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# NOTHING SAYS HOLIDAYS QUITE LIKE AN *event*



# 5 KEYS TO GREAT EVENT MARKETING

ROSARIA CAIN, CEO

**Who can resist a Festival? It seems to be our specialty lately.**

Over 150,000 people descended on the picturesque village just east of North Scottsdale. In the past year, we have redesigned the Fountain Hills Chamber of Commerce logo and both festival logos, added Facebook campaigns to attract younger artists and visitors, and created new drone footage. Knoodle has worked with the Chamber for eighteen years.

In addition, we generated over \$30,000 in news coverage, produced eight news cut-ins, which ran on Fox 10 and NBC 12 and produced an artist's

segment on ABC15's Sonoran Living. We also shot video news clips so that stations could feature the festival in their newscasts without having to take the satellite truck 35 miles to the McDowell Mountain enclave.

Our current passion project is the 19th Annual Festival of Trees, which includes media kits with Christmas trees. The Arizona Burn Foundation's signature event features an appearance by Kechi Okwuchi, the 28-year-old singer who was a finalist on NBC's America's Got Talent. And we are hoping to work with the My Nanas Best Tasting Salsa Challenge in April with Arizona Hemophilia

**Here are five factors you should consider when planning your event:**

1. Make sure the initial event release goes out to area calendars 90 days before the event. Many publications, particularly magazines, have long lead times before publications. Include online publications, blogs, newspapers, event sites, and broadcast stations.
2. Tell your story with video. Use high quality video to promote the event on your website and social media. Drone footage is even better. It can also be a tool to help you acquire news coverage through video news releases, since TV stations have lost some of their resources and more reporters are wearing multiple hats.
3. Have a plan for paid media. Know who you want to reach, use a third party research tool to determine the right media choices and create a plan. Radio can be a good option because it offers remotes and other event-friendly promotions.
4. Capture the coverage with a local clipping service. We use News Exposure and they find coverage in all publications, online sources and broadcast stations. They also monetize the

value of the coverage. You can use the clips on your website and social media channels.

5. Create a media kit that includes photography, a fact sheet, an event press release, and a gimmick. For example, to promote the Salsa Challenge, our media kit included jars of local salsa, chips and a cutting board. For the 19th Annual Festival of Trees, we put together a basket that included a mini Christmas tree, candy, a comic book and an event release.



# BOOKS AND TOYS

FOR GIRLS AND BOYS

Fulton Homes is doing its annual toy and book drive for Banner Children's Hospital "Books and Toys for Girls and Boys" with KEZ for the twelfth year. Toys will go to children in the hospital and those receiving outpatient services during the holidays.

Listeners can drop off toys at the station or at one of 25 station events throughout the Valley, including Fulton Homes' headquarters. The kickoff event will be at Chandler Mall on Nov. 20th at 4p-6p near Nordstrom's.

Kids receive their toys at 10:30a on December 20th, the Wednesday before Christmas at Banner Children's Hospital, off US 60 and Dobson Road.



You will hear about the event on these dates:  
**November 20 - December 13**

# IS YOUR BRAND WANTING A REFRESH

# FOR CHRISTMAS?

How do you know when it's time to refresh your brand? Are there easy warning signs to tell you when your look is becoming stale and outdated? The answer is "yes." Doing a brand refresh can help build sales, draw attention to new products or services, and set you apart from the crowd.

So, is your brand ready for a refresh? Is it time for makeover? Here are some easy clues that it's time to reconsider your look.

**Your competitors have refreshed** One of the simplest ways to tell if it's time for a refresh is to take a look at your competitors. Look at their logos and websites. How does their brand feel visually when compared to yours? Have they refreshed recently? If they have, it's probably time for you to do the same.

**You company has changed** We don't mean you have completely reinvented yourself, although that would probably require a

refresh - or even rebrand - too. Rather, we mean you've updated what you do. Are you offering a new product or service? Maybe your company redesigned some of its existing products or services? If you have, a refresh is a great way to draw attention to your company's new offerings!

**You just aren't reaching customers** Are you getting fewer leads or find sales have fallen off a bit? A brand refresh is a great way to draw attention to your company and put you back into the minds of potential customers. Again, it can make you feel new and customers like new.

**You can't remember the last time you did a refresh** Chances are, if you don't know when you last did a refresh on your brand, you are in need of one. It's easy to get attached to a certain look or design, but remember, your branding's number one job is to look appealing to customers or clients. It's supposed to attract people. If your logo is out of style and your website doesn't have a smart, fresh look, your branding isn't doing its job.

Keeping your look current and fresh is a huge part of branding. Doing a brand refresh doesn't have to change who you are or what your company does, it can simply remind the world that you are here and you are worth taking a look at. Your brand is a reflection of you, so don't let it become stale.

