



Marketing Excellence (campaign or project budget over \$5,000) Award Finalist

Northlands, Capital EX, Edmonton

Pink gorilla marketing wins the day

Capital EX, a Northlands event, is the largest outdoor festival in Edmonton each summer. The marketing campaign's objectives to drive awareness, attendance and advance ticket sales were all met and the results included chart-topping ticket sales, 7,000 new Facebook fans, and media coverage estimated at more than \$1.1 million.

A stuffed pink gorilla, used as a prop by street teams in a pre-event contest, became an integral part of the fun campaign. Pinky the Gorilla became a social media celebrity and made her way around the city appearing at various attractions. The campaign succeeded because the viral mascot, traditional media, social media, and partnerships were tied together and the results were phenomenal.

"As a community service based organization, Northlands is continuously looking for ways to give back to and connect with the community," says Richard L. Andersen, President and CEO of Northlands. "This marketing campaign allowed us to achieve this objective and enrich the lives of many within the region. Pinky and the Woot Camp Street Team spent weeks engaging Edmontonians in fun-filled activities representing all aspects of Edmonton's largest summer festival, Capital EX. Through social media, billboards and onsite demonstrations, families were able to familiarize themselves with the Capital EX brand, and enjoy themselves in the process."

Northlands took an integrated marketing campaign that was based on traditional media channels and brought it to life with experiential marketing and social media. The campaign exceeded all expectations and succeeded in engaging people directly through social media. By linking to tourism attractions around Edmonton the campaign increased its reach, brought the whole community together and connected the media, corporate partners and Capital EX attendees.

Contact: Richard L. Anderson, President & CEO, Northlands, 780-471-7303, jguzzwell@northlands.com

Sponsored by Karo Group, the Marketing Excellence (budget over \$5,000) Alto recognizes creative marketing campaigns and projects that encourage travel to, and within, Alberta with budgets greater than \$5,000.