

# Farmfest 2020 Case Study



Kawartha Farmfest is a one day self-guided event, where consumers drive to different farms, markets and retail stores, with the goal of creating a strong link between consumers and producers through hands-on experiences. The event was significantly modified to observe COVID-19 health and safety protocols and included four farm sites, three farmers' markets and two retail stores.

The 2020 campaign messaging was to be centered on promoting the one-day event throughout the City of Kawartha Lakes, Greater Peterborough Area and Brock to encourage local ticket sales and to inform about health and safety protocols to ensure participant confidence and safety; all amidst evolving pandemic openings and closures. Due to the on-going pandemic in 2020 the Kawartha Farmfest needed to find a safe and effective way to market the event, so they hired acorn30 to do just that.

In just a single month acorn30 reviewed, and consulted on the marketing strategy and budget, and they were able to develop all the creative content for print, radio and digital, craft copy for web, as well as for media releases and social media. acorn30 also secured and managed advertising contracts on behalf of the City of Kawartha Lakes. The campaign included the coordination of six print publications, two radio stations, and four digital publishers as well as three social media channels, an online ticketing





platform and the event website. Additionally, paid advertising efforts were complemented by earned media through media releases written by acorn30.

Given the ever-changing health protocols and a short run-up for the campaign, it was decided that all the messaging would direct people to the website. Artwork would concentrate on the familiar local feel that was previously adopted by the brand with a modern pandemic twist. People and farm animals were placed in small 'bubble' groupings and were wearing masks. To replace the printed route map that is customarily provided to participants, a QR code was created which linked them to an online version instead.

This event ended up selling out in a record three weeks; to returning customers, and to new customers who were excited to attend the local event, with all the COVID protocols in place. Farmfest farms, retailers and markets were pleased with the overall turnout and that event-goers were well prepared to follow health and safety protocol. acorn30 was able to elevate agriculture awareness in the region through this event. Partnerships with various media outlets allowed for maximum reach within budget and the coordinated efforts raised awareness for the event, local producers, retailers and markets alike.