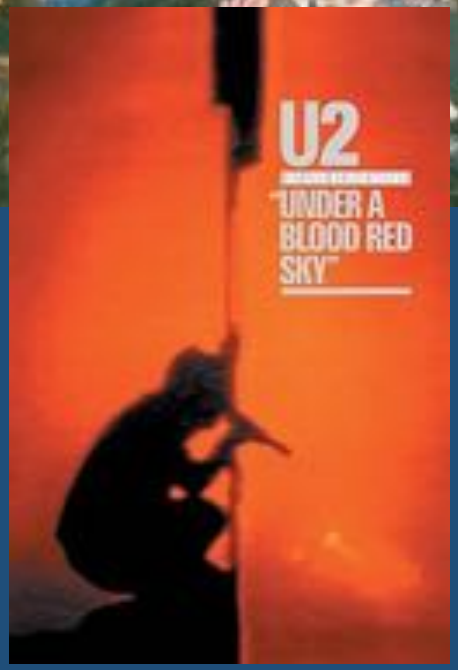
THE BEATLES

IN CONCERT

Red Rocks Amphitheater
Wed., August 26, 1964
8:30 p.m.

NO REFUND
NO SEATS RESERVED

No. 9349


U2
"UNDER A
BLOOD RED
SKY"

RollingStone

Why (the hell would I do something like this)?

Why Did We Do It?

Why Chicago?

- Chicago is one of the largest feeder marketing for leisure tourism in Colorado and is home to the second largest population of associations and meeting planners

Why Experiential?

- Strengthen relationship to the brand
- Next obvious step in the market which has seen print, digital, OOH, radio, etc.

Why Red Rocks?

- One of Denver's top, most iconic tourist attractions
- Celebrating 75th Anniversary in 2016

Why Taste of Randolph Street Festival?

- Timing: Mid-June dates means we can still influence summer travel
- Size: 75,000 people in three days
- Demo: More than half of the attendees have an average income of $60k+ and 75% have an average age between 10 and 54
- Created unique opportunity for client event

How?

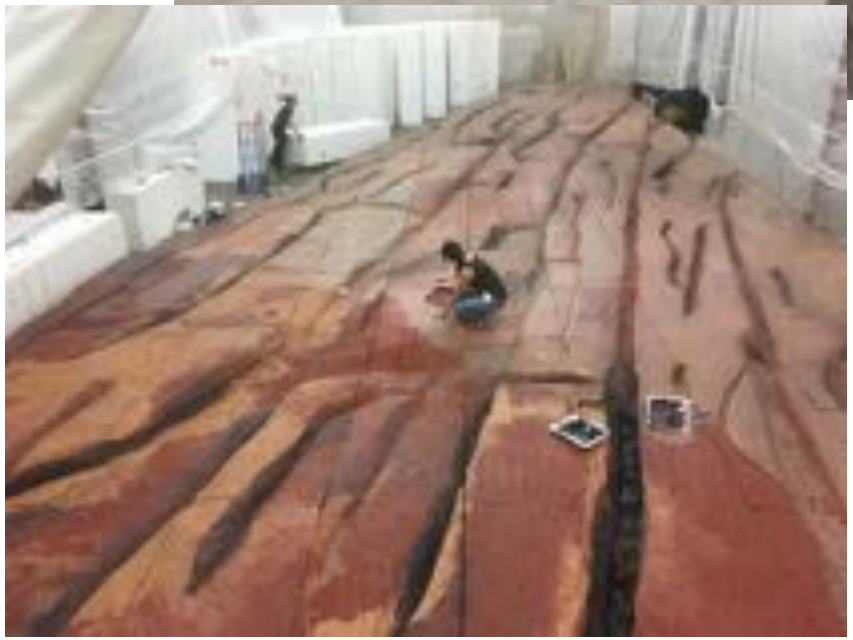
How Did We Do It?

Denver-based EPS-Doublet created a one-of-a-kind, hand-carved, hand-painted replica of Red Rocks Amphitheatre

- 75 blocks per side
- 30’ tall and 76’ long
- 11 hours to set up
- 8 hours to tear down
- Each wall weighted by 30,000+ lbs of concrete
- Two walls per side available (only one sent to Chicago)

Stage sponsorship at Taste of Randolph for “Denver Live on the Rocks” stage

WXRT partnership for battle of the bands and additional promotion



How Did We Do It?

The Results

Results

32,184,579

Trackable impressions generated via social media, display advertising, PR hits, video views, festival attendees and email recipients

$906,031

In AVE from 86 pieces of content

66%

Of attendees influenced to take a trip to Denver

8,127

People who made direct contact with the Denver street team

$200M+

Possible economic impact of meeting clients entertained

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The Convention & Visitors Bureau

Denver Live on the Rocks

Onsite Activation

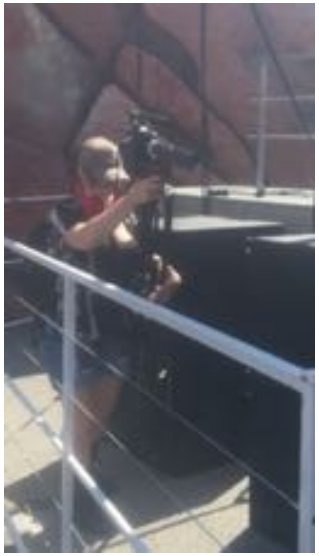
Onsite: Photo Booth

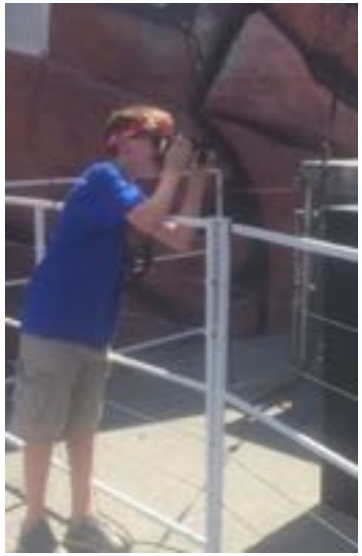
Onsite: Photo Booth

Onsite: Street Team & Schwag

Street Team Passed Out

- 1,500 bandanas
- 2,000 sunglasses
- 1,200 pieces of Denver gear





Marketing: Snapchat

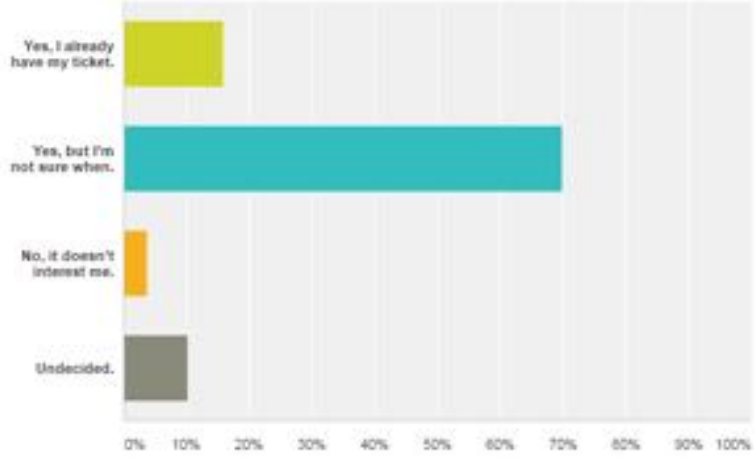
Cost: $905.34

Uses	Views
897	39,895

Survey Responses

Are you considering visiting Denver in the next two years?

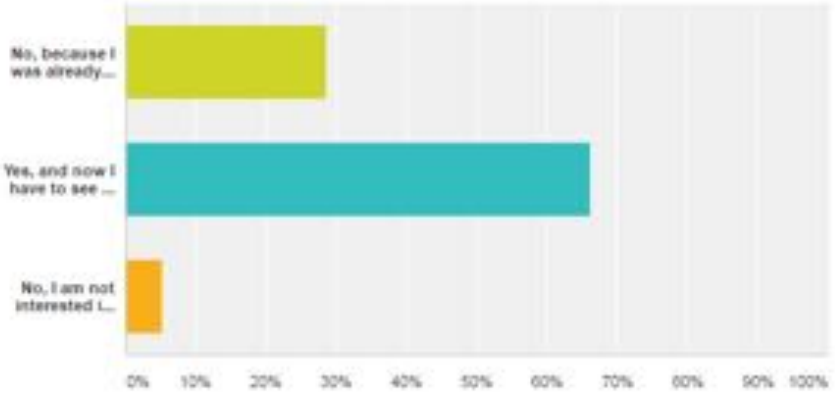
Answered: 3,112 Skipped: 0



Answer Choices	Responses	
Yes, I already have my ticket.	15.91%	495
Yes, but I'm not sure when.	69.92%	2,176
No, it doesn't interest me.	3.86%	120
Undecided.	10.31%	321
Total		3,112

Did seeing the Denver Live on the Rocks stage increase your desire to visit Denver?

Answered: 3,105 Skipped: 7



Answer Choices	Responses	
No, because I was already planning to visit Denver.	28.68%	888
Yes, and now I have to see a show at Red Rocks too!	66.28%	2,058
No, I am not interested in a visit to Denver.	5.12%	159
Total		3,105

Onsite: Client Event

$200 million+ in meeting business

109 Meeting Planners Entertained:

- Friday 6/17 – 47
- Saturday 6/28 – 62

Public Relations

PR: Pre-Event

- Worked with STAR Events and Cramer PR on strategy and media coordination
- Partnered with Cramer PR on initial press release announcing festival lineup and Denver Live on the Rocks Stage
- Partnered with Snowball PR for pre- and during-event PR execution
- BROLL/VNR development and distribution
- Distributed several media announcements and save-the-dates

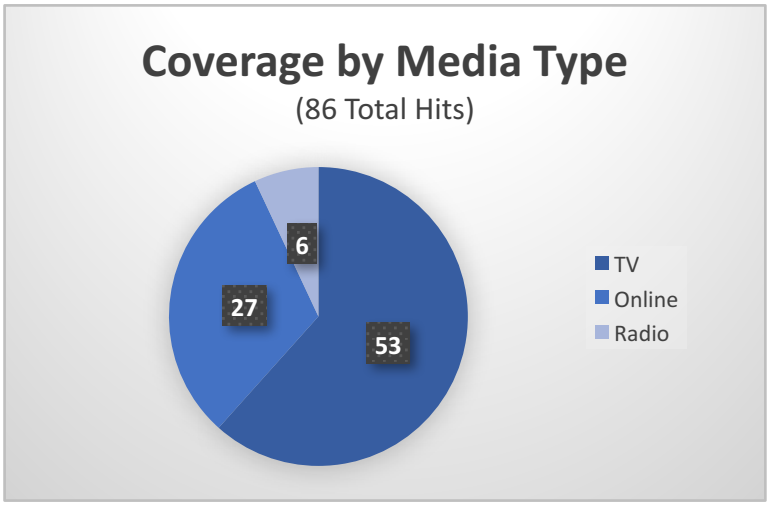
Taste of Randolph announces 2016 Music and Food Lineup as iconic Chicago street festival celebrates 20th Anniversary

To celebrate the iconic street festival's 20th Anniversary, Taste of Randolph has teamed up with VISIT DENVER, The Convention & Visitors Bureau in Denver, CO to construct the **Denver Live on the Rocks stage** – a scale replica of the legendary Red Rocks Amphitheater, itself celebrating its 75th Anniversary this year. The stage will feature national headliners who originated in Colorado as well as **daily chances for festival attendees to win an all-expense paid trip to Denver, including tickets to a concert at Red Rocks**. On **Sunday, June 19**, four local Chicago bands – Zaramela, Akasha, Bailiff, The Ivorys – will play the **WXRT "Road to Red Rocks"** show, on the Denver Live on the Rocks Stage, to win a chance to perform at the real Red Rocks Amphitheater in July. The two wings of the scale reproduction will each stand some 70 feet long and 30 feet high, and will be **hand-sculpted** and **hand-painted** to mimic the venue's iconic monoliths and red sandstone striations.

PR: During Event

- Created and executed a Festival Kickoff media moment
- Coordinated on-site interviews and live shots
  - *Highlights: NBC Chicago did a live interview with Justin, plus two more live interviews with the Denver Live on the Rocks Stage as background; all major local stations came at least once throughout the weekend*
- Distributed daily media alerts, VNRs and follow up

PR: Post-Event



Results

- **Total AVE:** $906,031
- **Total Impressions:** 30,993,465
- 86 pieces of coverage (TV, online, radio)
- Top Coverage: NBC Chicago Live Spot, all 5 major Chicago stations, NBC Denver Live Interview

Post-event Efforts

- Post-event in-studio interview with 9News, Denver
- Post-event release with images sent to trade media

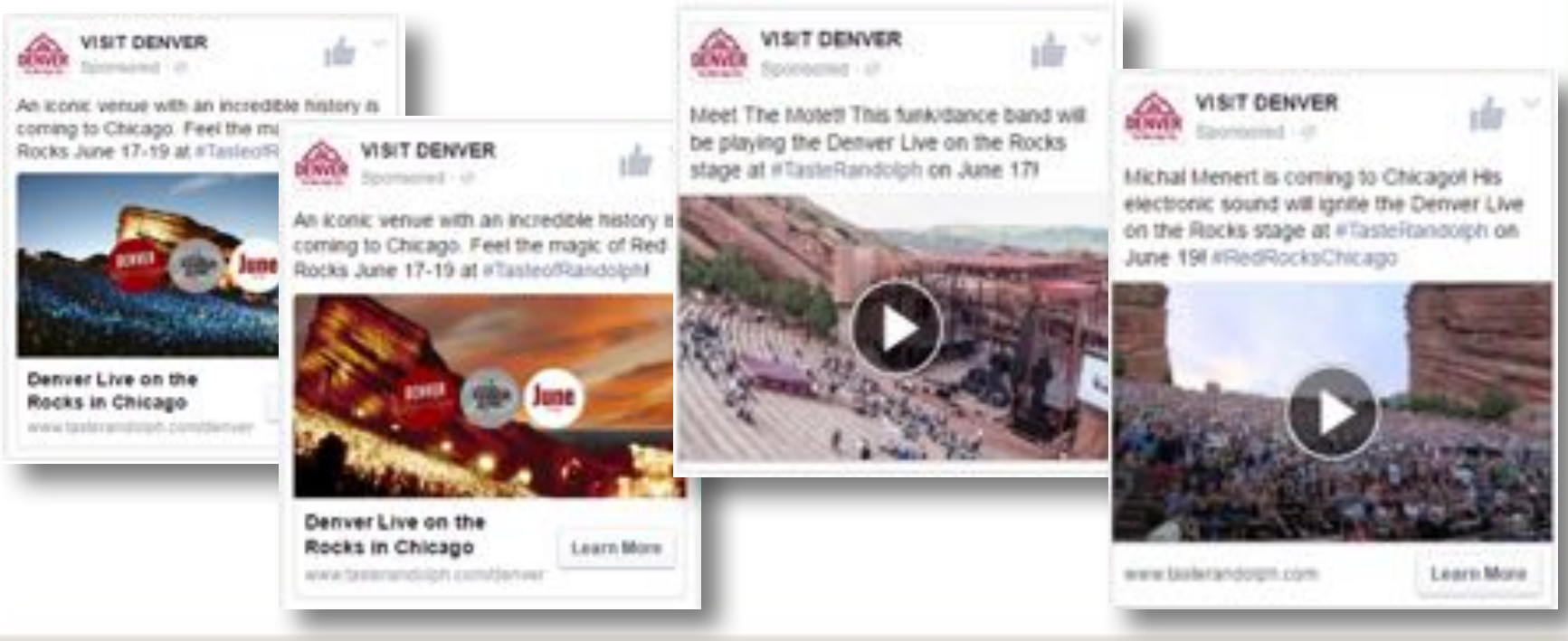
Marketing

Marketing: VISIT DENVER Emails

Taste of Randolph Email Regular • Discover Denver (segment) Sent on Mon, May 30, 2016 7:00 pm	1,221 Subscribers	34.5% Opens	3.2% Clicks
Taste of Randolph Email Reminder Regular • Discover Denver (segment) Sent on Tue, Jun 14, 2016 2:00 pm	1,041 Subscribers	25.8% Opens	1.4% Clicks
Taste of Randolph Thank You Regular • Discover Denver (segment) Sent on Tue, Jun 28, 2016 4:11 pm	3,151 Subscribers	34.7% Opens	3.4% Clicks

Marketing: PAID TOTALS

	Budget	Website Clicks	Video Views	Reach	Average CPC
TOTALS	**$3,200**	**8,329**	**160,330**	**521,466**	**$0.39**



Marketing: #RedRocksChicago

#RedRocksChicago	Uses
FACEBOOK	30 Posts (1,000+ engaged)
TWITTER	27 Tweets
INSTAGRAM	76 Posts

Marketing: WXRT

:15 Winner Spot Aircheck

:30 Spot

Local Anesthetic Billboard

HOMEPAGE TAKEOVER: 6/17/2016

	Impressions	Clicks	CTR
Skin/Pencil	125,921	221	0.18
320 x 50	10,183	12	0.12
All Units Total	136,104	233	0.17

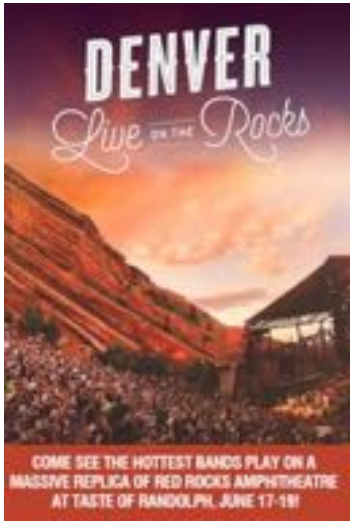
- Local Anesthetic Sponsorship
  - 6/5 and 6/12
  - Opening and Closing :10 Billboards
  - 2x :30 commercials within show
  - 16x total promos
- On Air Campaign
  - 40x :30 Mon-Sat 6A-7P, 5/30-6/19
  - 20x :30 Mon-Sun 6A-10P, 5/30-6/19
  - 20x :30 Mon-Sun 5A-12M, 5/30-6/19
  - 12x :10 Produced Promos, 5/30-6/19
  - 5x: 15 Winner Announcement, 6/21

Marketing: WXRT

EVENTFUL DEDICATED EMAIL: 6/15/2016

EVENTFUL DEDICATED EMAIL: 6/16/2016

Marketing: WXRT



Data Through: 06/02/2016 - 06/16/2016
Advertiser: Visit Denver
Campaign: CBS: Visit Denver

6/2/2016
6/16/2016

Key Data:	
Total Days	15
Overall % Delivered	100.42%
Overall Budget	$ 3,000.00
$ Remaining	[illegible]

Insertion Order Summary					Delivery Summary		
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
320x50 Banner	Geo targeting 1 address and Travel enthusiasts in 4 zip codes	6/2/16	6/16/16	66,667	67,017	350	0.52%
300x250 Banner	Geo targeting 1 address and Travel enthusiasts in 4 zip codes	6/2/16	6/16/16	66,667	67,183	161	0.24%
320x480 Banner	Geo targeting 1 address and Travel enthusiasts in 4 zip codes	6/2/16	6/16/16	66,667	66,674	1,174	1.76%

Marketing: WXRT

Social Media Campaign: 6/17/2016- 6/19/2016

Facebook followers: 74,612

Twitter followers: 33,347

Marketing: Red Rocks/Arts & Venues

- Facebook
  - Organic Reach: 130,930
  - Paid Reach: 14,887
- Twitter
  - 18,620 impressions
- Instagram
  - 804 likes

Email to 2,930 Chicago area subscribers

Marketing: Colorado Tourism Office

- Impressions: 934
- Clicks: 33
- CTR: 3.53%

Social Media ● Display Ads

- Organic Reach: 209
- Paid Reach: 23,804
- Clicks: 224
- Shares: 7
- Video Views: 9,700

Marketing: Taste of Randolph Initiatives

- **Organic**
  - Total Likes: 462
  - Shares: 72
  - Page Audience: 11,797

*TOR made 7 total posts strictly about Red Rocks and the Denver Stage!

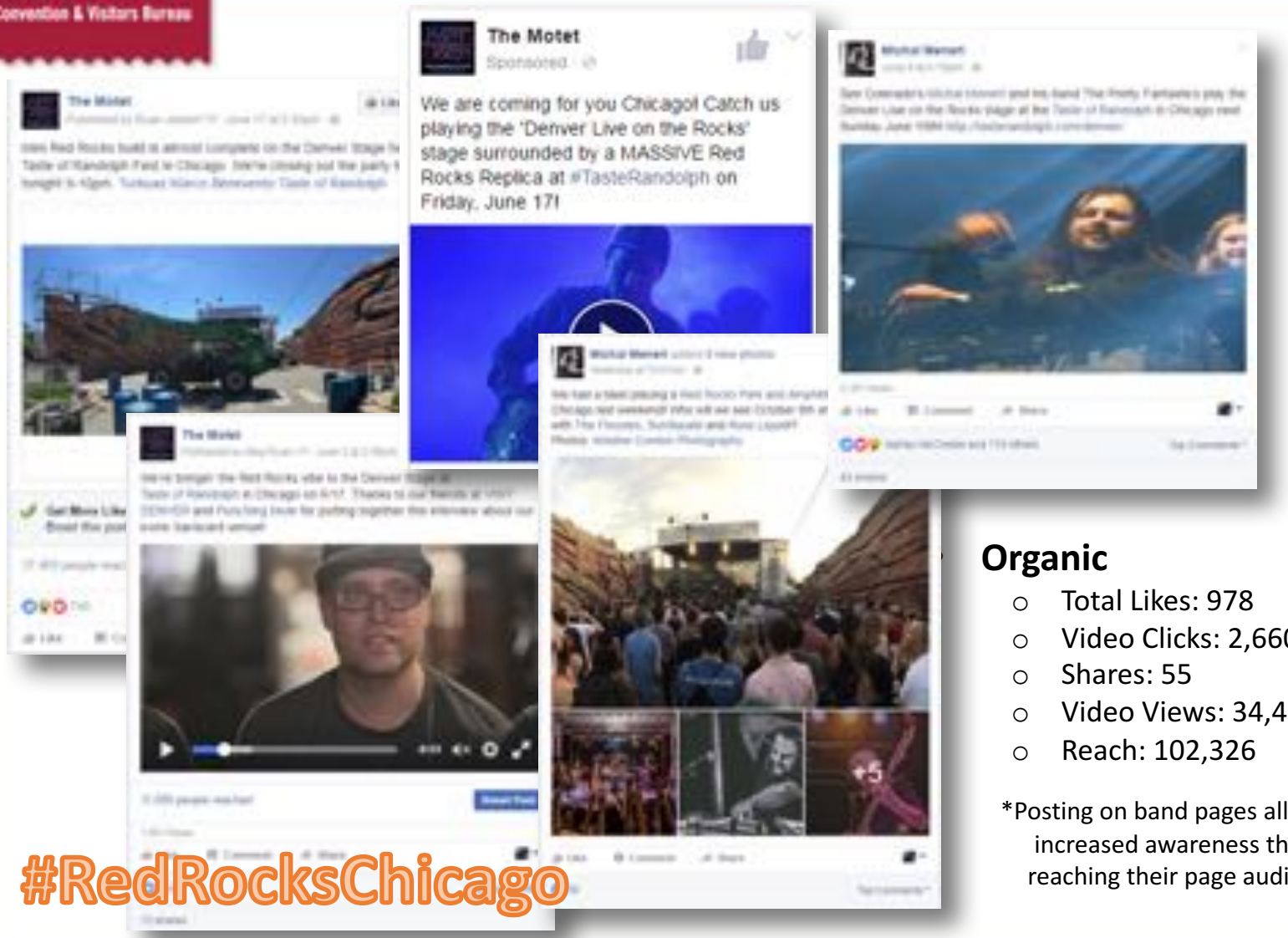
#TasteRandolph

#RedRocksChicago

Marketing: Taste of Randolph Initiatives

- **Dedicated “Denver Stage” page**
  - Custom Denver content
  - Visits: TK

Marketing: Headlining Bands Initiatives



Organic

- Total Likes: 978
- Video Clicks: 2,660
- Shares: 55
- Video Views: 34,485
- Reach: 102,326

*Posting on band pages allowed for increased awareness through reaching their page audiences.

What People Were Saying

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The Convention & Visitors Bureau

Social Chatter

VISIT DENVER
The Convention & Visitors Bureau

Social Chatter

Learnings & Next Steps

Learnings: Overall

- Experiential marketing is hugely impactful when done right – know the “why”!
- Doing as part of existing festival was very good call
- Important to execute multi-channel marketing for maximum lift, including street team and on-site activation
- The bands matter – good bands pull people in
- Specialty contractors are valuable (street team, PR, event contractor)
- Marketing partners like CTO extend reach
- WXRT could have been stronger partner
- Battle of Bands is “nice to have” but maybe not “need to have” – there were already a lot of messages out there

Appendix

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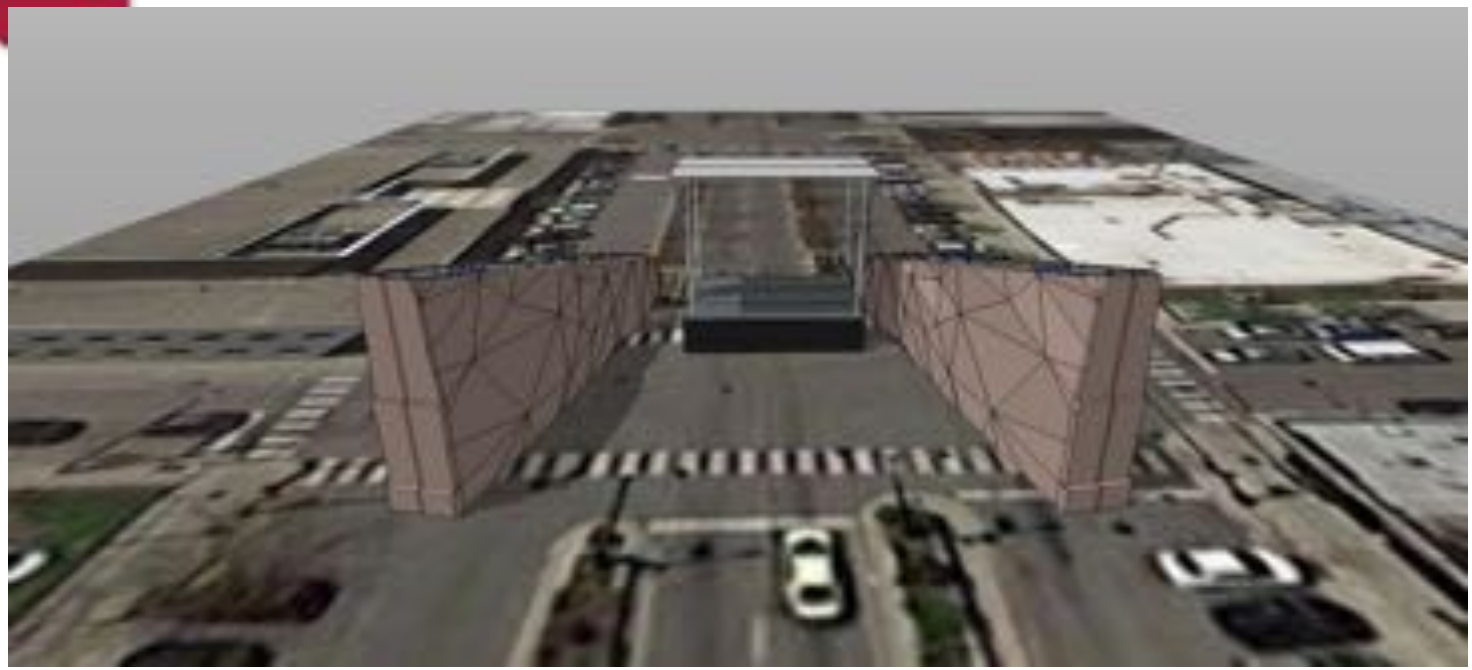
The Convention & Visitors Bureau

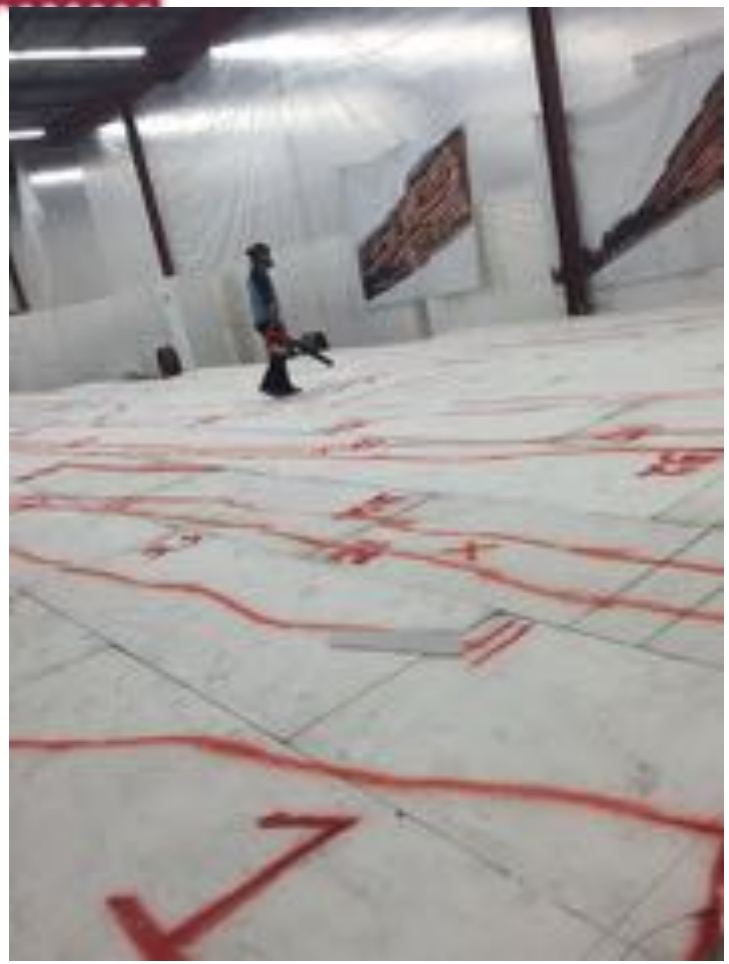
The Build



- 76” long
- 30” tall
- Weighed down with 30,000+ lbs of concrete
- Made of hand painted foam blocks from local Denver company, EPS-Doublet

VISIT DENVER
The Convention & Visitors Bureau

Build Photos



Schedule

Friday
- 6 am: RR Build Starts
- 5 pm: TOR Opens
- 5 – 10 pm: Client Event takes place
- 9-10 pm: Denver band, The Motet, plays

Saturday
- Noon: Festival Opens
- 3 pm – 10 pm: Client Event takes place
- 9-10 pm: Denver band, DeVotchKa plays

Sunday
- Noon: Festival Opens
- noon- - 5:30 pm: Road to Red Rocks by WXRT
- 9-10 pm: Denver band, Michal Menert & The Pretty Fantastics plays

THANK YOU!

VISIT DENVER
The Convention & Visitors Bureau