



WWW.CIPRCOMMUNICATIONS.COM

CASE STUDY

SALMON ARM ROOTS & BLUES

The Salmon Arm ROOTS and BLUES Festival initially engaged CIPR Communications in 2017 for completion of a communications strategy and media relations execution.



403 462 1160



peter@ciprcommunications.com



[@CIPRCOMS](#)



The Salmon Arm ROOTS&BLUES Festival initially engaged CIPR Communications in 2017 for completion of a communications strategy and media relations execution. Successful results in 2017 led to the assistance with marketing grant proposal writing throughout 2018. In 2019, after successful receiving over \$175,000 of grants from Destination British Columbia, the Festival engaged CIPR to take on the entire communications and marketing planning and execution.

After nearly 30 years as a recognized experience, the ROOTS&BLUES Festival knew it needed to engage experts to generate leads and grow brand awareness with new audiences to remain sustainable into the future.

By creating an innovative strategy and plan, CIPR was able to execute on a strategy that significantly grew brand reach and recognition.

CASE STUDY



CIPR STRATEGIC APPROACH

During our engagement specifically related to the 27th annual Salmon Arm ROOTSandBLUES Festival, CIPR began by assisting the ROOTSandBLUES team in the submission of a grant application to destination British Columbia. By being able to articulate the overarching marketing vision and specific tactics that would be most beneficial to reaching new markets the grant was awarded to ROOTSandBLUES.

CIPR then began with an in-depth, overarching communications and marketing strategy. The strategy was accompanied by a 12-month tactical plan that outlined the necessary tactics needed as well as the best timing and key messaging associated with each to ensure a successful implementation.

The plan was utilized by CIPR, in consultation with ROOTSandBLUES, in order to execute the strategy. The strategic plan ensured messaging alignment and a synchronized approach to storytelling. The strategy allowed all individuals involved (from volunteers to staff and consultants) to understand the bigger picture communications plan and take ownership of

their individual tasks ensuring seamless marketing through multiple channels.

CIPR managed the marketing and communications budget throughout the implementation phase and managed the entire execution of the strategy, including providing direction to an internal media relations staff member.

CIPR focused on a strong regional media relations campaign and ad-buy, a rich marketing campaign targeting Western Canada, a digital approach that featured influencer content marketing and high-frequency social media, and a robust approach to communication with past patrons.

CIPR was instrumental in setting the tones and themes that became the focus of the 27th annual Festival and took a lead role in designing all creative elements utilized in digital applications and traditional marketing.

CIPR TACTICS

- Media Relations, coordination, pitching and releases
- Key message creation
- E-newsletter campaigns
- Website management
- Content creation (newsletters, social media, event program, contesting)
- Management of media relations staff and volunteers
- On-the-ground support during the event
- Social Media monitoring, management, execution
- Video creation and photography oversight
- Influencer management
- Digital marketing strategy and management
- Traditional media-buy (Radio, Print, TV, Outdoor)
- Innovative media-buy (Social, Movie Theatres, Contesting)
- Graphic design (banners, postcards, posters, etc.)
- On-site marketing (food, beverage, childcare, contesting, awareness)
- Sponsorship recognition
- Reporting and analysis



Jim Cuddy to return to Roots and Blues stage

The celebrated Blue Rodeo member is bringing an equally talented band to the summer festival

BARB BROUWER / Dec. 2, 2018 11:42 a.m. / ENTERTAINMENT / LOCAL ENTERTAINMENT



Casey Graff and Dan Tait make up Keloena Jax, Tiger Moon. (Kirk Squires photo)

Emerging artists given chance at Shuswap's Roots Blues Festival

Chosen participants can perform two 40-minute sets on the Wednesday or Thursday night, and more.

Jun. 17, 2019 3:40 p.m. / ENTERTAINMENT

Home » Entertainment

Sue Foley, Jack de Keyser among latest additions to Roots and Blues festival lineup

Kamloops This Week
FEBRUARY 14, 2019 02:49 PM



Cohesive Brand Story

Resulting In: An engaged audience primed for ticket conversion in 2020 as CIPR continues its engagement with ROOTSandBLUES.

↑ 63% on Twitter
↑ 16% on Facebook
↑ 19% on Instagram

Resulting In: Total impressions and engagements on all platforms hit all time highs as new, younger demographics became engaged with the Festival. The growth allowed brand recognition of the Festival to climb and organic reach and engagement to grow significantly. Instagram Stories had a 97% completion rate; Facebook saw a 118% increase in organic post reach; and Twitter increased clicks through to the website by 22%.

360,000
influencer followers
engaged

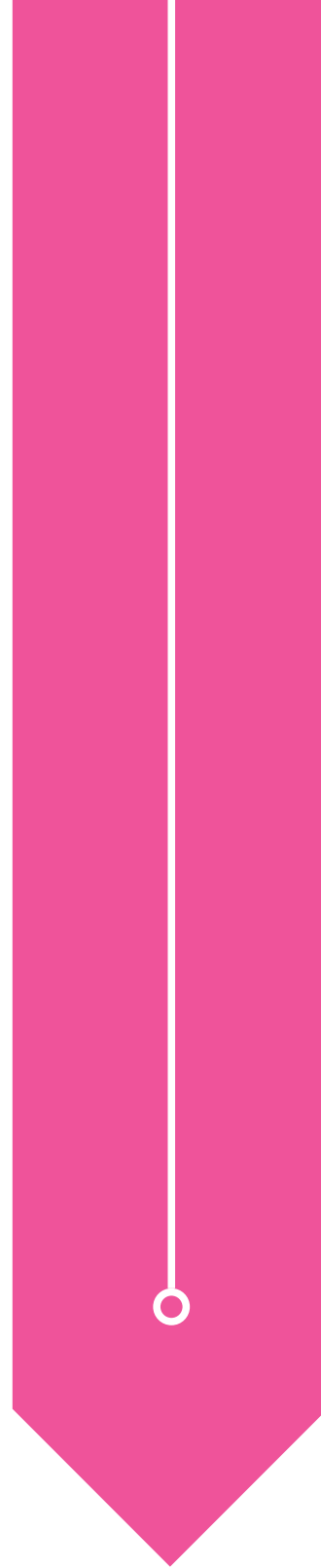
Resulting in: Influencer marketing complimented the new social media and digital marketing strategy. The influencer networks directly resulted in social media growth of the ROOTSandBLUES channels and a huge uptick in engaged followers on all ROOTSandBLUES accounts.

10,000
new monthly website
visits

Resulting In: More online purchases at higher price points; increased brand awareness and reach; ability to retarget digital advertising to more individuals allowing for a more impactful online marketing campaign; increase in number of page views on the website

9+
media releases
50+
media hits

Resulting In: Ticket sales; positive reputational benefits for the Festival amongst new audiences; volunteer and stakeholder pride and momentum; increased brand awareness in new markets



WWW.CIPRCOMMUNICATIONS.COM