

## Client

Positively Cleveland  
(Cleveland CVB)

## Campaign

2009 Rock and Roll Hall of Fame  
Induction Ceremony

## Target

*Music Fans, Travel Enthusiasts,  
geo-targeted to Detroit,  
Pittsburgh, Columbus and  
Cleveland with spill over to  
National exposure*

## Campaign Duration

Six Weeks



## Objectives

To leverage chatter and excitement about the 2009 Rock and Roll Hall of Fame Induction Ceremony being in Cleveland this year and the accompanying Sweepstakes to bring focus to Cleveland as a travel destination.

## Strategies

- Reached out to thought leaders within:
  - Blogs
  - Social Networks
  - Message Boards
- Leveraged chatter about the nominees to bring focus on the event and Cleveland
- Leveraged a compelling sweepstakes in which the winner won tickets to the event and a hotel stay
- Seeded links to the mini-page to get more information and to enter the sweepstakes

## Results

- Over 22 Million Impressions
- The Most successful sweepstakes Positively Cleveland has ever held
- Event sold out
- Sharp spike in site traffic with an over 30% sustained increase in site traffic
- Reached 378 sites/groups within the target with campaign materials
- Community building within Social Networks, Blogs and Message Boards
- Brought back useful insights as to consumer sentiment towards the campaign and Cleveland
- Created long term relationships with interested Opinion Leaders (Blogs, Social Networks, etc.)

