

Istanbul 2012 Shopping Fest

Campaign Summary

The Istanbul Shopping Fest, an annual cultural festival in Turkey, wanted to promote the event domestically and abroad. A multi-channel campaign with digital and sponsorship promotions was launched in key countries and languages. The campaign generated millions of impressions in less than a month.

Strategy and Execution

In 2012, the Istanbul Shopping Fest (ISF), an annual festival of shopping, culture, and entertainment, used a mobile and digital campaign to make potential attendees, both domestic and international, aware of the event. The campaign leveraged digital platforms and promotions, key sponsorships, and local partnerships.

With financial support from the Ministry of Culture and Tourism for Turkey, the festival utilized a traditional website, a mobile website, event apps for iOS and Android, social media, and email newsletters in several languages, and tapped into digital platforms in Germany, Russia, the United Arab Emirates, Bulgaria, Bosnia and Herzegovina, Romania, Ukraine, and Greece.

PayPal was the event's online shopping sponsor and played a key role in the promotion strategy by including the festival in a newsletter emailed out to more than six million people. The service provided digital shoppers with special deals and offers, and gave in-person attendees the option to pay using mobile devices.

Another component to the strategy was strong local online partnerships. Banner ad placements on some of the most-visited websites in Turkey were used to draw attention to the festival. A partnership with Turkish Airlines created a festival calendar with daily event information, tips, and deals that was distributed and shared via Facebook and Twitter.

Results

- The campaign generated over 893 million impressions both domestically and internationally in 21 days.
- The email newsletters reached more than 6.2 million total people in their native languages.
- Online and mobile ads received 800,000 clicks and millions of impressions.
- Social media tactics reached approximately 24 million users.
- Mobile accounted for 20 percent of mobile site visitors and social media accounted for 35 percent.

Source

"Istanbul 2012 Shopping Fest." 2012 MMA Smarties Submission Cross-Media Integration. Brand: Istanbul Shopping Fest. Lead Agency: Mobilera.