Application for Best Marketing Concept

Free Comic Book Day City of Lawrenceville, GA

Judges' score - 8.9

Detailed description of the campaign

The 2022 Free Comic Book Day event marketing is divided into 3 main categories: printed material, digital advertising, and social media marketing. Printed materials consisted of utility bill inserts, sandwich boards, and event rack cards. Rectangular flyers were inserted into approximately 52,000 Lawrenceville Utilities customers' utility bills to provide additional information to the public before the event. Table tents were placed inside businesses in the Depot District before the event that featured additional programming like a board gaming event, Dungeons & Dragons workshop, and a live-action role-play demonstration. Double-sided rack cards were handed out to each guest to provide additional information about the event. The front of the card features an extensive schedule of events, listing times and locations for ease of navigation. The opposite side of the card proposed an interactive feature: a Free Comic Book Day scavenger hunt. Guests were supplied with the comic book titles but were asked to locate each book in local businesses. Once all books were found and the location was written in, the guest could return the card to the info booth to be entered to win a gift basket. Digital advertising consisted of LED digital signage, Gwinnett Daily Post digital advertisements, effective online calendars, and a podcast feature. LED digital signage was placed on outdoor screens to be viewed by cars and visitors as they strolled the square. The Gwinnett Daily Post featured the event on their website through clickable ads and sent an eblast that was delivered straight to subscribers' inboxes. The marketing and events teams collaborated to embed the Eventeny Free Comic Book Day schedule onto the Downtown Lawrenceville event calendar website. The Lawrenceville Bicentennial Podcast, hosted by Nate McGill from Gwinnett Magazine, featured guest Kyle Puttkammer the owner of Galactic Quest, his daughter Andrea Puttkammer, and Lindsey Curnow the City of Lawrenceville Event Coordinator. The panel discussed the event's history, their own personal connection to Free Comic Book Day, and plans for future programming expansion (link to video: https://youtu.be/ihNXV_1TAYAhttps://youtu.be/ihNXV_1TAYA). The social media marketing consisted of Instagram posts, multi-

use graphics, and Instagram story highlights. An Instagram post featured three businesses participating in Free Comic Book Day and gave a sneak peek at which comic books they would be handing out to promote anticipation for the event. Multi-use graphics feature event details, additional programming information, and a 'thank you' to our sponsors were distributed to vendors and participants to assist with promoting the event. Free Comic Book Day was highlighted on Instagram and Facebook Stories to help direct guests through the schedule of events. After guests returned their cards from the scavenger hunt, a raffle was conducted on social media with comic book-themed giveaway items where three winners were selected.

How did the idea come to be? How was it created?

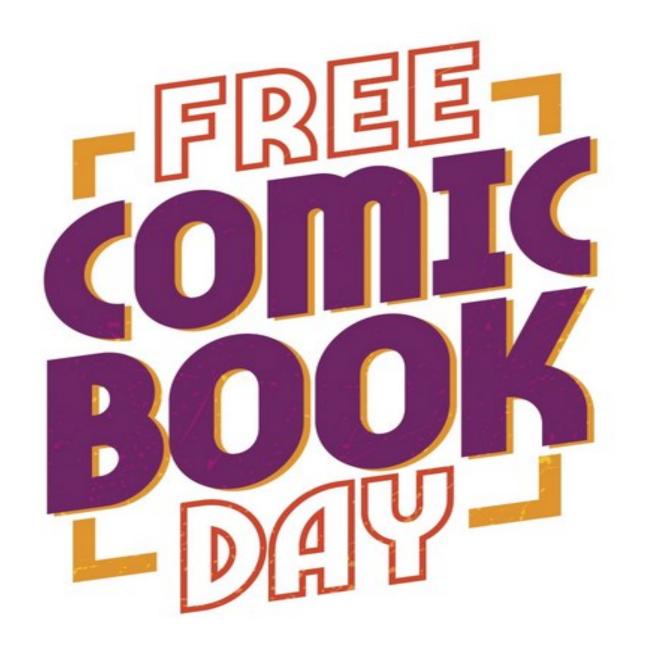
Free Comic Book Day is presented nationally and internationally by the Diamond Corporate Network. The event occurs annually as a retail holiday to drum up sales in comic book stores. The City of Lawrenceville has participated in Free Comic Book for many years, partnering with the local comic book shop, Galactic Quest, and placing free comic books for collection in local businesses. In recent years, the events team has worked diligently to expand and broaden the event to wider audiences. This expansion called for new branding and more complex marketing materials to entice a new audience and provide all of the relevant information to help guests navigate the event with ease. The City of Lawrenceville marketing team first began by developing a unique logo for the event while paying homage to the standard Free Comic Book Day design. The city's distinguished logo conveys how Free Comic Book Day in Lawrenceville has expanded to provide additional entertainment and activities while holding true to the internationally recognized retail holiday. The city's 2021 Free Comic Book Day marketing concept referenced common comic book elements like cel shading, Ben Day dots, speech bubbles, and word images. This style invokes an overall classic comic book feel that further suggested that the event was solely about comic books. Although free comic books are the main draw of the event, the 2021 shift led way for the expansion of the event in 2022. The 2022 event used comic books as the entry point into the event, but the extension allowed guests to traverse the possibilities that comic books open as a result. The original design concept aimed to provoke a sense of nostalgia, specifically from retro video games due to Free Comic Book Day release titles centered around classic video game characters. It was a great start but did not convey the vast expansion of the event, like the challenge in 2021's designs. With this new design, the marketing team intended to merge the standard Free Comic Book Day logo with an overall design that invoked a sense of nostalgia and forward motion. This design connected the original retail holiday with the city's ideas for expanded programming, reaching into new areas of geek culture and allowing guests to engage in fresh ways while keeping free comic books at the heart.

What was your overal media plan?

Free Comic Book Day is presented nationally and internationally by the Diamond Corporate Network. The event occurs annually as a retail holiday to drum up sales in comic book stores. The City of Lawrenceville has participated in Free Comic Book for many years, partnering with the local comic book shop, Galactic Quest, and placing free comic books for collection in local businesses. In recent years, the events team has worked diligently to expand and broaden the event to wider audiences. This expansion called for new branding and more complex marketing materials to entice a new audience and provide all of the relevant information to help guests navigate the event with ease. The City of Lawrenceville marketing team first began by developing a unique logo for the event while paying homage to the standard Free Comic Book Day design. The city's distinguished logo conveys how Free Comic Book Day in Lawrenceville has expanded to provide additional entertainment and activities while holding true to the internationally recognized retail holiday. The city's 2021 Free Comic Book Day marketing concept referenced common comic book elements like cel shading, Ben Day dots, speech bubbles, and word images. This style invokes an overall classic comic book feel that further suggested that the event was solely about comic books. Although free comic books are the main draw of the event, the 2021 shift led way for the expansion of the event in 2022. The 2022 event used comic books as the entry point into the event, but the extension allowed guests to traverse the possibilities that comic books open as a result. The original design concept aimed to provoke a sense of nostalgia, specifically from retro video games due to Free Comic Book Day release titles centered around classic video game characters. It was a great start but did not convey the vast expansion of the event, like the challenge in 2021's designs. With this new design, the marketing team intended to merge the standard Free Comic Book Day logo with an overall design that invoked a sense of nostalgia and forward motion. This design connected the original retail holiday with the city's ideas for expanded programming, reaching into new areas of geek culture and allowing guests to engage in fresh ways while keeping free comic books at the heart.

Can you track statistics or ROI?

Information gathered about the event can be tracked through YouTube podcast views, Instagram stories and posts, and QR code scans from the printed materials. The Lawrenceville Bicentennial Podcast episode received 4,405 views and 34 likes with a 97.1% like ratio making this a well-perceived video in the series. One of our best-performing Facebook posts received 3.5k impressions and 30 reactions, comments, and shares. The marketing reach is also explained by the attendance of vendors and guests throughout the event. The event saw many vendors and guests who traveled 2 hours away or more to visit Downtown Lawrenceville for the 4 hour event.





Free Comic Book Day 5/6/2022



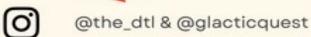
EVENT MATERIAL

Event Description: FREE Comic Book Day is coming to Downtown Lawrenceville like never seen before! In partnership with Galactic Quest, join us to celebrate your favorite comic book characters on Saturday, May 7th! WEAR YOUR FAVORITE COSTUME as you hunt for the FREE comic books around Downtown Square.

For a sneak peek at which books will be available visit:
freecomicbookday.com/catalog. The City of Lawrenceville will also
host a Mini Comic Convention at the all-new Lawrenceville Arts
Center on the square. Join us for hosted panels, workshops,
interactive activities, and vendors dedicated to all your favorites
fandoms











#TheDTL #fcbd

#galacticquest

#exploregwinnett

#FreeComicBookDay2022

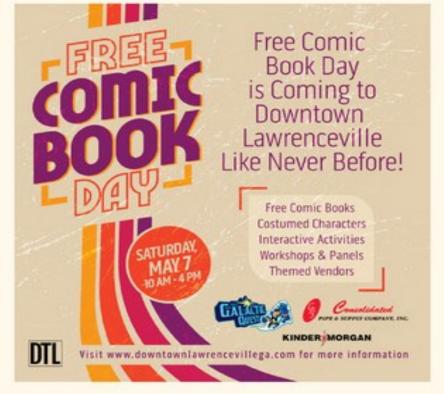
#downtownlawrenceville

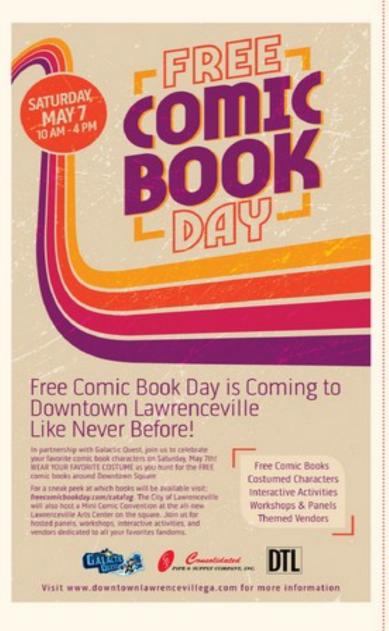
MULTI-USE SOCIAL MEDIA GRAPHICS

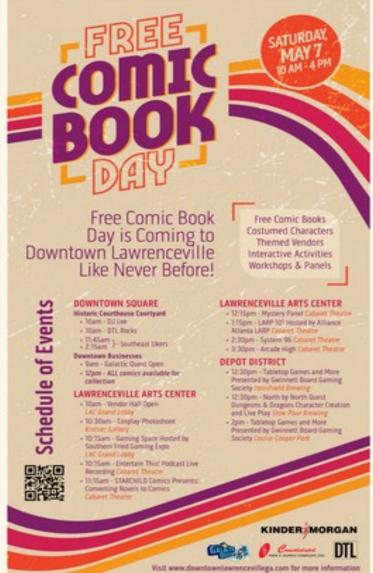


This graphic offers details about the panelist, performers and organizations that were involved with programming.

This graphic offers details about basic event details.





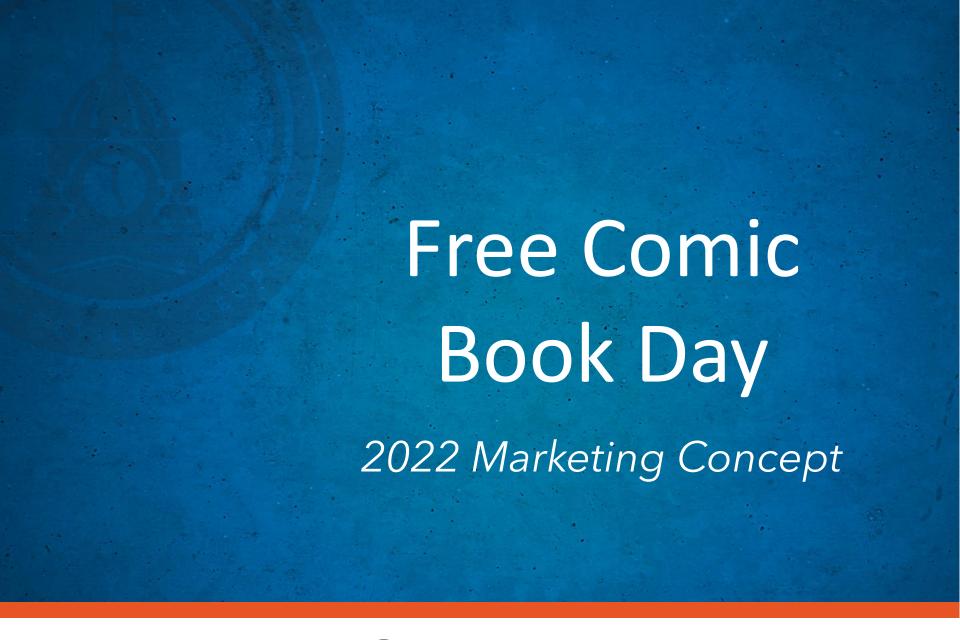


FREE COMIC BOOK DAY INSTGRAM STORY

This graphic offers details about the general event detials

FREE COMIC BOOK DAY INSTGRAM STORY

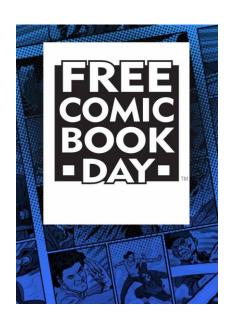
The graphic offeres specific programming details and their locations.











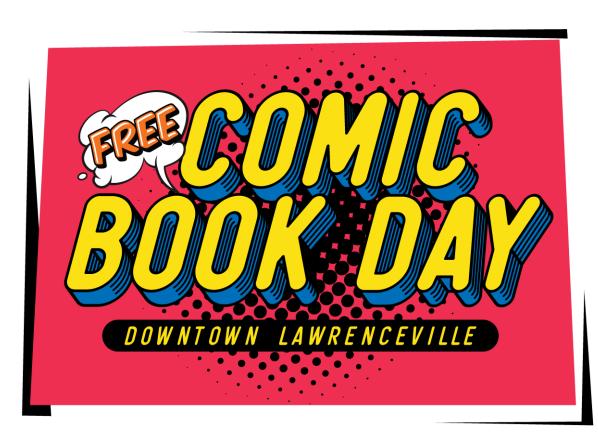


Free Comic Book Day Standard Design

The designs above are created by the Diamond Corporate Network, the organization that began and facilitates Free Comic Book Day nationally. This Free Comic Book Day standard is internationally recognized. The City of Lawrenceville marketing team developed a unique logo for the event while paying homage to the standard design. The city's distinguished logo conveys how Free Comic Book Day in Lawrenceville has expanded to provide additional entertainment and activities while holding true to the internationally recognized retail holiday.



2021 Free Comic Book Day Designs



The city's 2021 Free Comic Book Day marketing concept referenced common comic book elements like cel shading, Ben Day dots, speech bubbles, and word images. This style invokes an overall classic comic book feel that further suggested that the event was solely about comic books. Although free comic books are the main draw of the event, the 2021 shift led way for the expansion of the event in 2022. The 2022 event used comic books as the entry point into the event, but the extension allowed guests to traverse the possibilities that comic books open as a result.



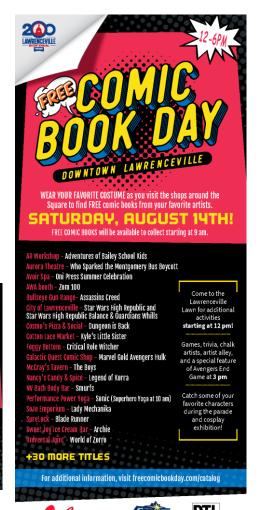
Additional 2021 Marketing













2022 Free Comic Book Day Concept Designs





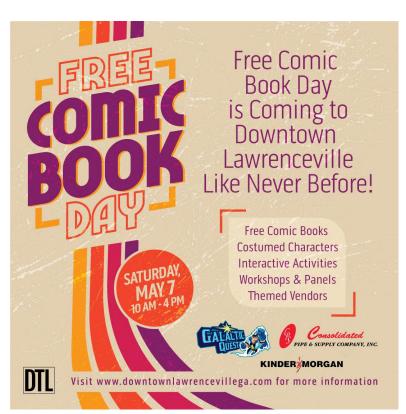




The original design concept aimed to provoke a sense of nostalgia, specifically from retro video games due to Free Comic Book Day release titles centered around classic video game characters. It was a great start but did not convey the vast expansion of the event, like the challenge in 2021's designs.



2022 Free Comic Book Day Final Concept





With this new design, the marketing team intended to merge the standard Free Comic Book Day logo with an overall design that invoked a sense of nostalgia and forward motion. This design connected the original retail holiday with the city's ideas for expanded programming, reaching into new areas of geek culture and allowing guests to engage in fresh ways while keeping free comic books at the heart.



Marketing Material

- The 2022 event marketing is divided into 3 main categories:
 - Printed Material
 - Digital Advertising
 - Social Media Marketing

Printed Material

- Flyers inserted into utility bills to ~52,000 residents
- Sandwich boards mirroring the LED signage
- Event rack cards listing the programming schedule and comic book scavenger hunt on the back

Digital Advertising

- LED signage on the downtown square
- Panel discussion about the event on the Lawrenceville Bicentennial Podcast
- Online event calendars with Eventeny embedded schedule
- Gwinnett Daily Post digital advertisements

Social Media Marketing

- Multi-use graphics for the various programming and sponsors
- Instagram story highlights
- Instagram post highlighting businesses offering free comic books



Printed Material: Utility Insert



Rectangular flyers were inserted into approximately 52,000 Lawrenceville Utilities customers' utility bills to provide additional information to the public before the event.



Printed Material: Rack Cards



Double-sided rack cards were handed out to each guest to provide additional information about the event.

The front of the card features an extensive schedule of events, listing times and locations for ease of navigation.

Find 20 or more comic book titles located throughout Down whom Lawrenceville, Fill in each titles location and return to the City of Lawrencevilles Information Booth for a chance to win a price Wilners will be announced on instagram (eithe_DTL) after the event. Name:	
Instagram®:	
10 TON PRESS PRESENTS 10 TON TALES-	
25 YEARS OF BUFFY THE VAMPIRE SLAYER +	
AVATAR LAST AIRBENDER LEGEND OF KORRA -	
AVENGERS X-MEN #1	
BARBARIC #1+	
BEST ARCHIE COMIC EVER #0 + BEST OF 2000 AD ISSUE ZERD +	
BLOODBORNE #1+	
BONE ORCHARO MYTHOS PRELUDE *	
BUNNY MASK TALES +	
CARRIERS-BEORN-DRAGON WHISPERER -	
CLEMENTINE #1 + DAW PILKEY SAMPLER FEATURING DOG MAN -	
DISNEY MASTERS DONALD DUCK & CO -	
DOCTORWHO#1-	
ELECTRIC BLACK CHILDREN OF CAINE #0 +	
ENEMIES BY SVETLANA CHMAKOVA-	
EQUILIBRIUM-	
FUZZY BASEBALL TRIPLE PLAY -	
HOLLOW #1 - INCAL UNIVERSE +	
IT WONT ALWAYS BE LIKE THIS *	
JONNA AND THE UN POSSIBLE MONSTER-	
KALJU NO 8 & SAKAMOTO DAYS +	
KULT CA BLE #1 FEAT JACK BLACK +	
MA RVELS VOICES #1 MAX MEOW CAT ON STREET COMICS SPECTACULAR -	
NEVERLANDERS +	
NOTTIN GHAM *	
OVERSTREET CHIDE TO COLLECTING COMICS.	
POKEMON JOURNEYS POKEMON ADVENTURES XY - City of Lawrenceville	
PRIMOS #1 + REALM OF BLUE MIST REMA CHRONICLES	
RED SONJA MARVEL FEATURE STORIES -	
SONIC THE HEDGEHOG - City of Lawrenceville	
SONIC THE HEDGEHOG - City of Lawrenceville SPIDER-MAN VENOM #1 Galactic Quest	
STRANGER THINGS RESIDENT ALIEN +	
STREET FIGHTER MASTERS BLANKA #1+	
TEENAGE MUTANT NINJA TURTLES + TEX IN LAND OF THE SEMINOLES -	
THE GUARDIAN OF FUKUSHIMA-	
THREE STOOGES CELEBRATION #1-	
TRESE *	
WANDANCE & BLACKGUARD +	
WINCHESTER MYSTERY HOUSE HUNDRED YEAR CURSE +	
YEAR OF VALUANT 2022 +	
* Mature + Teen - All Ares	

The opposite side of the card proposed an interactive feature: a Free Comic Book Day scavenger hunt. Guests were supplied with the comic book titles but were asked to locate each book in local businesses. Once all books were found and the location was written in, the guest could return the card to the info booth to be entered to win a gift basket.



KINDER MORGAN



Visit www.downtownlawrencevillega.com for more information



Printed Material: Table Tents & Sandwich Boards

Table tents were placed inside businesses in the Depot District before the event that featured additional programming like a board gaming event, Dungeons & Dragons workshop, and a live-action role-play demonstration.









Digital Advertising: LED Signage

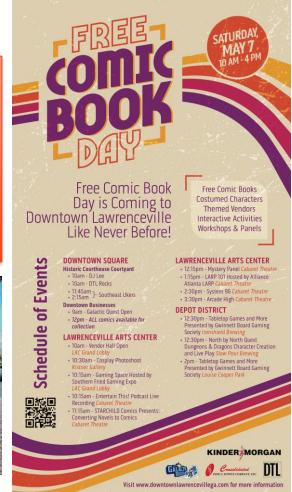


Placed on outdoor sign to be viewed by cars as they pass the building. Example of the signage →



Placed on outdoor signs to be viewed by visitors as they stroll the square. Example of the signage below.







Digital Advertising: Lawrenceville Bicentennial Podcast



This episode of the podcast, hosted by Nate McGill from Gwinnett Magazine, featured guest Kyle Puttkammer the owner of Galactic Quest, his daughter Andrea Puttkammer, and Lindsey Curnow the City of Lawrenceville Event Coordinator. The panel discussed the event's history, their own personal connection to Free Comic Book Day, and plans for future programming expansion.

Link to video:

https://youtu.be/ihNXV 1TAYAhttp s://youtu.be/ihNXV 1TAYA



Digital Advertising: Lawrenceville Bicentennial Podcast Analytics



The Lawrenceville Bicentennial Podcast episode received 4,405 views and 34 likes with a 97.1% like ratio making this a well-perceived video in the series.



FREE Comic Book Day and Galactic Quest on the Lawrenceville Bicente..

In this episode of the Bicentennial Podcast, we talk about all the new events coming to Free Comic Book Day in Lawrenceville with Galactic Quest owner...



Copyright

Apr 29, 2022 Premiered 4,405

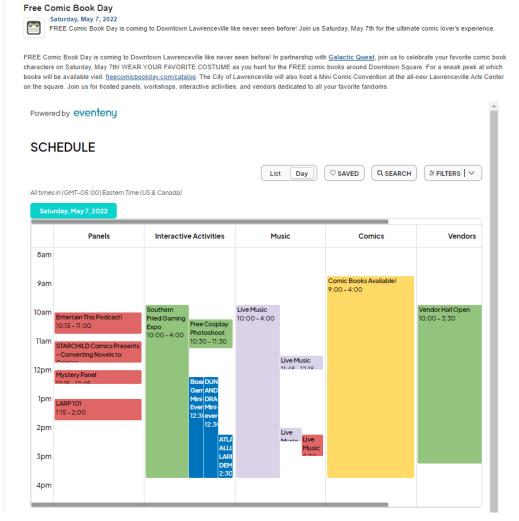
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97.1% 34 likes



Digital Advertising: Website

The marketing and events teams collaborated to embed the Eventeny Free Comic Book Day schedule onto the Downtown Lawrenceville event calendar website.



 Date:
 May 7, 2022

 Time:
 10:00 AM - 4:00 PM

 Location:
 Downtown Lawrenceville

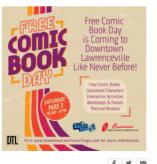
 Address:
 Lawrenceville, GA 30046

Contact: 678-407-6653

Email: Email for more information

Cost: FREE

Link: Click here for more information

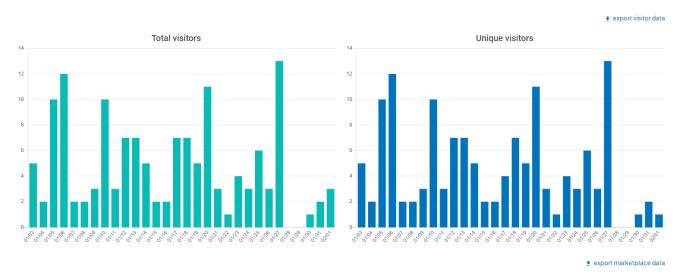




Digital Advertising: Eventeny Analytics

Event analytics

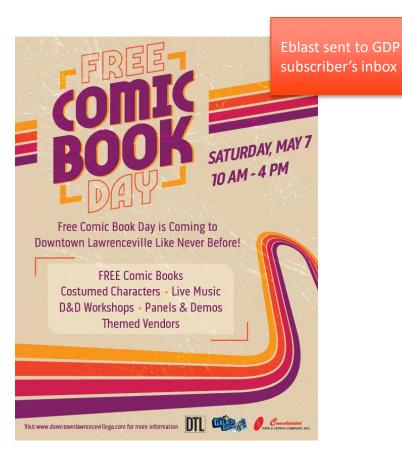


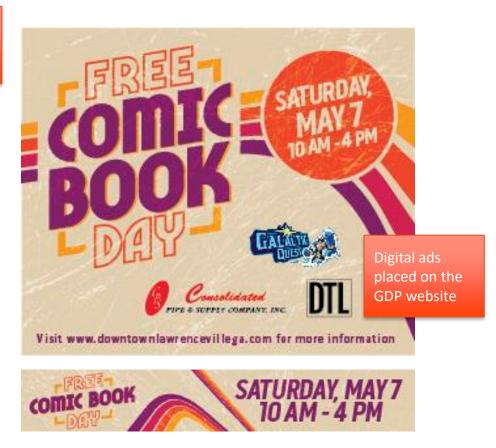


The Free Comic Book Day Eventeny webpage received 4.7k visitors with 315 visits to the page on the event day.



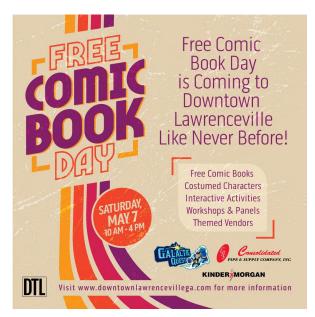
Digital Advertising: Gwinnett Daily Post Ads







Social Media Marketing: Graphics







Multi-use graphic

Graphic highlighting additional programming

'Thank You Sponsors' graphic



Social Media Marketing: Event Highlights









Free Comic Book Day was highlighted on Instagram and Facebook Stories to help direct guests through the schedule of events.



Social Media Marketing: Scavenger Hunt Raffle





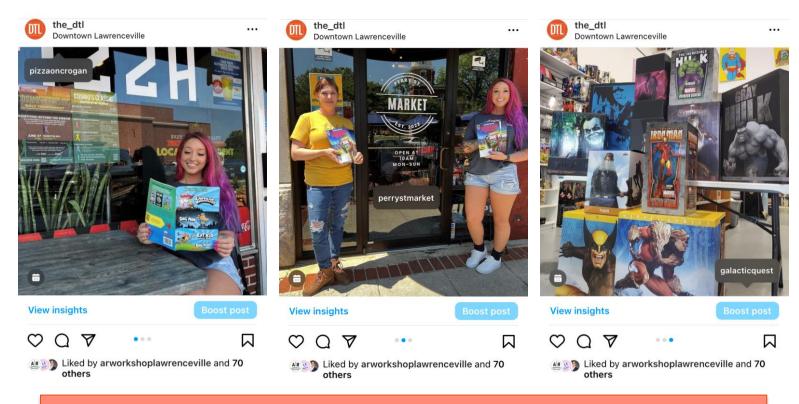




After guests returned their cards from the scavenger hunt, a raffle was conducted on social media with comic book-themed giveaway items. Three winners were selected.



Social Media Marketing: Instagram Post



An Instagram post featured three businesses participating in Free Comic Book Day and gave a sneak peek at which comic books they would be handing out.



Social Media Marketing: Instagram Post Analytics Post insights 80%

