



PERFORMING ARTS
CENTER EASTSIDE

Bellwether 2023-2024 Post-Event Marketing Report



The goal of a strong marketing plan is to build brand recognition, engage audiences and activate them to attend the events happening close to their natural gathering places. PACE created a multifaceted, multipronged marketing approach for Bellwether that included:

- Bellwether logo rebrand that is family-friendly and easily recognizable
- Exposure through cross promotion opportunities with collaborating sponsors, artists, and speakers
- Print collateral such as magazine editorials, posters, one-page flyers, pop-ups, and step and repeats
- Radio ads, social media ads, sizzle reels, social mirroring campaigns, and posts that capitalize on follower numbers, locations, interests, age, and tags

Research shows that audiences aren't activated with a single viewing from a single source. Ideally, an event or festival requires multiple access points to create familiarity through print, social media, onsite branding, radio and digital campaigns to be effective.



In May, PACE engaged with Lotus Communications who created social mirror ads from content PACE provided which appeared on other websites and apps, linking back to our social media platforms and website, and ran across all devices. Additionally, Lotus utilized behavioral targeting and retargeting methods specifically to users in Bellevue and Kirkland.

Behavioral categories included Parents of Young Children AND Parents With Children/ Kids At School; Parents with Children in Household (Kids); Kids Activities Researchers (Web); Attend a Theatre Show/Musical; Parents of Entertainment Kids; Shopping – Back to School; Back to School Parents; Theater/Performing Arts; School Curriculum; Like to visit ballet and dance performances, past times; Young Parents; Young Adults; High School Student In Home; High School Student in Household

In May-September, sandwich boards with Bellwether branding were created and prominently displayed at each *Arts Without Barriers* performance and included a QR code that directed audiences to a full list of Bellwether events.



In June, Lotus began running spotlight radio mentions on KNWN-AM, KPLZ-FM, and KVI-FM. These ads intensified in August and September with specific in-person event information being pushed the week prior to execution. In total, there were 381 mentions run throughout the greater metro area Monday-Sunday, reaching a weekly average of 4,433,000 listeners.

When content and site locations were confirmed in June, PACE created individualized in-person event and digital residency Bellwether print and social media collateral that looked uniform and fell under the newly rebranded Bellwether logo. Artist headshots, bios and event descriptions were likewise collected and included on our website.



In July and August, a press release was circulated to all site location partners including Bellevue Spring District, Bellevue College, Marketplace at Factoria and Downtown Bellevue Parks. Also, 425 Magazine, Bellevue Reporter, Greet Magazine, the Seattle times, King5/KONG, Mercer Island Reporter, Bellevue Patch, T-Mobile, and Puget Sound Business Journal. Additionally, our events and digital residency series were shared on everout.com, with the Bellevue Downtown Association, and Bellevue Chamber. Further, every participating artist and site location were given a Bellwether marketing toolkit which consisted of digital connections, promotional tips, media and press attachments, and all printed marketing collateral.

Finally, throughout the month of September, Bellwether artists Christina Medawar, Cole Devoy, Arabella Bautista and Kathryn Van Meter were selected to execute Instagram takeovers.

In-Person Events: 890 People



Date	Location	Event Title	Audience Numbers	Notes
8/26	Hollywood and Vines Studio	Bellwether 2023 Artist Celebration	52	
9/9	The Spring District	Sustain Music: <i>Algo-rhythms</i>	81	This number only includes those who were at the concert, not the 50 or so people all sitting outside at the pub enjoying the concert or the apartment occupants who enjoyed the music from their balconies
9/16	Bellevue College	Art Installations: <i>Connative & Groove</i>	54	
9/23	Marketplace at Factoria	DigiPen Student Original Game Competition	196	This number includes student game team participants
9/30	Downtown Bellevue Park	Silent Disco Party!	507	307 headsets were checked out; we are estimating another 200 people in attendance.

NOTE: Audience numbers were taken hourly, except for the DigiPen Student Original Game Competition where numbers were taken every 15 minutes to account for the number of walk-by participants who did not stay for the entire time. The student game teams and DigiPen volunteers were only counted one time at the start of the event.

Digital Residency YouTube Views: 2,691



Drop Date	Residency Artist	Residency Title	Audience Views	Notes
9/4	Sustain Music Project	Residency 1	220	
9/6	Sustain Music Project	Residency 2	416	
9/11	Cole Devoy	<i>Connectivity</i>	349	Cole created 2 Digital Residencies, but the second one we received was corrupted before we could finalize and render.
9/13	Arabella Bautista	<i>Groove 1</i>	317	
9/16	Arabella Bautista	<i>Groove 2</i>	308	
9/26	Kathryn Van Meter	<i>"I was told there would be no Math..."</i>	525	
9/28	Kathryn Van Meter	<i>"Increase your Movement, Increase your Joy"</i>	556	

NOTE: While there were no digital residencies dropping during the week of September 17th-23rd, we did post and share the students original game promo videos as a way of introducing each finalist team.

Digital Marketing Report from Lotus Communications

335,087	3,450	1.03%	14.71	1.03%
Impressions	Clicks	CTR	X the National Avg (.07%%)	Total Engagement Rate

Impressions: How many ads were served

Clicks: How many times a user clicked on an ad

CTR: "Click-through Rate" which is (Clicks/Impressions) x 100

X THE NATIONAL AVG: Number of times greater than the .07% National Average CTR

TOTAL ENGAGEMENT RATE: (Clicks + View-throughs)/Impressions x 100*

(A View-through is how many people saw an ad, did NOT click, but came to your site and visited a page or completed an action)

*Note: Total Engagement Rate does not include Facebook or Mobile Conquesting view-throughs.

Line-Item Performance

Line Item	Impressions	Click	CTR
PACE-Parents/Performing Arts Behavioral Social Mirroring	334,722	3,443	1.03%
PACE-Retargeting Social Mirror	365	7	1.92%
TOTAL	335,087	3,450	1.03%

Social Mirror Click conversions equaled 50 Bellwether2023 Page Views on our website.

There were 8 times users saw an ad, did not click, but visited our Bellwether page.

Device Used	Impressions	Clicks	CTR
Desktop Device Performance	100,484	208	0.21%
Mobile Device Performance	223,697	3,213	1.44%
Tablet Device Performance	10,906	29	0.27%

Display Ads Impressions by Geographic Area

With a concentration in Bellevue and Kirkland we had

562,621

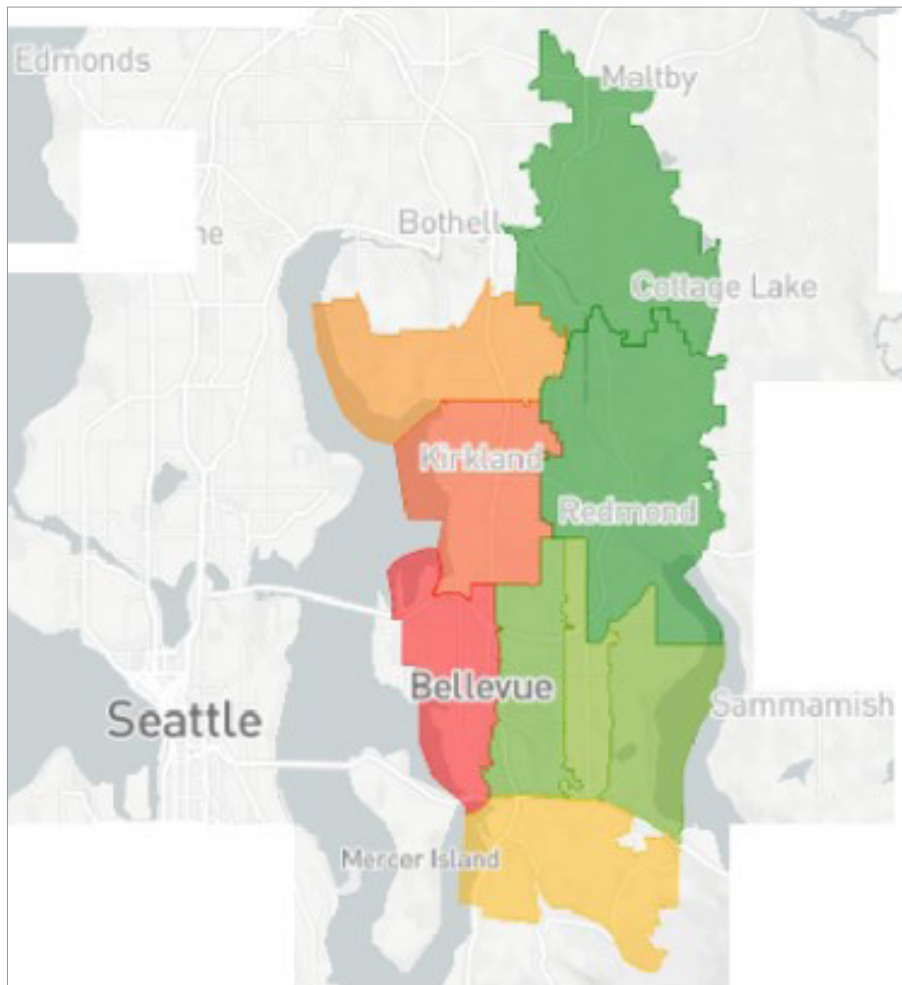
Total Display
Impressions

496

Display Ad
Clicks

0.09%

Display Ads Click
Through Rate



PACE Social Media Post Engagement Statistics

In addition to posting content from Lotus Communication, PACE created 54 Bellwether specific content posts between August 20th and October 1st, 2023, to our Facebook and Instagram Accounts. These resulted in the following:

5,542

Impressions

28,494

Reach

41

Shares

1,438

Views

378

Likes

7

Comments

Reach

Facebook reach ①

19,798 ↑ 888.4%



Instagram reach ①

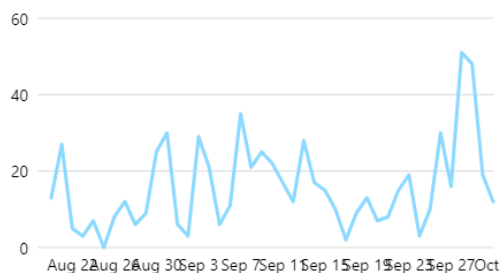
8,696 ↑ 950.2%



Page and profile visits

Facebook visits ①

685 ↑ 262.4%



Instagram profile visits ①

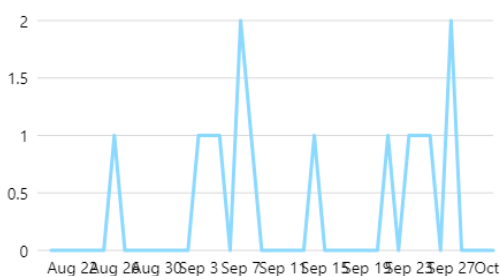
365 ↑ 551.8%



New likes and follows

Facebook Page new likes ①

14 ↑ 133.3%



New Instagram followers ①

52 ↑ 160%

