



# WEST TOWN

VIRTUAL WEST FEST CHICAGO  
2020 RECAP

*Presented by Zapwater Communications*



# PLANNING



With the nationwide lockdowns and strict safety measures put in place to stop the spread of COVID-19, it quickly became clear that the summer festivals West Town Chicago is known for would need to look different this year. Ahead of the official mandate banning large gatherings in Chicago, Zapwater and the West Town Chicago teams made the decision to transition West Fest Chicago to a virtual format allowing fest-goers to enjoy and experience #WestFestChicagoAtHome.

# PLANNING

## **With this alternative approach, Zapwater was responsible for the following:**

- Drafted statement surrounding summer festival cancellation and distributing to local media, as well as across all appropriate social channels, and on websites
- Strategic planning and virtual program development; Zapwater developed a comprehensive overview of alternative digital initiatives to keep the community engaged and bring the spirit of these beloved festivals to the homes of those who look forward to attending each year; led various planning calls with WTCC and festival partners to move plans forward, troubleshoot operation logistics and determine the best approach to ensure participating bands and vendors receive the support they need during this difficult time
- Assisted with virtual programming logistics, led promotional content strategy, digital ad campaigns and event execution across social media
  - Created and executed comprehensive organic and paid social media plan; created graphics and drafted content
  - Assisted with paid media push by overseeing partnership with Do312
- Coordinated PetFest programming; connected with participating businesses to discuss logistics and schedule takeovers
- Conducted influencer outreach and secured promotional partnership with Chicago Bucket List

# KEY LEARNINGS

## KEY LEARNINGS

### SUCSESSES

- **Live Stream Viewership:** The teams were thrilled to see close to 1,000 viewers join the night one live stream and over 3,000 viewers tuning in for night two! Despite some technical difficulties during the DJ Stage live stream, the team acted quickly to find a solution and maintained consistent viewership throughout.
- **Social Conversation:** With more than 50 Twitter mentions and over a dozen tags across Instagram and Instagram Stories, we were thrilled to see so much social chatter surrounding the Live Streams across all social platforms. It's also worth noting that these users utilized the correct social tags, which allowed us to track their content, so we're happy to see that this virtual push did solidify that messaging.

### LEARNINGS

- **Engagement:** Following the band and DJ live streams, we saw a steady drop-off in engagement across our social media channels. This is likely due to the fact that many users who had been checking in for live stream specific updates were no longer coming to our pages. It is possible that the week-long timeframe may have been a bit too long for this niche virtual festival, however we were happy to continue driving traffic to our participating small businesses.
- **Overall Media Impressions:** Due to cancelling the in-person festivals and shorter lead times to promote the festival, the overall media impressions were lower than year's past. However, Zapwater was nimble, worked to quickly turn around press releases, and secured quality coverage in a short period of time. In addition to general coverage, the team drafted and disseminated statements surrounding the initial cancellation and event postponement.

**LIVE STREAM**

# LIVE STREAM



Virtual West Fest 2020  
1,145 views • Streamed live on Jul 17, 2020

Over 1,000 views



Virtual West Fest 2020  
3,072 views • Streamed live on Jul 18, 2020

Over 3,000 views



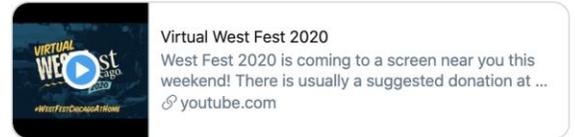
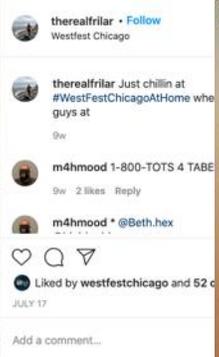
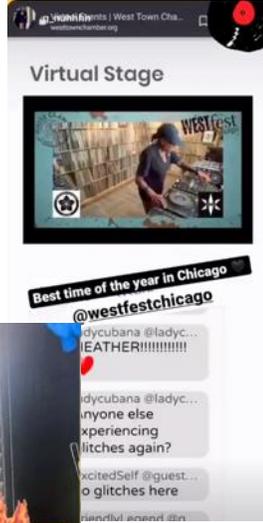
Virtual West Fest 2020  
3,176 views • Streamed live on Jul 18, 2020

## KEY INSIGHTS

The 2-night live streams generated more than 35,000 impressions

Users age 35 – 44 made up for 47% of total viewers with the longest average watch time

# ENGAGEMENT HIGHLIGHTS



# MEDIA RELATIONS

# MEDIA OVERVIEW

Zapwater's media outreach generated **more than 5 million impressions** in top publications, including Daily Herald, Chicago Sun-Times Online, Chicago Parent, Block Club Chicago, Time Out, Chicago Reader and more. Publications include:



# MEDIA HIGHLIGHTS



## Everything You Need to Know About 2020 Virtual West Fest Chicago



[West Fest Chicago](#) is one of a [number of events](#) organized by the [West Town Chicago Chamber of Commerce](#) each year. Usually taking place on Chicago Avenue between Damen and Wood, this year's festival (happening July 15 – 22) is moving online in the interest of public health and safety, like many of our favorite summertime Chicago festivals. Though you physically won't be able to drift from tent to tent, perusing the wares of local merchants as you might ordinarily be inclined to do, you can still support vendors, musical acts, and even animals in need as part of the Virtual West Fest.

# MEDIA HIGHLIGHTS



## West Fest Chicago Goes Online This Week With Music, Local Vendors And More

The festival will run Wednesday to July 22 with promotions from West Town businesses, livestreamed music and DJ performances.

WEST TOWN — West Fest Chicago is happening — but as a virtual celebration this week.

The festival will run Wednesday to July 22 with promotions from West Town businesses, livestreamed music and DJ performances, according to an announcement from the West Town Chamber of Commerce. Music will be livestreamed starting 6 p.m. Friday and Saturday on the [festival's website](#).

The Chamber of Commerce [canceled West Fest Chicago](#), along with other West Town summer festivals, in early April due to the ongoing coronavirus pandemic.

Some members of the Chamber of Commerce and small businesses will offer promotions and specials during the fest. The virtual vendor schedule will be available Wednesday on the festival's [website](#).

# MEDIA HIGHLIGHTS

## TimeOut

### Virtual West Fest Chicago



Instead of bringing music and vendors to the streets of West Town this summer, West Fest will take place virtually, hosting two nights of livestreamed performances. Tune in to catch sets from disco-tinged rapper Ric Wilson, house DJ Mark Farina and hip-hop duo Mother Nature. A virtual version of the annual Pet Fest will showcase videos of four-legged friends between musicians and a lineup of local businesses will offer special deals and promotions throughout the weekend. It's free to watch the stream, but a \$10 suggested donation will help ensure that West Fest can return in the future.

# PAID MEDIA SUPPORT

# DO312



To reach additional engaged consumers online, the team assisted with securing a promotional partnership with Do312 as a part of their #DoStuffAtHome series dedicated to quarantine-friendly programming throughout Chicago.

This partnership consisted of a dedicated event listing on Do312.com, inclusion in daily newsletter, organic social promotion and a sponsored giveaway, which provided the West Town Chamber with access to Do312's collected data entries. Winners of said giveaway received gift certificates to local retailers to encourage purchases and provide much-needed support during these times.

West Fest Chicago is going VIRTUAL this year, and you do not want to miss it. We've got everything you love about the street fest coming to you at home!

- Exclusive sales from your favorite vendors
- Festival favorite foods delivered straight to your door
- Live streamed music and DJ sets

AND SO. MUCH. MORE!

2020 West Fest Chicago Virtual Stage is brought to you in part by [White Claw Hard Seltzer](#):

## FRIDAY, JULY 17

Live Stream by [Empty Bottle](#) Presents:

- 9:00pm Ric Wilson
- 8:00pm Automatic
- 7:00pm Choir Boy
- 6:00pm Mother Nature



## DO312 STATS:

280,000 UVPM

240,000 Subscribers

155,000 Followers

# INFLUENCER RELATIONS

# CHICAGO BUCKET LIST

**Chicago Bucket List**  
July 16 · 🌐

West Fest Chicago is going virtual this year – Tag a friend you want to “go” with! 🎵👉 NOW through 7/22, you can tune into the music live streams, shop your favorite vendor sales and order your favorite grub here: <https://bit.ly/westfestchicago2020>  
#WestFestChicagoAtHome #WestTownChicago #WestFestChicago West Town Chicago



Facebook Followers:  
418,958

Instagram Followers:  
448,000

Instagram Story Impressions:  
63,000

Facebook Post Impressions:  
13,700

Total Engagement:  
1,400

Total Link Clicks:  
518

# GRAPHIC DEVELOPMENT

# WEST FEST GRAPHICS

Given that our live festival coverage across social media is typically photographs captured onsite at the event, this year's virtual programming presented a challenge to ensure that our varied programming and promotions were still presented in a cohesive and on-brand format. As such, Zapwater worked with the festival's existing branding to create a series of informative graphic templates to communicate all aspects of the virtual festival experience.

## ADS

**JULY 15-22**  
#WESTFESTCHICAGOATHOME

SHOP YOUR GO-TO  
VENDORS

ORDER YOUR  
FAVORITE FEST FOODS

PARTY WITH A COLD  
BEVERAGE IN HAND

...ALL FROM HOME



## PROMOS

**PIE-EYED  
PIZZERIA**



Promo Code:  
WESTFEST25  
25% off pizzas;  
Call 312.243.3735

#WESTFESTCHICAGOATHOME



#WESTFESTCHICAGOATHOME

## PROGRAMS

**#PETFEST  
PUP BREAK  
w/ CANINE CREWS**



TODAY @ 12 PM  
ON INSTAGRAM LIVE

#WESTFESTCHICAGOATHOME



Hi, I'm Motorboat!

ALIVE RESCUE



ADOPT ME!

#WESTFESTCHICAGOATHOME

# SOCIAL MEDIA

# SOCIAL HIGHLIGHTS

## FANS/FOLLOWERS:

Facebook: 6,914

Instagram: 1,744

Twitter: 492

## INSTAGRAM:

- From April 13 to July 22, West Fest Chicago's Instagram posts secured more than **18,400 impressions**
- Daily Instagram Story coverage acquired a total of **13,612 impressions**

## TWITTER:

- From April 13 to July 22, West Fest Chicago Twitter posts harnessed over **17,500 impressions**.
- During the bulk of our promotional efforts, we saw a **1.6% engagement rate**. (above the industry standard of .3-1%)

## FACEBOOK

- From April 13 to July 22, West Fest Chicago's Facebook posts generated more than **52,600 impressions**.
- **Our Facebook Event listing reached approx. 39.8k people.**

# TOP POSTS

## TWITTER

**West Fest Chicago** @westfestchicago · Jul 17  
By now you've set multiple reminders and bookmarked [westfestchicago.com](http://westfestchicago.com) so you don't miss a second of tonight's live stream lineup presented by @TheEmptyBottle. (If you haven't, get it together and go do that now.)



**West Fest Chicago** @westfestchicago · Jul 18  
Alright, @djjohnsimmons, @djheather, @bizanddiz and @djmarkfarina are all coming over tonight. Are you ready for this?  
#WestFestChicagoAtHome westfestchicago.com // brought to you in part by @whiteclaw



**West Fest Chicago** @westfestchicago · Jul 11  
#ICYMI, this dropped the other day. Yeah, it's ridiculously good. You better be saving the dates right now!  
#WestFestChicagoAtHome westfestchicago.com



## FACEBOOK

**West Fest Chicago**  
Published by Brianna Stein [?] · July 10 · 🌐  
Shop your favorite vendors. Order your favorite grub. Grab a cold beverage and get ready to get down...at home. Listen, if we can't party together this year, then we're bringing it all straight to you. Welcome to #WestFestChicagoAtHome. [www.westfestchicago.com](http://www.westfestchicago.com)



**West Fest Chicago**  
Published by Brianna Stein [?] · July 11 · 🌐  
#ICYMI, this dropped the other day. Yeah, it's ridiculously good. You better be saving the dates right now!  
#WestFestChicagoAtHome [www.westfestchicago.com](http://www.westfestchicago.com)



**West Fest Chicago**  
Published by Brianna Stein [?] · July 7 · 🌐  
Coming soon to a screen near you: [www.westfestchicago.com](http://www.westfestchicago.com)



## INSTAGRAM



# PET FEST INSTAGRAM TAKEOVERS



The Canine Crews live streams have received over 200 views



Our Alive Rescue content harnessed over 850 impressions

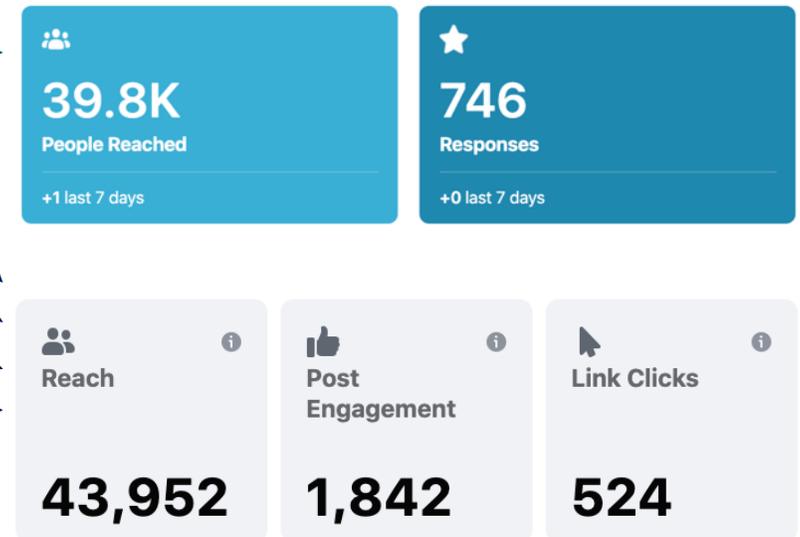


# PAID SOCIAL

**Total Impressions: 148,813**

Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent
 Event: Virtual West Fest Chicago	500 Event Re...	38,136	83,403	\$0.60 Per Event...	\$300.00
 Instagram Post: #ICYMI, this dr...	481 Post Eng...	5,878	7,058	\$0.10 Per Post ...	\$50.00
 Default name - Traffic	136 Link Clicks	5,056	32,318	\$0.74 Per Link ...	\$100.00
 WFC 2020 - Stories	389 Link Clicks	16,520	22,619	\$0.39 Per Link ...	\$150.00
 Post: "Shop your favorite vend...	640 Post Eng...	2,393	3,415	\$0.16 Per Post ...	\$100.00
> Results from 5 ads ⓘ	—	<b>61,104</b> People	<b>148,813</b> Total	—	<b>\$700.00</b> Total Spent

## Event Performance



**SPONSOR CONTENT**

# WHITE CLAW

**West Fest Chicago**  
Published by Brianna Stein [?] · July 17 · 🌐

Shout out to White Claw Hard Seltzer for keeping our summer spirits high! Now, go grab your flavor of choice, head to the link in our bio, and let's get this party started! #WestFestChicagoAtHome



MADE PURE  
100 CALORIES | 5% ALCOHOL | 2g CARB

00:16

White Claw Hard Seltzer with Flavors. All Registered Trademarks used under license by White Claw Seltzer Works, Chicago, IL 60661. Nutritional information available at whiteclaw.com

**West Fest Chicago** @westfestchicago · Jul 20

Down to your final @WhiteClaw after a wild weekend of virtual fun? We've got you covered with \$5 off your order from @Drizly with code WHITECLAWNOW. #WestFestChicagoAtHome



RASPBERRY  
5% ALC/VOL  
SPIKED SPARKLING WATER WITH A HINT OF RASPBERRY  
BEER WITH NATURAL FLAVORS

#WESTFESTCHICAGOATHOME

westfestchicago · Following West Town

westfestchicago It's about to be a busy week, so you best replenish your @WhiteClaw stash now! Order from @drizlyinc and get \$5 off with code WHITECLAWNOW. And that, friends, is how you master #WestFestChicagoAtHome.



#WESTFESTCHICAGOATHOME

westfestchicago · Following

westfestchicago Shout out to @WhiteClaw for keeping our summer spirits high! Now, go grab your flavor of choice, head to the link in our bio, and let's get this party started! #WestFestChicagoAtHome



#WESTFESTCHICAGOATHOME

Have you stocked up on @whiteclaw?!



#WESTFESTCHICAGOATHOME

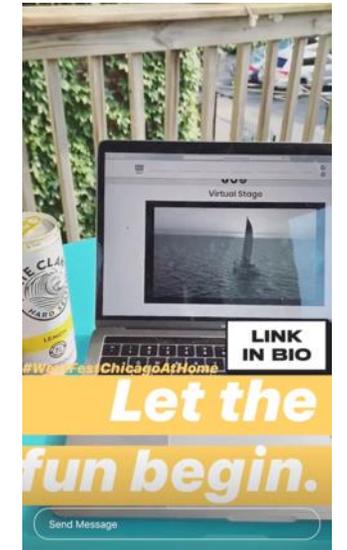
Order from @drizlyinc with code WHITECLAWNOW to get \$5 off your order!

Send Message



@whiteclaw  
#WestFestChicagoAtHome  
OHHHHH yeahhhhh  
Let's do this.

Send Message



LINK IN BIO

Let the fun begin.

Send Message

July 22 2:26 PM  
#WestFestChicagoAtHome  
LAST CALL!  
@whiteclaw  
@drizlyinc

ENJOY WHITE CLAW® AT HOME



Save \$5 with offer code WHITECLAWNOW

7,000+ #WestFestChicagoAtHome Live Stream Views  
10,052 Total Impressions via Social Media  
502 Total Engagements on Sponsored Social Content



**THANK YOU!**

