

CIMMIVASION

CAMPAIGN STRATEGY

ALEX PAPPAS

KRISTEN GOGOL

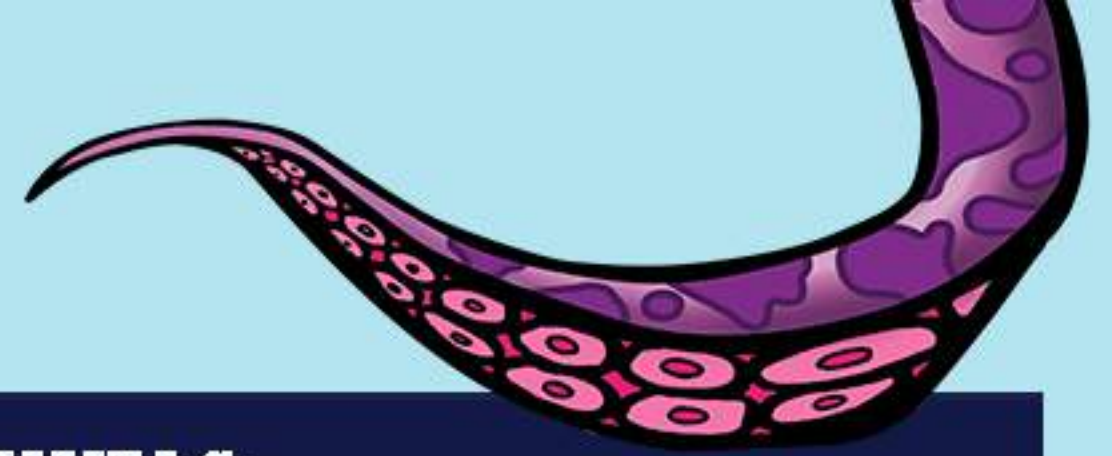
KARA PETERSON

DANIELLE CANCHOLA

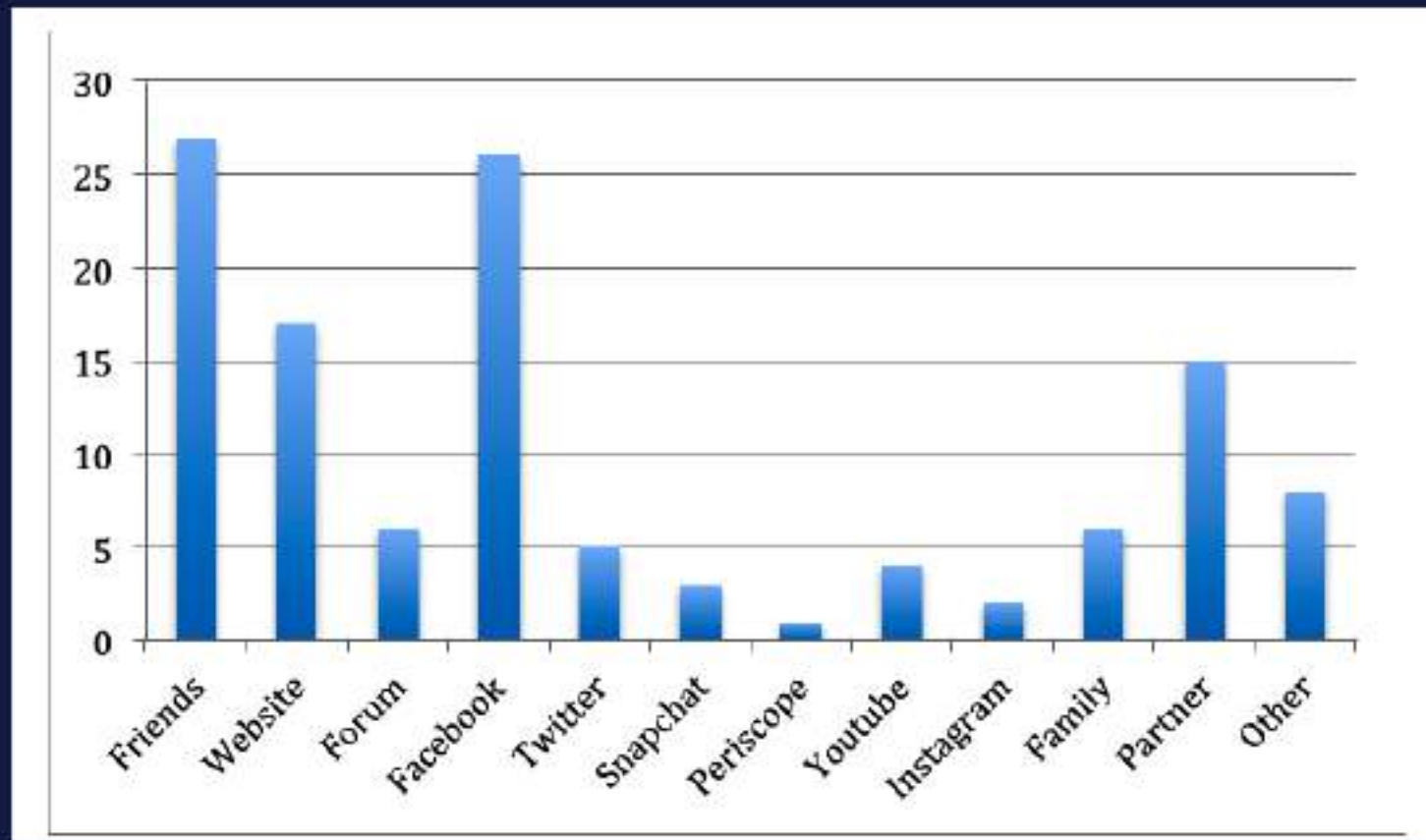
RENZO BOGGIO



MARKET RESEARCH



MOST IMPORTANT SOURCES TO KNOW ABOUT FESTIVALS:



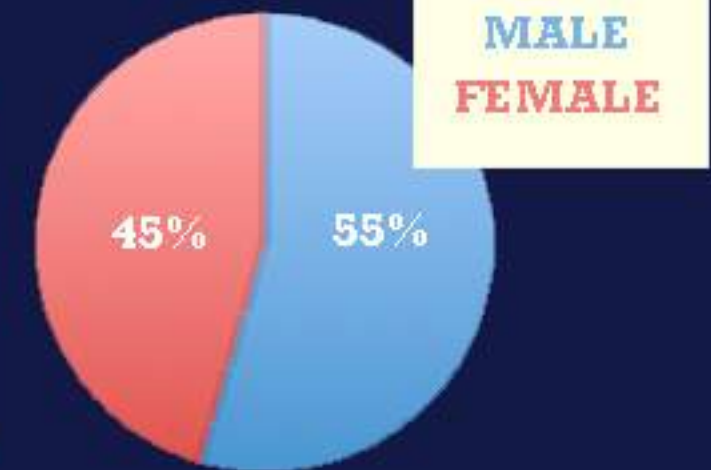
SURVEY MONKEY, FEB 2016

TARGET AUDIENCE ALSO ATTENDS:

-SUNDANCE -REELING -SXSW -PITCHFORK -LOLLA
-RIOTFEST -BONNAROO -SUMMERFEST -RAVINIA
-NORTH COAST -I AM FEST -INTERNATIONAL FILM FEST
-CHICAGO FILM FEST

MOST POPULAR

1. WORD-OF-MOUTH
2. FACEBOOK
3. WEBSITE



QUALITATIVE RESEARCH

IN-DEPTH INTERVIEWS REVEALED THAT HEAVY-USERS OF THE FESTIVAL ATTEND IT BECAUSE IT PROVIDED THEM A FEELING OF INCLUSION INTO A SOCIETY OF TRULY CREATIVE AND ARTISTIC INDIVIDUALS.

BRIEF

MARKETING OBJECTIVE

Increase awareness of festival among Chicago colleges to increase student involvement and attendance.

TARGET AUDIENCE

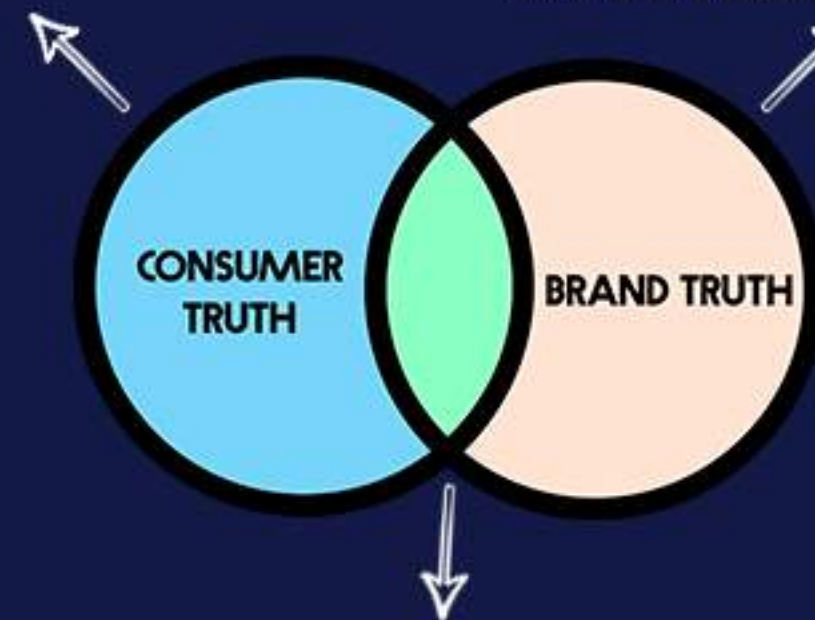
Students ages 18 to 23 currently enrolled as undergraduates in Chicago.

Key insight BELONGING

Attendees get the chance to be a part of something unique, for the sake of creativity.

PEOPLE ATTEND CIMMFEST BECAUSE IT GIVES THEM A FEELING OF INCLUSION INTO SOMETHING CREATIVE

COVERING MULTIPLE AREAS OF CHICAGO, CIMMFEST IS AN EVENT WHERE PEOPLE WALK BLOCKS IN GROUPS TO HIT DIFFERENT EVENTS



CREATIVE IDEA: CIMMVASION

CIMMFEST IS AN EVENT WHERE YOU WILL INVADE THE STREETS OF CHICAGO AS YOU GO FROM EVENT TO EVENT. DURING THE FESTIVAL, YOU WILL TAKE OVER THE STREETS WITH OTHER ARTISTIC LIKE-MINDED PEOPLE.

STRATEGY

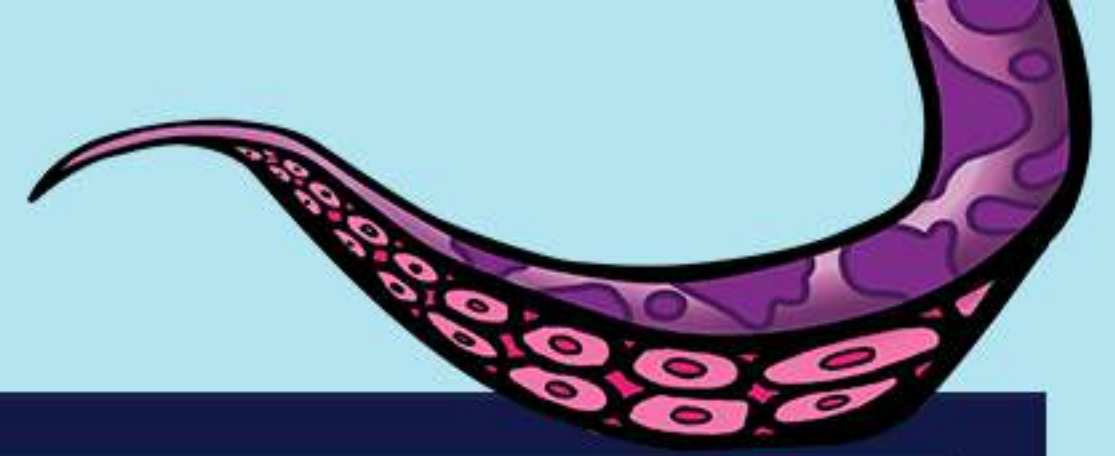
A PERSONALIZED AWARENESS CAMPAIGN THAT TARGETS COLLEGE STUDENTS AND POSITIONS THE FESTIVAL AS THE ULTIMATE EVENT FOR CREATIVE, UNIQUE PEOPLE. THE CAMPAIGN CALLS ATTENTION AND ENGAGES IN A STRONG USE OF CREATIVE THROUGH OUTDOOR GUERRILLA AND DIGITAL EXECUTIONS.

TACTICS

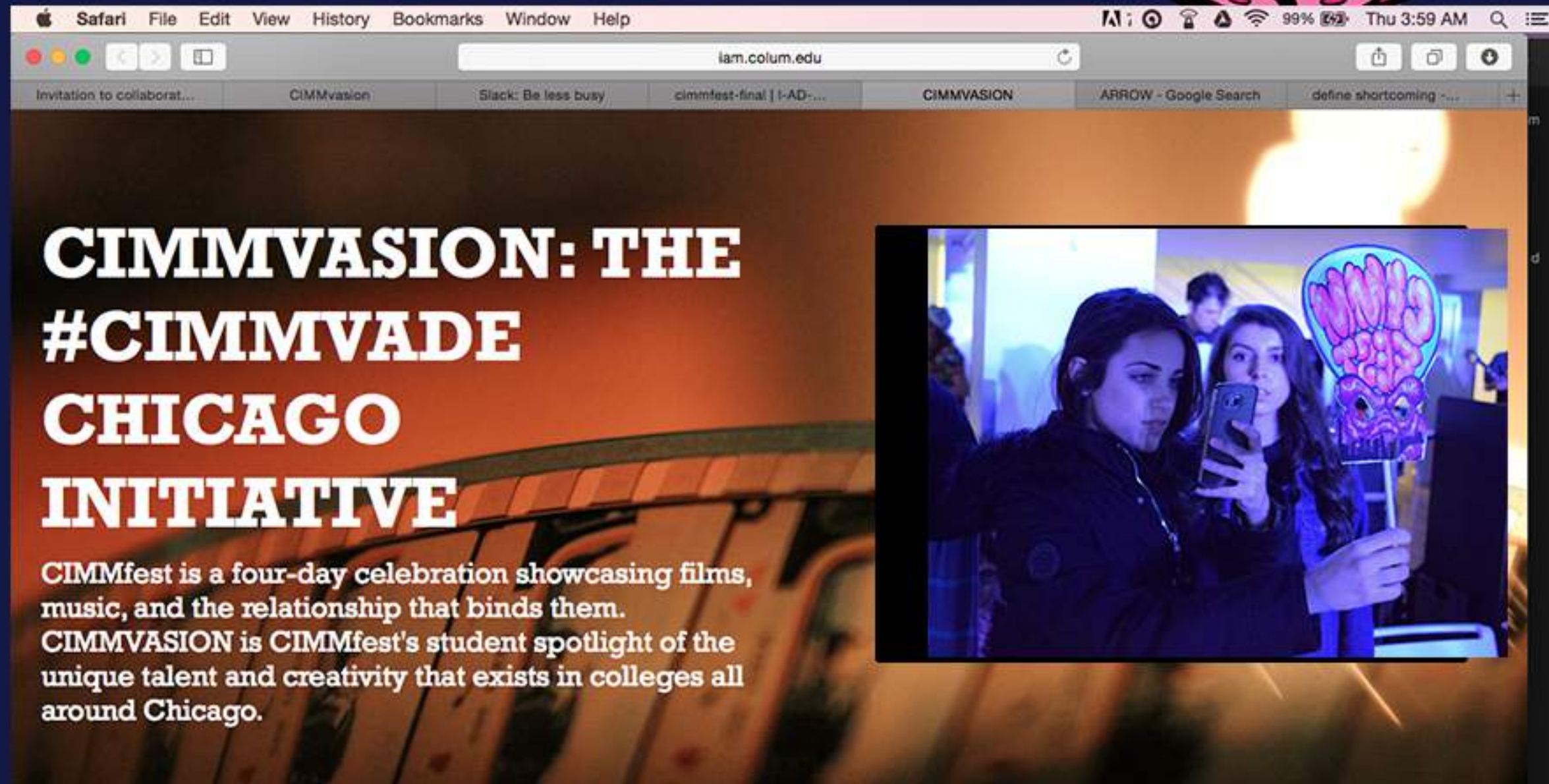
1. WEBPAGE
2. CIMMVASION (GUERRILLA)
3. BRANDED MERCHANDISE
4. PSA
5. SOCIAL MEDIA
6. SNAPCHAT FILTERS
7. COLLEGE RADIO

COLLEGES

Columbia, DePaul, Roosevelt, Loyola, Morris, others...



WEBPAGE



A STUDENT-SPECIFIC AND FULLY-FUNCTIONING PROTOTYPE WAS BUILT TO SHOW STUDENTS EVERYTHING THEY NEED TO KNOW ABOUT THE FESTIVAL. PLUS HOW TO GET INVOLVED.

WEBPAGE



HOW TO BECOME A #CIMMVADER

VOLUNTEER



CIMMVASION is calling all college students to get involved and support CIMMFest through volunteering! Volunteer inquiries are currently being received [here](#).

INTERNSHIPS



Interns needed! Event management, event coordination, special events coordinator, assistants, copywriters, outreach, hospitality etc. Contact info@cimmfest.org for more information!

COLLEGE AMBASSADORS



Talk to campus clubs, hang posters, become the liason between CIMMFest and your college. Receive free festival passes in return for your efforts! Contact alex.pappas@colum.edu to get involved.

STUDENT CAN SEE CLEARLY HOW TO GET ENGAGED AND CAN DO SO DIRECTLY THROUGH THE SITE.

WEBPAGE



HOW CHICAGO #CIMMVADES

CIMMVASION is taking Chicago by storm! Check out the most recent #CIMMVASION news:

CIMMINTERVIEWS

CIMMInterviews focus on what it means to "CIMMvade" Chicago. CIMMfest takes over Chicago each year for 4 days with all types of music, film, and art. We want to know how you leave your mark on Chicago with your art, or how you CIMMvade Chicago! Follow us on Instagram, Twitter, Facebook, and Vine and post yours with the hashtag #CIMMVASION!



Show us your craziest vine to get the #CIMMVASION word out!



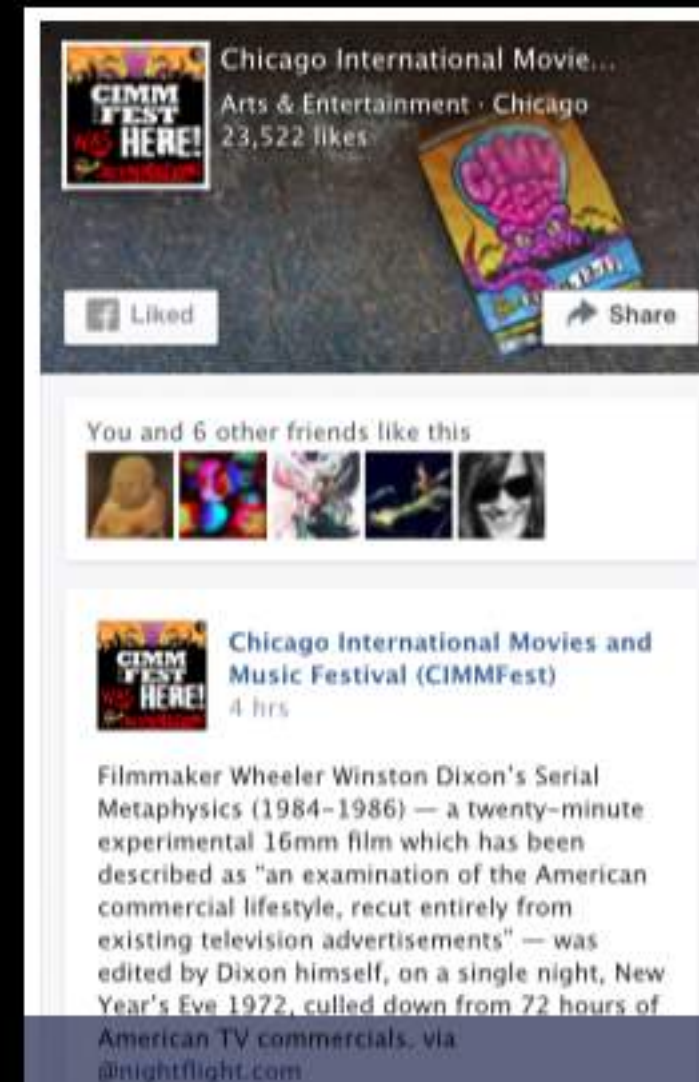
Use hashtag #CIMMVASION on your social media accounts and post photo entries!

STUDENTS GET ACCESS TO EXCLUSIVE ONLINE MATERIAL WHERE THEY CAN SEE RELEVANT AND INTERESTING CONTENT.

WEBPAGE



FOLLOW THE #CIMMVASION



STUDENTS CAN FOLLOW THE CIMMVASION ON SOCIAL MEDIA OUTLETS VIA THE WEBSITE. THEY CAN ALSO FIND THEMSELVES THERE WITH THE USE OF THE HASHTAG.

OUTDOOR GUERRILLA

WE CIMMVADED THE STREETS WITH MASKS, POSTERS AND PROGRAMS, MAKING SURE SOME OF THE MAIN EVENTS IN TOWN WERE COVERED.



MERCHANDISE

WE WANTED TO CREATE A LONG-LASTING IMPRESSION ON PEOPLE WHO GOT TO WITNESS ONE OF OUR CIMMVASION STUNTS. TO DO THIS, WE CREATED BRANDED MERCHANDISE TO GIVE OUT. THE TEAM WORE EXCLUSIVE CIMMVASION T-SHIRTS AND GAVE OUT PINS AND STICKERS TO STAY TOP-OF-MIND.



PSA

**COMMERCIALS RAN AS PSAs TO GIVE
EXPLICIT INFORMATION ABOUT
THE EVENT.**



PSA SCRIPTS

First script: The Chicago International Movies and Music Festival is returning! April 13th through the 17th. A showcase of outstanding films, energetic concerts, visually stunning VJ/DJ sets, lively Q&A's, daring live score performances, industry panels and presentations...anything to show just what movies and music mean to each other. Join us Wednesday April 13th through Sunday April 17th for CIMMfest! For more information, visit cimmfest.org. INVADE YOUR WEIRD! Hash tag invade your weird. CIMMvasion. Hash tag CIMMvasion.

Second script: Script 2: Why CIMMfest? Show your work, Network, Get to the Next Level, See Films, Conference, and Concerts. Chicago, April 13th through the 17th. Visit cimmfest.org for more information. Invade Your Weird/Hash Tag

GIFS & SOCIAL MEDIA

OUR TEAM CREATED ORIGINAL CONTENT, FROM POSTS TO GIFS. TO SHOW AND PROMOTE ON SOCIAL MEDIA. THE SAME SM CHANNELS WERE USED TO PROMOTE THE EVENT AND OUR STUDENT CIMMCON CODE FOR THEM TO SIGN UP FOR FREE



SNAPCHAT FILTERS



WE CREATED A SERIES OF SNAPCHAT FILTERS TO BE FEATURED PRIOR AND DURING THE FESTIVAL. THE FILTERS WORK TO SHOW PEOPLE IN CHICAGO THE EVENT IS ONGOING OR ABOUT TO HAPPEN. THE DATES ARE THERE FOR PROSPECTS TO KNOW.

RADIO



INTERVIEWS OF LOCAL ARTISTS WERE CARRIED AT IIT RADIO, WHERE THEY WERE GIVEN AN EXPLANATION ABOUT THE EVENT. NOT ONLY WAS THIS A CHANCE TO PROMOTE IT, BUT WE ALSO GOT TO SIGN ARTISTS TO PERFORM AT THE FESTIVAL.



OUTCOMES

THE GOOD

- THE CIMMVASION CODE WAS ENTERED ON EVENTBRITE NEARLY 70 TIMES
- CREATED EXPOSURE IN ALL OF OUR TARGET COLLEGES
- THE CAMPAIGN GENERATED THOUSANDS OF SOCIAL MEDIA IMPRESSIONS

ROOM FOR IMPROVEMENT

- SHOULD CONTACT SNAPCHAT AHEAD OF TIME FOR PROCESSING
- THERE HAS TO BE A CLEAR INDICATION OF WHICH EVENTS STUDENTS CAN ATTEND
- BETTER COMMUNICATION BETWEEN THE ORGANIZERS AND STUDENT CAMPAIGN: A MERGED PLAN

CIMMIFEST 2017

EXPRESSION MEETS ADVENTURE



CONCEPT

- A new campaign based on the insights from the CIMMVASION campaign
- A more interactive user-experience
- Expanded and updated platforms
- A larger time-frame with multiple promotional stages

STUDENT PROMO CODE

- Promotional codes will allow students free access to CIMMCON, who will automatically obtain discounted tickets when registering
- Different promotional codes will be generated for placing in individual respective platforms (i.e. posters, social media, programs)
- This will allow to track routes and see which platforms have the highest amount of engagement with the target audience
- Measurements will allow maximization of marketing effectiveness
- Will provide KPI for campaign success

WEBSITE

CIMMFEST

[LINEUP](#) [ATTEND](#) [LEARN](#) [GET INVOLVED](#)



A new, updated site provides a full user experience, where students can get engaged, find information , stream and watch.

WEBSITE

CIMMFEST FEATURED ARTIST




John Doe

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[see full artist page >](#)

Entertainment content for students to read or watch

WEBSITE

Events Calendar				Interactive Map		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5 Easter Sunday	6	7	8	9	10	11
12	13 Thomas Jefferson's Birthday	14	15 Columbia COLLEGE OUTREACH	16	17	18
19	20	21	22	23	24  ROOSEVELT UNIVERSITY	25
26	27	28	29	30	1	2

The events calendar lets students see when the events will be held and also map out their program. This shows them which events are +18 and which are +21.

WEBSITE

Volunteer/Internship Inquiries

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Name

Subject

E-mail

Brief description of your experience:

Through the site, students can register to either intern for credit or volunteer for the experience. This allows CIMMFEST to collect information for future promotion and list-building

WEBSITE



99+ FILMS & BANDS 5 DAYS • Cimmfest 2017

The site will also contain information about the sponsors and business relationships. Plus, there will be an interactive map where students will be able to see pins for the locations

BATTLE OF THE BANDS

Five events featuring students from different colleges.

The events will be held at multiple colleges.

For several liberal arts students their colleges lack sports teams or competitive events to participate in. This gives them opportunity to not only have their work, or performance seen in a real professional festival. Adding the competitive aspect will encourage students to not only rally about their schools but generate social media content to celebrate their school in these competitions.

BATTLE OF THE BANDS

1



Band name

Band style

[Band full profile >](#)

2



Band name

Band style

[Band full profile >](#)

3



Band name

Band style

[Band full profile >](#)



BATTLE OF THE BANDS

- CIMMFEST will be sponsoring Battle of the Bands events at different colleges
- Selected student ambassadors in every school will set up the event
- Eight weeks out of CIMMFEST, one battle every two weeks
- Duels will be between two college-contestant groups that will be judged by a guest or CIMMFEST member
- 3 songs in 15 - 20 min: overall event 1:30 h.
- Finale will be at CIMMFEST, where a guest will judge the group's 6-song performance
- The winner will become an opening act for a headliner at CIMMFEST

48 HOUR FILM FESTIVAL

- The 48 hour film festival will take place 3 days before CIMMfest.
- On the start date, teams will show up and pick three slips of paper out of three different hats.

1. Genre of music the film has to be inspired by (does not have to be a music video or scored in the genre, but the look and feel at least have to be inspired by it)
2. Type of prop that must be used in the film
3. Name of a character (Possibly name of Musician in CIMMfest line up?)

- After all films will be screened at Logan theater, or other sponsoring theater. It will be judged and the winners will walk away with a VIP pass and have their film screened at CIMMfest where they will get all of the perks of a filmmaker.

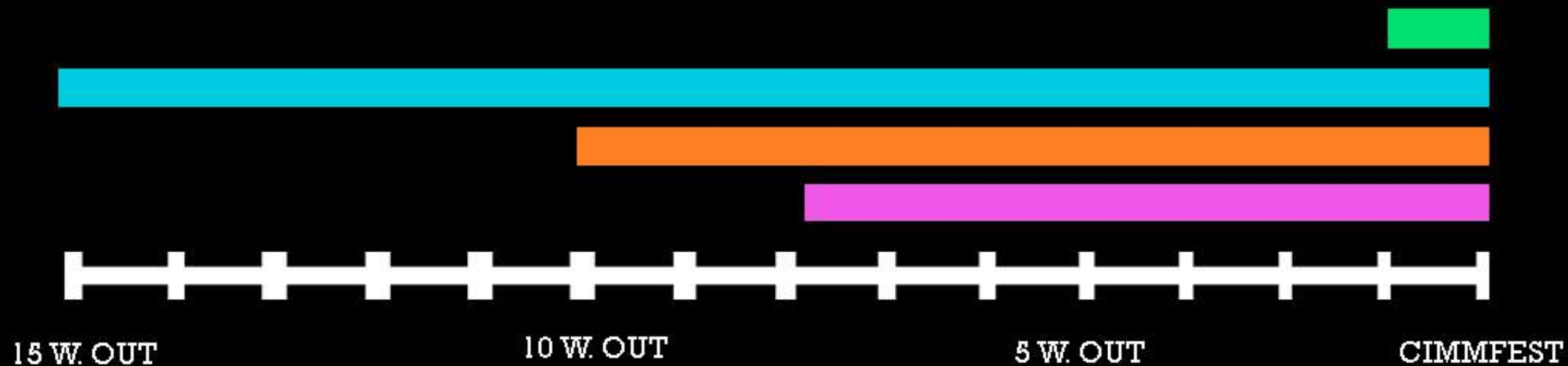
PRE-CIMMCONS

- Cimmfest will host CIMMcon-like panels/workshops at colleges leading up to Cimmfest
- Every 2 weeks a month, starting in February a local artist who will be attending Cimmfest, or has in the past, will go to a Chicago college and host a Cimmcon event in their specialty for students to attend.
- This will build relationships with colleges and raise awareness of CIMMcon & Cimmfest in general to college students
- It will bring CIMMFEST to the schools, and in turn make the schools come to them. CIMMCON is the perfect opportunity for students who have not been exposed to it yet.
- They can participate in these panels and build interest and get the chance to network with professionals in the industry.

LIVE STREAMING

- The idea is to have multiple cameras going at same time and with different angles to capture a wider audience
- Youtube will be the main platform: Videos can be streamed up to 24 hours, or if recorded, uploaded up to 12 hours long and 128GB in size, and believed to be split into two videos. They recommend archiving 12 hours as well.
- The live clip will be embedded on to the site
- With Facebook, the broadcast can be no longer than 30 minutes. When you end your broadcast, it will stay on your Timeline or Page like, any other video.
- For convenience, YouTube live streams will be embedded on to facebook pages

TIMELINE



KEY



48 HR. FILM
FESTIVAL



BATTLE OF
THE BANDS



ONLINE



PRECIMMCON



FEST
CHICAGO INTERNATIONAL MOVIE FESTIVAL

CIMMIFEST 2016/2017