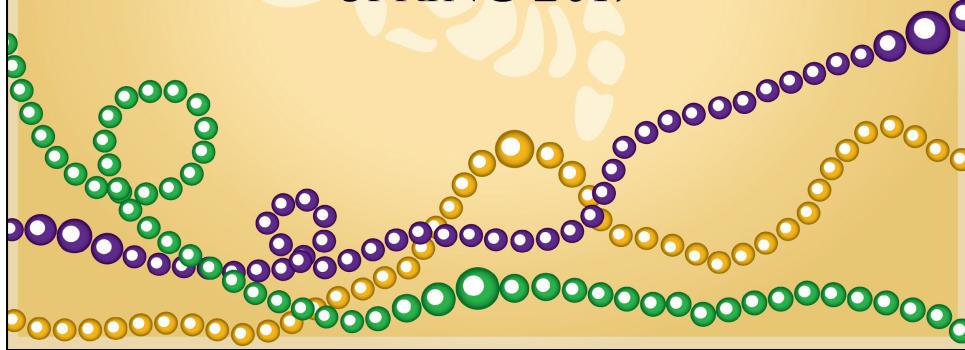


CRAWDEBAUCHERY

PR CAMPAIGN
SPRING 2017



Welcome to CrawDebauchery 2017 PR campaign. I would like to start off by saying Thank you for giving us the opportunity to work at the CrawDebauchery festival this gave us an inside exclusive look at the festival. Now my classmates and I are going to present and take you through the elements of the campaign.

Issue Statement



The first thing we are going to do is explain to you the issue statement
So, the reason we develop an issue statement is so we put everyone on the same page and so we can pinpoint what we feel like we want to focus in on



ISSUE STATEMENT

The current issue facing the CrawDebauchery campaign is a lack of brand awareness, in part due to limited resources and outdated communication strategies, they are too narrowly focused which is impeding the festival from certain aspects of exceptional growth and audience outreach.

The current issue facing the CrawDebauchery campaign is a lack of brand awareness, in part due to limited resources and outdated communication strategies, they are too narrowly focused which is impeding the festival from certain aspects of exceptional growth and audience outreach.

SWOT



Next, we developed a situation analysis which includes 4 parts



Situation Analysis

- Client background
- Internal audit
- Public perception
- External Audit

First, we started with the client background.

CrawDebauchery, a New Orleans Music and Food Festival was created four years ago based on a previous Cajun Zydeco festival. The festival used to be one day, but now it is a 2-day authentic New Orleans experience.

Next, we looked at the internal audit and we found that

The festival has a tiny staff of 4 people.

Then we looked at public perception

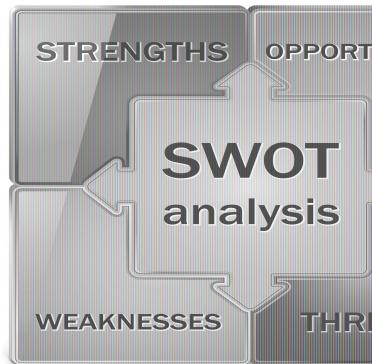
The overall public perception is very positive. The people who attend the festival seem to really love it. The only issue is that many people don't know about the festival. And some think the ticket is too expensive, but that is not something you can necessarily fix.

Finally, we looked at the external audit

And we found that there was minimal media coverage of the event



- Strengths
- Weaknesses
- Opportunities
- Threats



We also looked at the strengths weaknesses opportunities and threats of the festival some strengths are:

- The venue is great. It has a good central location in Pompano Beach
- The festival is also affordable and is one of the cheapest in all of Florida.

Some weaknesses are that

- There is little awareness of the festival and the festival is not attracting people outside their core audience
- The festival has a lack of social media presence and a disorganized website

Some opportunities are

That the kids zone could attract more families

Since it is a fun event there are opportunities for increased sponsorships and partnerships

Some threats include

The jazz fest might have difficulties competing with electronic music festivals occurring around the same time

The weather at the event is uncontrollable.

Target Audience



Now that we know these strengths and weaknesses, it's important to understand our primary audiences. As a class, we identified the major generational groups and their habits as well as specific audiences and opinion leaders within them.

TARGET AUDIENCE

Baby Boomers

1948-1964



Baby Boomers were the first generation of children and teenagers with significant spending power. They tend to think of themselves as a special generation. Most Boomers identify with some sort of musical culture, usually rock n' roll, because of the musical strides that were being made at the time. These musical genres are deeply ingrained into their social and cultural identity. They also tend to avoid long-term planning in an effort to forget about their numbered years and in the past, they have been associated with "narcissistic" spending trends and being brand loyal. Baby Boomers account for more than a fifth of all social media users . The majority of Boomers who use social media tend to stick to traditional sites like Facebook. They also prefer having one-on-one social media interactions and staying in touch with friends and family through alternate channels other than email.

· A pre-packaged audience within the Boomers is South Florida Retirees. Climate, expenses and endless adult recreational activities are large draws for this group. Sunny South Florida is also a popular destination for younger children and families, which retirees are generally focused on pleasing. An important Baby Boomer opinion leader would be Lamar Fisher, current Mayor of Pompano Beach.

TARGET AUDIENCE

Generation X

1965-1980



Generation X, most notably, is a very alienated group often lost between the vast numbers of Boomers that preceded and Millennials that succeeded them. They are sometimes referred to as the MTV Generation because of the rise of MTV and the popularity of music videos. They are technologically savvy, but choose not to fully submerge themselves like those that come after them. Gen X'ers use their digital skills to surf the web for good deals and informative news. They value sincerity, authenticity and most importantly, independence. When targeting this generation through digital channels, email reigns as one of the most important methods. Gen Xers check their email regularly and respond well to personalized offers tailored to their interests and prior purchases.

· A pre-packaged audience here is Broward, Pompano and Dade county Parent Teacher Associations, for example Boca Raton Middle School PTA. Opinion leaders here could be someone like Heather McMchan from localmomsgroup.com or Aileen Van Pelt from newsyparent.com.

TARGET AUDIENCE

Generation Y

1981-2000



The Generation Y audience, otherwise known as Millennials, is composed of both college students and those having recently entered the work field. They have moderate to severe social media addictions, frugal “it’s about the experience” spending mindsets, and strong affinities for diversity and nostalgia. Many Millennials are in debt or currently procuring debt and are therefore hyper-aware of their spending habits. They’re less likely to make long-term large purchases and more likely to spend small amounts of money on experiences (i.e. festivals) and “shared” luxury goods (i.e. Uber). They are style - not brand - obsessed and use technology to give themselves the upper-hand on what’s “cool” or not. They form close bonds with fake personas online and trust interactive crowd-sourced knowledge, like reviews, over simple brand hearsay. Consistent social media engagement is crucial. They also value convenience and time management.

- The “Foodie” audience is a pre-packaged millennial group that grew out of the desire for experience over luxury goods and was only bolstered by the recession as new and interesting foods became a new form of social currency and status indicator. The main factor of food chosen worthy by foodies is the interest level, leaving room for both authentic and intricate food or new and exciting fusion foods.

Research



Now that you understand who are target audience is and our issue statement, I will move into secondary research.



SECONDARY RESEARCH

+100 articles

Secondary research gives you the basis of what is important by looking at what people have done in similar situations.

-Extensive secondary research was done in order for us to better understand what will make CrawDebauchery more successful. As a class, we collected and read over 100 articles. Here is what we found to be most useful.



SECONDARY RESEARCH

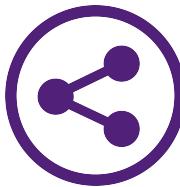
- Better understanding
- How to brand social media
- Measure goals
- Analysis & evaluations

- Having a much better understanding of the Mardi Gras language and culture and being able to effectively communicate with people who aren't familiar with Mardi Gras/New Orleans culture.
- How to brand on social media and what words and phrases draw people into engaging in conversation, however it's extremely vital to not go overboard when using social media and to only post content that will spark interest.
- Furthermore, being able to grasp an understanding of how to measure goals and engagement on social media.
- In addition, bringing all components together to understand what makes a successful festival and what the necessary components to focus on. -Lastly, having an in-depth analysis after the festival to evaluate what was successful and unsuccessful and how to improve for the following year.

PRIMARY RESEARCH



Website



Social Media



Public Relations



Specialty Audiences

After completing the secondary research, there were still gaps of knowledge that needed to be filled. To fill in the gaps, the research division created 27 interview questions. I'm going to explain the methodology used to do so.

Each member of the research division created five interview questions for their specific category. The categories are the following: website, social media, public relations and specialty audiences.

The class beta tested the questions to minimize mistakes. We used people who were ineligible to make sure the interview was cohesive.

The research division created 8 demographic questions such as age, religion, and gender.

The qualifying questions were created to make sure that participants were within the target audience.

The website questions were designed to understand the role a website plays in consumer behavior pertaining to a food or music festival.

The social media questions were designed to understand how the interviewees interact on social media and how that influences their decision to attend a music or food festival.

The public relations questions were designed to determine where interviewees received their information, and what make a great festival experience.

The specialty audience's questions were designed to determine how diversity plays a role in the different types of festivals that participants attended

We interviewed 47 individuals in total. The interview took about ten minutes to complete and the answers were recorded.

As a result of the primary research we came to the conclusion that CrawDebauchery needs to keep their social media updated because 52% of Generation Y uses social media to stay updated on announcements and 67% of Generation X prefers social media as well. The rest of the primary research results can be found in the binders I know that was a lot to take in, but now we are going to get to the fun part where we actually talk about all the stuff that we created and how we are going to make the 2018 CrawDebauchery food and music festival the best one yet.

Goal Statement



We developed a goal statement of what we wanted to accomplish for the campaign.



GOAL STATEMENT

Crawdebauchery must develop and incorporate strategic methods to successfully expand and target their audiences by doing diligent research, tapping into unreached audiences through a more comprehensive marketing strategy, establishing a targeted social media presence, incorporating appealing website design and increasing press coverage.

CrawDebauchery must develop and incorporate strategic methods to successfully expand and target their audiences by doing diligent research, tapping into unreached audiences through a more comprehensive marketing strategy, a targeted social media presence, incorporate appealing website design and increased press coverage.

In order to achieve this Bianca is going to explain to you and get into...

Objectives



...objectives work, but all of our objectives have some common messages and themes,

#NOLAKnowledge

#TasteNOLA

#Crawdebauchery

#evergreen

For Immediate Release
News Release

 CrawDebauchery.com

Shuck-N-Dive Cajun Café Joins CrawDebauchery for Another Festival

POMPANO BEACH, Fla. (March 12, 2018) — CrawDebauchery welcomes back Shuck-N-Dive Cajun Café for another year of delicious New Orleans dishes at the 2018 CrawDebauchery Festival.

CrawDebauchery is South Florida's premier crawfish festival held annually in spring. It brings together the people and culture of New Orleans by showcasing the amazing food and music from Louisiana. The 2018 festival takes place Saturday, March 31, and Sunday, April 1. Tickets are available on the CrawDebauchery website.

Shuck-N-Dive is a New Orleans inspired restaurant located in Fort Lauderdale. Since 1999 Shuck-N-Dive has been serving up dishes that capture the spirit of New Orleans. From Gumbo to Beignets, Shuck-N-Dive is known for its unique dishes that bring New Orleans culture to South Florida.

"Shuck-N-Dive have been great partners at CrawDebauchery the past year. They truly embody the soul of New Orleans," says Don Mathews, the creator of CrawDebauchery. "They have incredible dishes and reserve the freshest oysters, which attendees at the festival love to enjoy."

Shuck-N-Dive is owned and run by chef Danny Stasi. Stasi is a self-taught chef and has worked under other culinary professionals from both Louisiana and Mississippi.

Festival guests are invited to the delicious cuisine from Shuck-N-Dive while enjoying the incredible musical acts at the festival. Shuck-N-Dive's booth is open for the duration of the festival in the main area.

About CrawDebauchery
CrawDebauchery, The South Florida Crawfish Festival, was established in 2014 as an annual celebration of all things New Orleans. It is the only event where families can experience the rich history of New Orleans in South Florida. For more information, visit <http://www.crawdebauchery.com>

Media contact:
Zac Kushner
954-588-0016
media@crawdebauchery.com

Note to media: Anyone wishing to get media credentials for coverage of the Gumbo Rumble competition or the festival in general must contact CrawDebauchery directly for more information and directions.

so there are writing style guides for things like press releases that include how to phrase things appropriately and phrase them so that the press understands them. then we have a style guide that is specific to social media which includes what hashtags to use, what engagements you want to participate in such as throwback Thursday. then we have design style guides.

OBJECTIVES



This year's theme for example is a saxophone and...

OBJECTIVES

COLORS



CMYK: (70, 67, 64, 74)
RGB: (35, 31, 32)
#231f20



CMYK: (0, 0, 0, 0)
RGB: (255, 255, 255)
#ffffff



CMYK: (78, 100, 1, 1)
RGB: (96, 15, 151)



CMYK: (77, 0, 100, 0)
RGB: (6, 188, 64)



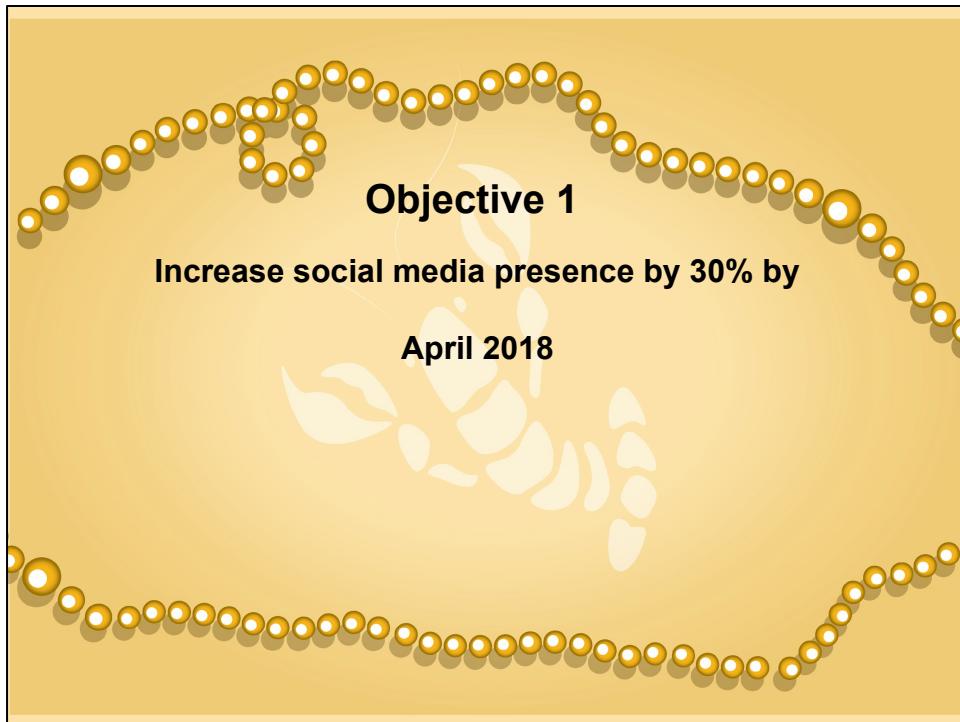
CMYK: (2, 31, 100, 0)
RGB: (248, 182, 25)

FONTS

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

...the colors purple green and yellow.

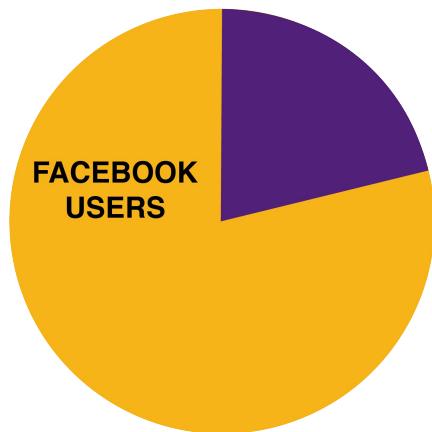


One of the first things CrawDebauchery will attempt to achieve is a 30% increase in social media presence between April 2017 and April 2018. An audit of all current social media platforms run by CrawDebauchery, reveals Facebook remains the most popular social media platform,



TEAM OBJECTIVE 1

US POPULATION



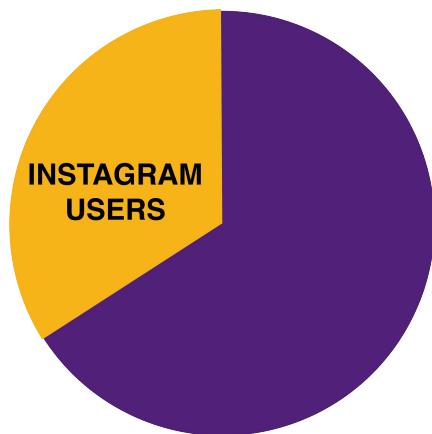
With 79 percent of all online adults utilizing the network in America. Both genders in America are heavily represented on the platform as well as each age demographic. Because CrawDebauchery is an all-ages festival, Baby Boomers, Gen Xers and Millennials are all primary target segments. Facebook allows the festival to effectively reach each of these markets with its messaging, and to infiltrate small interest groups and relevant pages. Facebook posts are typically longer, more descriptive and more informative.

While Instagram is not quite as popular as its parent company Facebook, it is still utilized by roughly...



TEAM OBJECTIVE 1

US POPULATION

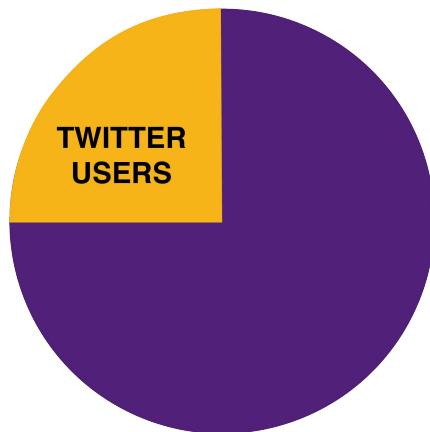


...one third of the US population and used predominantly by a younger population. CrawDebauchery should utilize the application as its primary tool to reach Millennials in its campaign. The viral nature of the platform allows for exponential growth and relevant hashtags can also be used to ensure that content is seen by those searching for specific interests.



TEAM OBJECTIVE 1

US POPULATION



Twitter is used by roughly one quarter of all online adults. It is important to note that its users are generally better educated than those on other platforms as 29 percent have college degrees. Like Instagram, the application is also viral in nature. The app is best used to convey informative messaging.

We've created a style guide to keep all platforms consistent. This is crucial for increasing social media presence. Using the guide and various social media calendars to create independent content schedules that feature hashtags like #ArtistSpotlight,



#TasteNOLA and #NOLAKnowledge, will ensure consistent interaction. 365 days a year, we need to become a part of this world-wide online conversation. Posts will stretch across each of the platforms but as the audit revealed, Artist Spotlights will thrive in longer form posts on Facebook, while Instagram lends perfectly to the visual nature of the Taste NOLA and Twitter's brevity lends best to short definitional NOLA Knowledge posts.

We've created over __ targeted posts for you to use across Twitter, Instagram, and Facebook about each aspect of CrawDebauchery, as well as a calendar for when to use them. These include multiple photographs we'd recently taken at the festival. These guides and calendars will allow you to maintain communication with your audience, while you focus most of your efforts and resources on other aspects of planning.



Increase festival attendance by 20% by March 31, 2018.

Considering your small staff, we have materials are already made for you that you can use prior to the event to focus on other aspects of the festival.

- These would include, CrawDebauchery announcement press release
- announcement advisory
- 12-month calendar for...



instagram



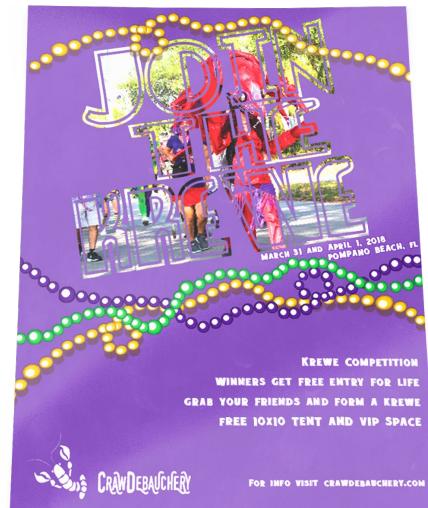
twitter



...and facebook that will have pre-made posts that are created to be posted depending on the time of the year.

Strategy: Creation of strategic promotional materials focused at targeted audiences.

OBJECTIVE 2



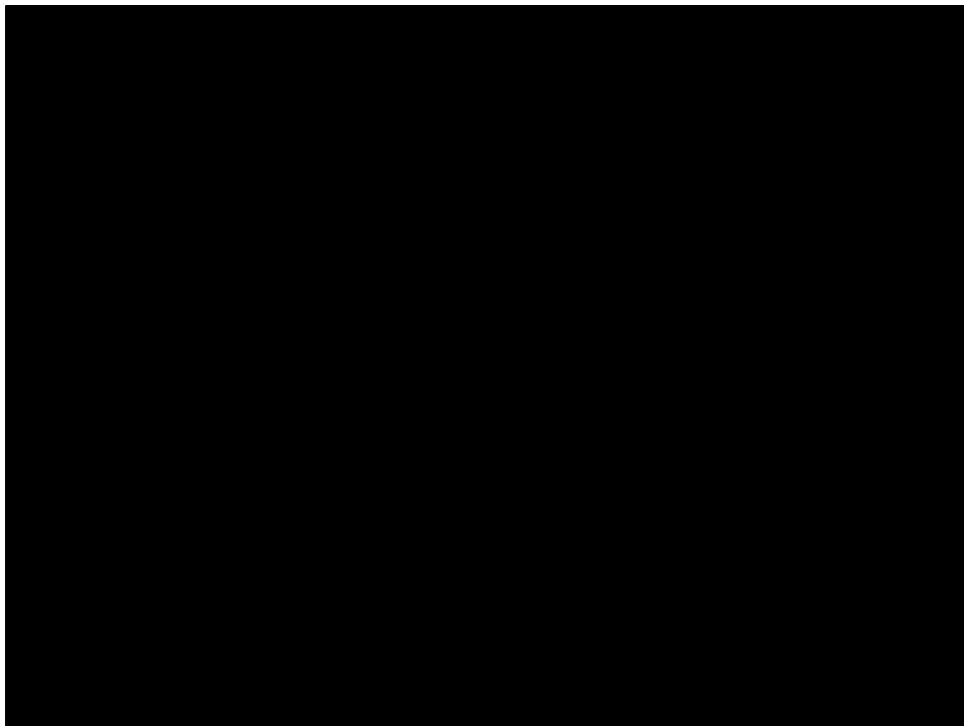
- Tactic general flyer t
- Tactic general e-vite
- Tactic: general palm card



- Tactic: general Facebook photo



Our next objective is to increase website traffic by 40% by March 31, 2018
I'm now going to invite Kara up to reveal the more visually appealing and user friendly website that her team created.



From our research, we found that most visitors are looking for three things. The date of the festival, shown right when you open the homepage, how to buy tickets, this website features a Buy Tickets button easily located at the top of every page, and who is playing. The line-up is the second thing viewers see on the website. It also has a playlist of songs from the previous year's artists so viewers can get a feel for the type of music played at CrawDebauchery.

The website goes on to highlight the cuisine, the competitions and the kidzone with a picture next to each to help viewers visualize the experience.

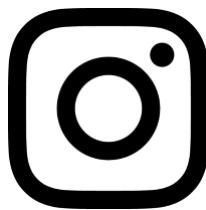
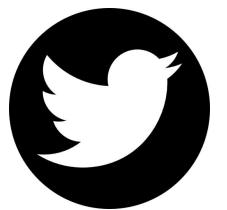
But if you're like me, you might not know what a krewe is. To help clarify and culture the website visitors, we've created a glossary page of New Orleans terms and definitions.

On the media page, interested media can find a media kit to learn more about CrawDebauchery and covering your events.

We decided to make a page dedicated to simplifying the process of becoming a vendor, volunteer or sponsor.

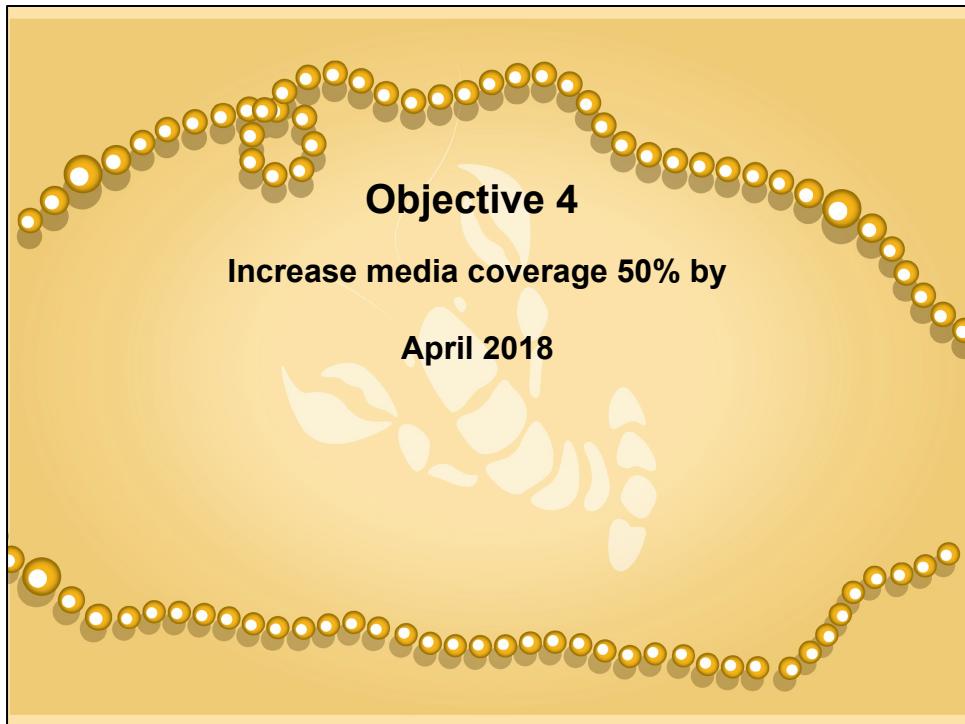
OBJECTIVE 3

Utilize social media platforms



Zach requested a more scrolling and multi-generational website which was incorporated. This website is ready to go and can be transitioned as soon as you would like.

The second way to achieve this objective is to utilize social media platforms to lead people to the website. This will be achieved with the previously mentioned 12-month calendar for Twitter, Instagram, and Facebook and redesigning the website using wix.com



Another thing CrawDebauchery can work on is to Increase media coverage 50% by March 31, 2018

What we are giving you is a media kit for 2018 that the press can use to write publications. It has some basic things in it. Just like how every New Orleans kitchen has rice and

OBJECTIVE 4



spices that can be a foundation for many different dishes, you can use those basic things to make gumbo or jambalaya, this media kit is your rice and spices. The class has also created 18 targeted pieces including...

OBJECTIVE 4



press releases,

OBJECTIVE 4



feature stories and pitches. For example, a feature story and news release about the krewe competition and also a news release and pitch about the music lineup. The kit will include an Announcement press release,

OBJECTIVE 4



media contact lists for specific audiences, a backgrounder,

OBJECTIVE 4



fact sheet and an



announcement news advisory. The kit will also include a 12-month calendar for twitter Instagram and Facebook.



We'd also like to see CrawDebauchery create and increase meaningful engagements on all social media platforms by 10% between April 2017 and April 2018. It begins with educating-- bringing insight about New Orleans culture and language to your audience.

Drawing people in by showing them visually and through words, all the unique experiences that this festival has to offer.

Burton Miller reviewed Crawdebauchery Food and Music Festival – 1 April · 4 likes

I think this festival is one of the best festivals around for the price. Each year it keeps getting larger and larger with better music each year. I think the price is fair for all of the great music all day long and the liquid refreshments and the food were on track with any other festival around. Great job to the production company for putting on another great Debauchery, and thanks for the children's area. What a great addition this year. This years crowd proves that you are making a name for yourself here in Pompano Beach and South Florida!

For the ticket price, they are right in line if not cheaper than other Crawfish Festivals, check out the [holocrawfishfest.com](#) for the nay sayers.

Suzanne King reviewed Crawdebauchery Food and Music Festival – 3 April · 1 like

Travelled over on a whim from St. Pete and having a great time! The crawfish from Shuck-n-Dive were boiled to perfection (we're going to get another bucket today!), good music and we met some awesome peeps along the way. We are already talking about coming back next year!

Katie Spotts reviewed Crawdebauchery Food and Music Festival – 4 April · 1 like

What a great festival this was. Everyone was in the spirit. The music was authentic New Orleans...and went from gates open to when they closed. The food was delicious. I had jambalaya, shrimp boil, and a few beers on a blower or toss a trashie. There was an nice selection of food (BBQ sandwich, po-boys, gumbo, oysters, the ever addictive "beach candy") and of course beer, and I mean lots of crawfish. The kewee competition made for even more fun with the hospitality and spirit...

Brian Marlow Patrick reviewed Crawdebauchery Food and Music Festival – 3 April · 2 likes

Great festival, great music, well organized, not overpriced, (\$7 for a cocktail is NOT overpriced at a concert!), probably my only disappointment was no vendors I could find had Cajun boudin. I did have some really good jambalaya though. I greatly enjoyed Dwayne Dopsie, Maggi Koerner, and The Revivalists. I was happy to see a better turnout this year so hopefully this ensures a continuation of one of the better run music festivals in South Florida.

We want mothers and fathers in South Florida to know that CrawDebauchery is a place for the whole family! We want to see interactions from one mom to the next talking about

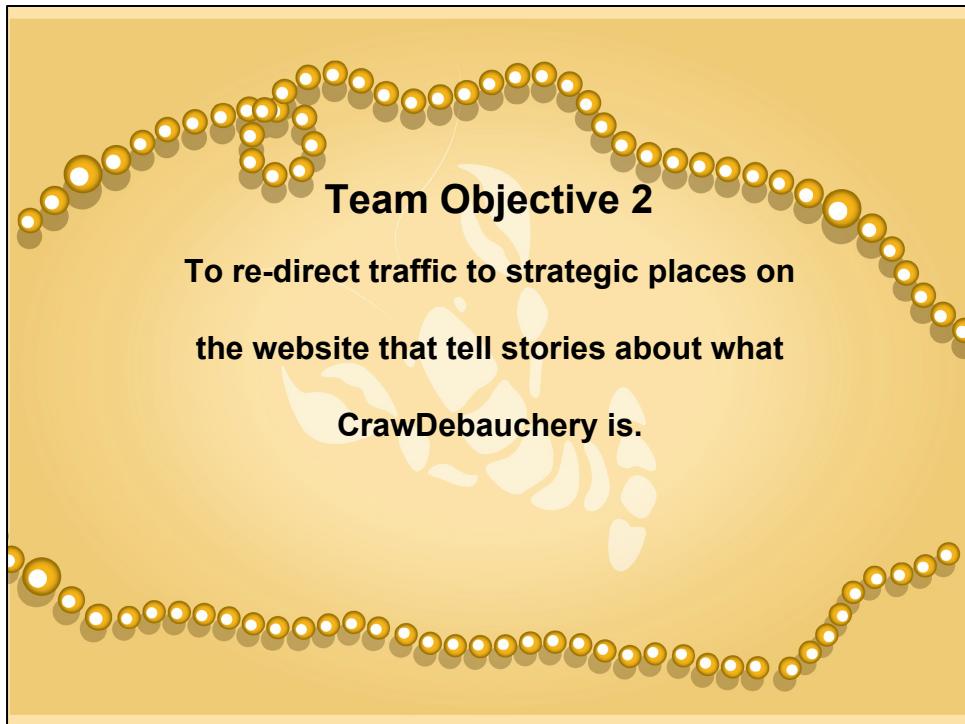
TEAM OBJECTIVE 1



how fun the face painting and



hamster balls were! Each attendee sharing their honest experience with the world, not just during the two-day festival but all year long. Using the resources, we have already created for your audience will allow you to receive this response.



Because of the uniqueness of your festival we have decided to help redirect traffic to strategic pages on the CrawDebauchery website to help better sell the story of the festival. These pages will include:



TEAM OBJECTIVE 2

New Orleans Terminology

Beignets: the French term for a pastry made from deep-fried choux pastry. Beignets may also be made from other types of dough, including yeast dough.



Bananas Foster: a dessert made from bananas and vanilla ice cream, with a sauce made from butter, brown sugar, cinnamon, dark rum, and banana liqueur; The butter, sugar and bananas are cooked, and then alcohol is added and ignited; made with a variety of dough types, including yeast dough.



Cafe Au Lait: coffee with hot milk added

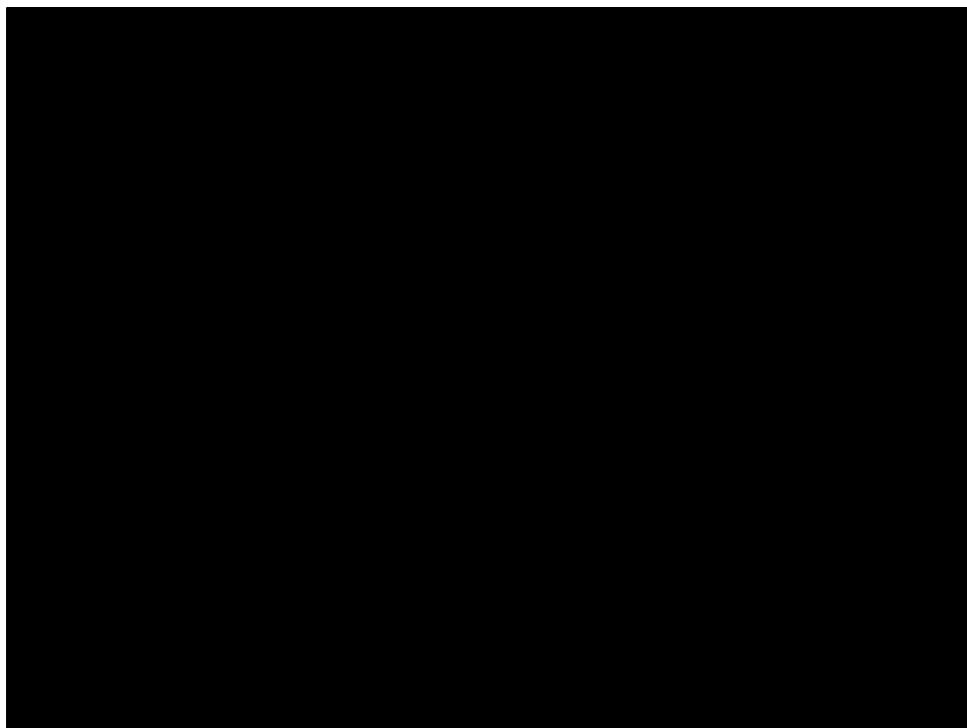


Cajun: French Acadians who settled here after immigrating from Canada.

Carnival: the party season before Mardi Gras. Starts on January 6 (Twelfth Night). Celebrated with king cakes at Mardi Gras parties.

Crawfish: look like small lobsters. Only a small portion of the crawfish can be eaten, which is mainly the tail.

A glossary page to give readers a better understanding of New Orleans language and a video page to show actual footage of the festival, giving viewers a more authentic idea of what the festival is about.



Promotional video



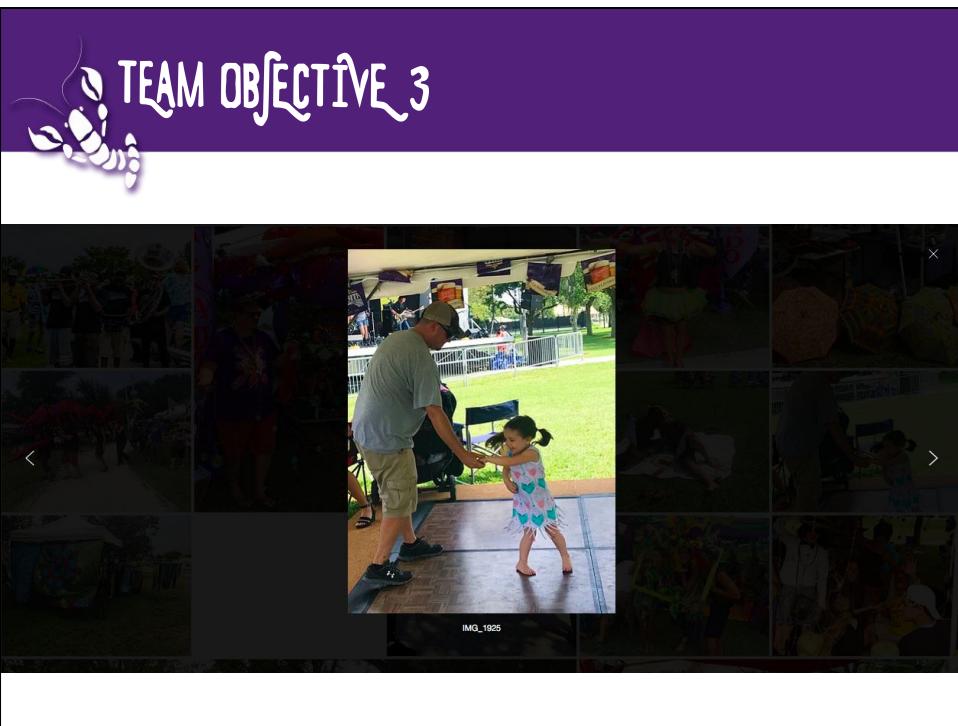
We also plan to increase the diversity of the CrawDebauchery website and social media by 20 percent by April, 2018
These are the examples



of a more diversified website with a variety of



ethnicities,



generations,



and genders.

The second strategy is to create a consistent voice for social media with the aforementioned 12-month social media calendar.

Evaluations and Measurements



We created an elaborate evaluations and measurement section in each binder and this is how you determine if each objective is successful or unsuccessful. At this point I am going to give you 2 samples so you can see how it works.



EVALUATIONS AND MEASUREMENTS

To increase social media presence
by 30% by April 2018

MILD



Increase followers
0-19%

MEDIUM



Increase followers
20-29%

HOT



Increase followers
30%+

To increase social media presence by 30 percent by April, 2018

Every other month we will look at key points of likes followers and interactions on each platform every 2 weeks and compare them with the month before. We will measure this on a scale from mild to hot. Mild will mean that the increase in followers was not very successful, medium means that it was somewhat successful and hot will mean that it was very successful.



EVALUATIONS AND MEASUREMENTS

Increase media coverage
by 50% by April 2018

MILD



Increase followers
0-29%

MEDIUM



Increase followers
30-49%

HOT



Increase followers
50%+

A second example was to increase media coverage by 50% by March 31, 2018. We will evaluate this by monitoring CrawDebauchery on digital sources and print sources with media publications. We will also create a media audit. We will measure this by the mild-hot scale ranging between successful and unsuccessful media coverage.

Recommendations



You've seen our campaign and most of it you can leave today and use tomorrow--that easy!

RECOMMENDATIONS



However, we have some recommendations for the future that we believe are significant to the growth of the festival, but we know that with the existing resources and staffing, they are not immediately attainable. All of the recommendations can be found in your various binders, but I will elaborate on a few that are especially important. It's suggested that all of these are accomplished by March 29, 2019, a two-year window.

First, we recommend that you make a contractual agreement with your artists and vendors to encourage posting on social media and expand CrawDebauchery's awareness. Plenty of the food and item vendors, as well as the artists, have social media accounts with large followings, but when we inspected them during the festival, only a few were tagging CrawDebauchery and promoting it on their platform. This contractual agreement would ensure your exposure to other groups of people who are already interested in your culture, which will increase festival attendance and online following.

Second, enhancing the fan experience. Via reviews, we've found that it's important to make the venue more comfortable with a



RECOMMENDATIONS



shaded lounge area featuring mist machines and charging stations . This is a lofty goal and may have to come into existence by means of sponsors or donors, but once attained entrance into the area should be contingent upon a social media action. So "follow us on Twitter", "like us on Facebook" or



RECOMMENDATIONS

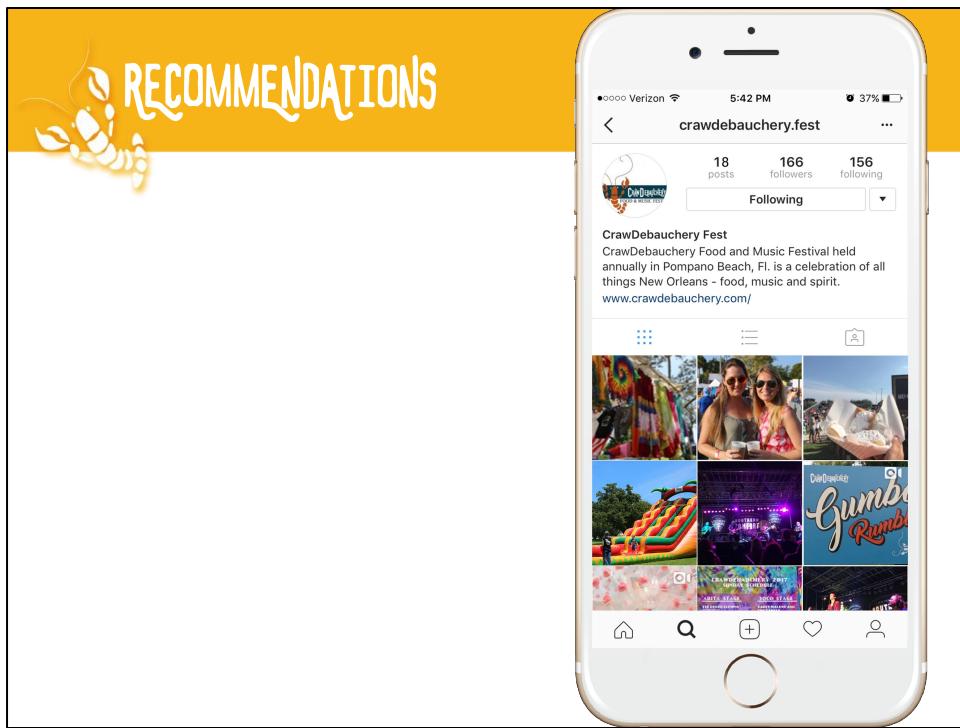


"post a selfie" and you can have access to the cool relaxation areas. Next, it's beyond obvious that this festival thrives on the visuals. The colors are stunning and the people are unique.



Creating a YouTube channel with professional quality videos detailing the different areas of the festival and having weekly videos will engage the audience, not just by telling but by showing. CrawDebauchery should aim to hire a young professional, perhaps a recent graduate or someone who is about to graduate to help put together carefully tailored high quality videos for this purpose.

Then, an idea previously touched upon. Although as a class we've created in depth content schedules for different social media, should you choose not to immediately implement them, another long-term recommendation is to, at least, create and establish a



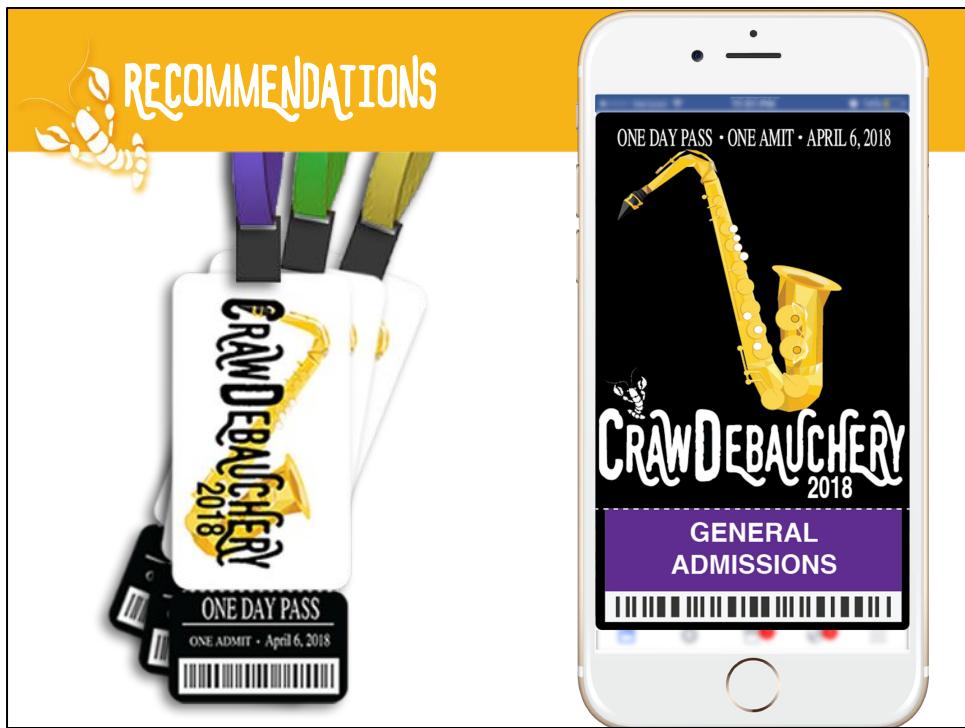
consistent Instagram account that is updated daily with posts of CrawDebauchery, bands, New Orleans related material, contests, and other engaging material.

The screenshot shows a website for a food and music festival. At the top, there's a yellow header with the word "RECOMMENDATIONS" in large white letters. Below the header is a logo for "CrawDebauchery FOOD & MUSIC FESTIVAL". The main content area displays four items for purchase:

- Womens CrawDebauchery Lineup T-shirt**: A purple t-shirt with a yellow logo. Size options: Small, Medium, Large. Price: \$12 (SALE). Payment methods: Credit Card, PayPal, Apple Pay, Google Pay.
- CrawDebauchery Drawstring bag**: A purple drawstring bag with a yellow logo. Color options: Purple, Yellow, Green. Price: \$7 (SALE). Payment methods: Credit Card, PayPal, Apple Pay, Google Pay.
- CrawDebauchery Waterbottle**: A green waterbottle with a yellow logo. Color options: Purple, Yellow, Green. Price: \$5 (SALE). Payment methods: Credit Card, PayPal, Apple Pay, Google Pay.
- CrawDebauchery hat**: A blue baseball cap with a yellow logo. Price: \$7 (SALE). Payment methods: Credit Card, PayPal, Apple Pay, Google Pay.

At the bottom right of the page, there are social media icons for Facebook and Twitter, and a "Buy Your Ticket" button.

Additionally, making festival merchandise available for purchase on the website, so customers can purchase before the day of the event or after if they forgot. It's advised that merchandise prices drop three months after the festival has ended. New merchandise should be on the website a month before the next festival.



And finally, selling tickets through the festival's website that can be downloaded onto a smartphone and scanned electronically at the event. This not only creates attendee convenience, but also promotes higher organization on the administrative and ticket collecting side of CrawDebauchery.



With these recommendations, our presentation has concluded. I'd now like to invite some classmates up to the front to assist with the question and answer portion of the presentation. Thank you for listening to our campaign today.