

# 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.



## JOIN THE DELRAY BEACH ICE CREAM CHALLENGE & WIN!

SHARE YOUR ICE CREAM PHOTOS ON  
FACEBOOK & INSTAGRAM USING THE HASHTAG  
**#DelrayBeachIceCreamChallenge**

ALL SUMMER LONG AND ONE LUCKY PHOTO  
SUBMISSION WILL BE RANDOMLY SELECTED TO  
WIN ICE CREAM FROM THEIR FAVORITE  
DOWNTOWN DELRAY BEACH ICE CREAM SHOP!

Learn more about the Delray Beach Ice Cream Challenge at  
[bit.ly/DBIceCream](http://bit.ly/DBIceCream)

SPONSORED BY  
**DDA**  
DOWNTOWN  
DEVELOPMENT  
AUTHORITY  
Downtown Delray Beach, Florida

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.

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · June 23 ·

I-scream-you-scream-we-all-scream-for-ice-cream! How far have you gotten in the #DelrayBeachIceCreamChallenge? With a dozen shops, that's 1 per week, all summer long...use the hashtag #DelrayBeachIceCreamChallenge and one lucky winner will win a gift card to their favorite Downtown Delray Beach Ice Cream Shop at the end of the summer! That's what we call a #WinWin! #SundaySundae

**Downtown Delray Beach Ice Cream Challenge**

**JOIN THE DOWNTOWN DELRAY BEACH ICE CREAM CHALLENGE & WIN!**  
#DelrayBeachIceCreamChallenge  
To compete, visit any of the dozen ice cream shops in #DowntownDelrayBeach and use the hashtag #DelrayBeachIceCreamChallenge when you share your photos on Facebook or Instagram and one lucky photo will win a gift card to their favorite Downtown Delray Beach ice cream shop! Get all the details here: [LINK](#)

**SUN, JUL 21**  
**Downtown Delray Beach Ice Cream Challenge**

**2,298** People Reached **70** Engagements **Boost Post**

**9** **1 Comment** **2 Shares**

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · August 18 at 12:22 PM ·

Where have you been so far? With a dozen ice cream shops in #DowntownDelrayBeach and the summer days running out...don't miss your chance to Win with the #DelrayBeachIceCreamChallenge! Just use that hashtag and be entered to win!!!

**2,803** People Reached **141** Engagements **Boost Post**

**15** **4 Comments** **4 Shares**

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · July 7 ·

It looks like "Palm Beaches Paul" aka Paul Lykins has been taking part in our Downtown Delray Beach Ice Cream Challenge and has some "sweet" videos to go along with the #challenge! See where he's stopped so far and what's next as he's just 10 weeks away from trying all the "coolest" ice cream spots in Downtown Delray Beach! #DelrayBeachIceCreamChallenge

**Best Ice Cream In Delray Beach (Downtown Delray Beach Ice Cream Challenge)**

**4,408** People Reached **224** Engagements **Boost Post**

**21** **6 Comments** **5 Shares**

**Delray Beach Downtown Development Authority** added an event.  
June 4 ·

**JOIN THE DOWNTOWN DELRAY BEACH ICE CREAM CHALLENGE & WIN!**  
#DelrayBeachIceCreamChallenge  
To compete, visit any of the dozen ice cream shops in #DowntownDelrayBeach and use the hashtag #DelrayBeachIceCreamChallenge when you share your photos on Facebook or Instagram and one lucky photo will win a gift card to their favorite Downtown Delray Beach ice cream shop! Get all the details here: [LINK](#)

**SUN, SEP 1**  
**Downtown Delray Beach Ice Cream Challenge**

**858** People Reached **1** Engagement **View Promotion**

**Boosted on Jul 2, 2019**  
By Terra Malone Spore

**People Reached** **3.8K** **Event Responses** **152**

**View Results**

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · June 4 ·

Just in time for the Downtown Delray Beach Ice Cream Challenge...this Thursday is the official Grand Opening & Ribbon Cutting of Proper Ice Cream East!  
Join us at 5:30 PM and help us welcome our newest scoop shop to #DowntownDelrayBeach!

**Proper Ice Cream**  
75 SE 4th Ave... See More

**GRAND OPENING & RIBBON CUTTING**  
**PROPER ice cream**  
THE WAY IT SHOULD BE  
**THURSDAY, JUNE 6 - 5:30PM**

**THIS JULY**  
**Grand Opening Celebration: Proper Ice Cream East**

**1,601** People Reached **113** Engagements **Boost Unavailable**

**22** **1 Comment**

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · July 21 ·

It's officially National Ice Cream Day...and what better way to celebrate than with the Downtown Delray Beach Ice Cream Challenge! Remember - visit ANY of over 20 DDB ice cream shops in #DowntownDelray and use hashtag #DelrayBeachIceCreamChallenge when you share your photos on Facebook or Instagram and one lucky photo will win a gift card to their favorite Downtown Delray ice cream shop! Get all the details here: [LINK](#)

**JOIN THE DOWNTOWN DELRAY BEACH ICE CREAM CHALLENGE & WIN!**  
#DelrayBeachIceCreamChallenge  
To compete, visit any of the dozen ice cream shops in #DowntownDelrayBeach and use the hashtag #DelrayBeachIceCreamChallenge when you share your photos on Facebook or Instagram and one lucky photo will win a gift card to their favorite Downtown Delray Beach ice cream shop! Get all the details here: [LINK](#)

**SUN, AUG 11**  
**Downtown Delray Beach Ice Cream Challenge**

**1,812** People Reached **47** Engagements **Boost Unavailable**

**15** **1 Share**

**Delray Beach Downtown Development Authority**  
Published by Terra Spore 171 · August 22 at 12:22 PM ·

Check out #PalmBeachesPaul's Week 7 of the Downtown Delray Beach Ice Cream Challenge! This week he visited Sloan's Ice Cream, for another stop on his journey to try them all! Have you been to Sloan's? Do you agree that it's the best sundae in Delray Beach? Let him know!  
[www.youtube.com/watch?v=b3evbUGVP68](http://www.youtube.com/watch?v=b3evbUGVP68)

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

**1,133** People Reached **49** Engagements **Boost Post**

**9** **2 Shares**





# A LOCAL YOUTUBER EVEN JOINED THE CHALLENGE!



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

44 views • 3 weeks ago



**Rolled Ice Cream In Delray Beach (Asian Ice Cream)**

67 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



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

109 views • 2 months ago



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

59 views • 1 month ago



**Searching For The Best Ice Cream In Delray Beach**

70 views • 1 month ago





## RESULT:

- 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



## COST:

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