



BRANIGAN COMMUNICATIONS; ENTERTAINMENT PUTTING THE FUN IN FESTIVALS

SITUATION/CHALLENGE

Summerfest, Irish Fest, Rock the Green, The Wisconsin State Fair and German Fest are considered some of the most renowned festivals and fairs in the United States. To continue seeing growth, they still needed to increase awareness and drive attendance to their events.

OUR APPROACH

The Branigan team has worked in various capacities with Summerfest, Irish Fest, Rock the Green, The Wisconsin State Fair and German Fest. Specific services included:

- Strategic planning and campaign development
- Social media strategy, execution and monitoring
- Onsite event execution
- Development of promotions and giveaways
- Creation of collateral, including advertisements
- Onsite research
- Media training
- Media relations outreach
- Crisis communications planning and training
- Identifying and tracking coverage metrics



VALUE DELIVERED

Branigan's partnerships with these entertainment destinations resulted in record attendance, increased awareness and significant media buzz:

- **Irish Fest:** Record attendance numbers (1 million-plus), eight honors in the IFEA awards competition and a successful partnership with Marcus Hotels & Resorts
- **Summerfest:** Coordinated the opening ceremonies event for the 50th anniversary of the world's largest music festival included a #FanForLife promotion that awarded lifetime passes to 50 winners, media coverage and coordination with all 50th marketing efforts
- **Rock the Green:** Media efforts led to more than 7,000 attendees, 177 million media impressions and more than 1 million additional impressions from partner and sponsor promotions
- **Wisconsin State Fair:** Extensive crisis communication and media training sessions and ongoing consultation
- **German Fest:** Launched a new music series, building community awareness and anticipation through social media channels