

The retailer supported the major sweepstakes promotion with the following; banners, bags, bag stuffers, employee buttons, point-of-sale materials etc. A pre-determined portion of its advertising, including television, radio and print media was devoted to the sweepstakes. It was intended 1440 trips to the Exposition were to be offered. The media value of this major sweepstakes was to be a minimum of \$4,000,000.

REVISIONS TO CONTRACT

Early on Management Resources realized that the awareness level in the Western United States was very low. Promotional plans had to be adjusted accordingly to compensate for this. Management Resources focused on creating awareness and generating more information in the United States by utilizing Expo Centre in their promotional message in the early Fall.

The final revision was made in regards to the length of the original contract. Management Resources was originally committed to work through July of 1986. Expo 86 chose to extend the contract through the run of the Exposition. Special promotional emphasis during this extension was to be placed in the San Francisco/Bay Area and Los Angeles/Orange County areas.

RESULTS

Target Markets Promotions

Expo's demographics in the Western United States' markets included adults aged 25+ and families with household incomes of \$35K+. In putting together promotions, these demographics were key factors in the pursuit and selection of promotional partners from media promotions to special events and package goods promotions. The objective in the target market promotions was to supplement the existing marketing elements by extending or adding impact to the Expo and British Columbia message being relayed via their paid advertising, sales and publicity programs. Management Resources leveraged the British Columbia and Expo products by providing maximum exposure at a minimal cost to Expo or British Columbia Tourism.