



CASE STUDIES OF EXCELLENCE

**EVENT MARKETING STRATEGIES**

AN EXPERIENTIAL ENGAGEMENT AGENCY

CAMPAIGN: GET AWAY YOUR WAY
#GETAWAYCAR SWEEPSTAKES**CLIENT:** ALLEGiant**AGENCY:** EVENT MARKETING STRATEGIES

One of the most successful of airlines, Allegiant is also one of the least known. Seeking to change this, Allegiant alongside Event Marketing Strategies (EMS) developed and executed the Get Away Your Way #GetawayCar Sweepstakes—a national campaign with the primary goal to drive reach and awareness for Allegiant as an airline option for potential consumers in 80 of the 118 markets in which Allegiant currently serves.

5 Days - 80 Cities - 57 Cars

Centered on the #GetawayCar, 57 mid-sized SUVs decaled with Allegiant branding and sweepstakes information hit the road from the east to west coast, covering 80 U.S. cities over a five-day span. Teams aimed to get potential customers jazzed about Allegiant and offer them an opportunity to win the ultimate airline grand prize: flights for life!

To accomplish such a feat, street teams of four were assembled, trained and outfitted in Allegiant branded t-shirts and jackets. Paired with their #GetawayCar stuffed with premium item giveaways, sweepstakes handouts and register-to-win slips in hand, the campaign launched Wednesday, January 10th. Simultaneously, over the five-day activation, 57 teams across the country drove the #GetawayCar around cities within their specified market each day. Teams were provided daily suggested routes consisting of local popular events and venues that attract high volumes of foot traffic. Locations ranged from local college campuses, sporting events and concerts to parks, landmarks, restaurants, coffee shops and strip malls.



At each destination, the team parked the #GetawayCar and jumped out surprising and delighting bystanders with the Get Away Your Way #GetawayCar Sweepstakes. Generating excitement, they handed out an assortment of beach themed branded premium items including palm tree gel packs, ice scrapers, beach totes, lip balm, koozies, sunglasses, and water bottles. Teams also engaged curious participants by educating them on Allegiant and inviting them to register-to-win through social media and paper entries.

On-site teams and participants posted the #GetawayCar whereabouts via public social media channels, buzz spread the word about the sweepstakes, attracting local fans to spot the #GetawayCar for their chance to win. The buzz even caught the attention of local media crews who broke news of the event through local news and TV stations.

For its first ever national experiential marketing campaign, the Allegiant Get Away Your Way #GetawayCar Sweepstakes was an enormous success. Results based on key performance indicators were impressive. Earned media was calculated upwards of 33,124,429 impressions. Over 1,125 social media mentions via Twitter & Instagram were captured with overall reach totaling 1,658,569 impressions. Qualified on-site register-to-win paper entries totaled 22,788, with another 16,324 registering online. Plus an additional 777 qualified entries were captured via social media. These results combined with the media attention gained and buzz generated during the campaign exceeded Allegiant's awareness goals. With the help of EMS and our field team, we were able to put Allegiant on the map, making their presence known in cities across America.

**CONTACT INFO****MAGGIE ELLISON**

MELLISON@EVENTMARKETINGSTRATEGIES.COM

614.792.5600 X303

EVENTMARKETINGSTRATEGIES.COM