



Minneapolis Holiday Boutique

Public Relations | Social Media | Media Buying
2019

Marketplace Events hosted the 4th annual Minneapolis Holiday Boutique in November 2019. This shopping extravaganza takes place on the field of US Bank Stadium.

Our Public Relations team worked diligently to promote the “can’t miss shopping event of the season” with our TV, radio, digital, and print media contacts. Story angles included local vendors and annual gift favorites. Leading up to the event, news rooms received Ugly Sweater-themed cookies to kickstart the holiday spirit.

In addition to widespread coverage through traditional media outlets, we arranged “unboxings” with local influencers. We contacted exhibitors to source items for the gift boxes and carefully curated the boxes to appeal to the influencers’ individual personalities and audiences. Each box included gift items for sale at the show, a set of show tickets, and additional tickets to give away through their social media pages.

Complementing the PR efforts, the Nemer Fieger Media Buying team placed TV, radio, digital and print ads with major media outlets. In response to the client’s request, our goals were to lower the medium age of attendees while maintaining last year’s attendance figures, and increase the media buy impressions with value-added promotions.

This integrated campaign resulted in more than four million impressions from 46 feature stories, partnerships with five social media influencers garnering more than 175,000 impressions, and an additional 16 million impressions from our paid media and added-value efforts. Our tactics successfully decreased the age of attendees, increased overall attendance, and secured 38% additional impressions from value-added partnerships.

46
FEATURE STORIES

20 million
POTENTIAL IMPRESSIONS

\$41,562
PUBLICITY VALUE

