

**Application for  
Best Promotional Poster**

**Spooktacular  
City of Winder, GA**

**Judges' score - 7.4**

### **Detailed description of the Ad**

**Spooktacular is the City of Winder's annual Halloween event. This year's event was enjoyed by 12,000 attendees. The attached promotional posters were created in three intentional versions. In an effort to be inclusive, each version included a person of a different ethnicity and age group. The printed versions of the posters were displayed in all of our city buildings (City Hall, Community Center, Cultural Arts Center) and they were distributed to downtown merchants to display in their businesses as well. The printed version was included in the Chambering Magazine, a monthly publication produced by the Barrow County Chamber of Commerce which circulates to 5,000 members. It was also included in the Neighbors of Winder publication which goes to 2,500 city residents. The digital version of the poster was included in our social media posts, social media paid ads and our monthly Eye of Winder e-news blast that goes out to 7,000 people. The Barrow New Journal also shared it in the digital and printed versions of their newspaper.**

**Was your promotional poster printed and digital?**

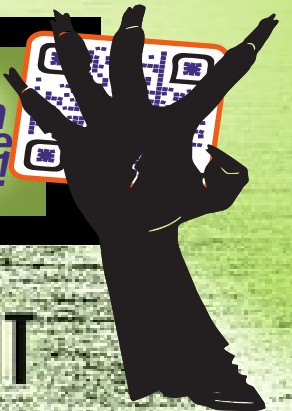
**The promotional posters were both printed and digital.**

# IT'S COMING!



Friday, 10.28.22 - 5-  
Downtown Winder  
Trick-or-Treating  
Carnival Ride  
Bouncy House  
Food Trucks  
Undead Live Bar

Scan  
for more  
details!



[CITYOFWINDER.COM/SPOOKTACULAR-EVENT](http://CITYOFWINDER.COM/SPOOKTACULAR-EVENT)

# IT'S COMING

CITY OF WINDER GA

## SPOOKTACULAR

H A L L O W E E N 🎃 2 0 2 2

Downtown Winder  
Friday, 10.28.22 · 5-9pm

- TRICK-OR-TREATING
- FOOD TRUCKS
- CARNIVAL RIDES

 [CITYOFWINDER.COM/SPOOKTACULAR-EVENT](https://www.cityofwinder.com/spooktacular-event)