DELRAY BEACH ICE CREAM CHALLENGE

Produced by the Delray Beach Downtown Development Authority



June - August 2019

DELRAY BEACH ICE CREAM CHALLENGE

This fun summer program was created to develop both awareness for a subset of shops in the Downtown Delray Beach area, while encouraging guests to try something new and explore Downtown Delray Beach.



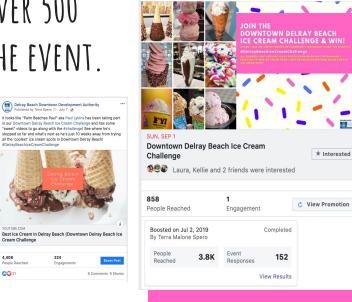
THE CAMPAIGN WAS LAUNCHED BOTH IN-STORE AND ON FACEBOOK

ON OUR OWN FACEBOOK POSTS & EVENT PAGE REACHED OVER 26,000 UNIQUE PEOPLE, WITH OVER 500 PEOPLE 'INTERESTED' IN THE EVENT.





O 21



event.

Delray Beach Downtown Development Authority added an ***



Delray Beach Downtown Development Authority ished by Terra Spero [7] - June 4 - 3

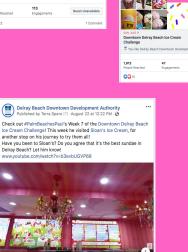
YOUTUBE.COM

People Reached

009

Best Sundae's in Delray Beach (Sloan's) Sloan's ice cream shop in Delray Beach has a magic window and lots ..

Engagement



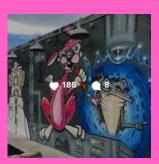
Boost Post

2 Shares





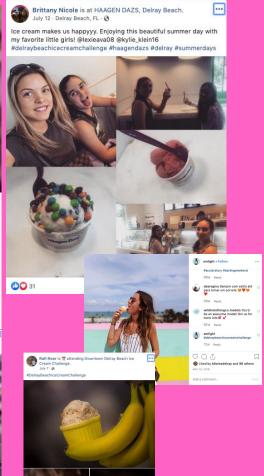
BUT WITH THE ORGANIC ENGAGEMENT OF OTHERS, THAT REACH WAS AMPLIFIED EVEN GREATER!











A LOCAL YOUTUBER EVEN JOINED THE CHALLENGE!



Best Sundae's in Delray Beach (Sloan's)

44 views · 3 weeks ago



Best Root Beer Float in Delray- Foxworth Fountain...

109 views • 2 months ago



Rolled Ice Cream In Delray Beach (Asian Ice Cream)

67 views • 1 month ago



If Heaven Was Ice Cream (Downtown Delray Beach Ic...

59 views • 1 month ago



Best Ice Cream In Delray Beach (Downtown Delray...

254 views • 2 months ago



Best Frozen Yogurt In Delray Beach (Downtown Delray...

50 views • 1 month ago



Searching For The Best Ice Cream In Delray Beach

70 views • 1 month ago



- OVER 30,000 TOTAL IMPRESSIONS FROM DDA CONTENT
- DOZENS OF UNIQUE PARTICIPANTS SHARING CONTENT WITH OVER 3,000 ENGAGEMENTS ON USER CONTENT
- LOCAL DIGITAL & MEDIA COVERAGE
- ONE SWEET SUMMER CAMPAIGN

:1203

THIS CAMPAIGN OFFERED A GIFT CARD TO A RANDOMLY SELECTED PARTICIPANT & PRINTED FLYERS TO DISPLAY THROUGHOUT DOWNTOWN: APPROX \$50







