



NEWS RELEASE

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Erie County Fair Wins “Best Overall Marketing Campaign” Award In International Association of Fairs & Expositions Competition

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HAMBURG, NY –The Erie County Fair was recognized internationally with the “Best Overall Marketing Campaign” award at the 127th Annual Convention of International Association of Fairs and Expositions (IAFE) held in San Antonio, Texas. This is the first time in the Fair’s 179 year history that it has won the top marketing award in North America.

The Fair received the award for its 2018 advertising campaign titled, “Best 12 Days of Summer.” The judged campaign included all advertising elements including poster graphics, brochures, outdoor, television, radio, print display advertising, digital media, use of social media, website, merchandise and related promotional materials. The Erie County Fair competed in “Division 5” of the IAFE’s Hall of Honor Communication Awards which represents fairs with attendance of one million or more.

“The primary goal of the “Best 12 Days of Summer” campaign was to equate the Erie County Fair with all that’s good about summer in Western New York State,” said Jessica Underberg, Fair CEO. “ Not only is the Fair “The Best 12 Days of Summer,” but the strategy communicated that the “best” food, entertainment, animals, rides and family fun could be found at the Erie County Fair.”

In addition to the “Best Overall Marketing Campaign” recognition, the Erie County Fair’s marketing team received three “1st place” awards for excellence in “Best Promotional/Advertising Poster,” “Best Website,” and “Best Marketing Promotional Display or Piece.” The “Best Marketing Promotional Display or Piece” was won for the Fair’s Erie County Fair Beer project that was brewed and bottled locally by Flying Bison Brewery and sold through Try-It Distributing.

The Erie County Fair partnered with Buffalo’s Wynne Creative Group, a nationally recognized marketing and branding firm, to develop the 2018 campaign. Wynne Creative Group has served the Erie County Fair since 2003. Wynne Creative Group specializes in design, brand development and advertising. Website design and support was provided by Saffire.

About the International Association of Fairs and Expositions (IAFE)

Based in Springfield, Mo., the IAFE is a nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields. The IAFE was founded in 1885 with a half dozen fairs as members. Today, over 2,500 fairs, festivals, expositions and suppliers in the United States and internationally, are members of IAFE.

About Wynne Creative Group

A nationally recognized firm headquartered in downtown Buffalo, NY. Founded in 2002, the group specializes in design, advertising, publications and brand development. The firm provides communication and marketing solutions to local, national and global businesses. Their industry experience includes hospitality, financial services, food and beverage, medical services and not-for-profits (www.WynneCreative.com).

About the Erie County Fair

The Erie County Agricultural Society is a private not-for-profit membership organization. Established in 1819, the Society is the oldest civic organization in Western New York. The mission of the Erie County Agricultural Society (ECAS), sponsors of the Erie County Fair, is to preserve and enhance, by educational endeavors, the agricultural and historical legacy of New York State. The Fair strives to fulfill appropriate aspects of the agricultural, educational, entertainment and recreational needs of Western New York. The 2019 Erie County Fair is scheduled for August 7th -18th (www.ECFair.org).