

# Bell Fort Worth Alliance Air Show Consumer Engagement



Building off previous successes, Cooksey Communications developed a gamification marketing strategy coupled with a robust digital marketing campaign to elevate the Bell Fort Worth Alliance Air Show's online presence. Through combined organic social media reach, paid digital campaigns and e-blast campaigns, the strategy targeted current and prospective followers and subscribers.

Cooksey further leveraged these paid media and digital media efforts through an interactive social media game, "Spin to Win," which encouraged the public to play for a chance to win an air show-related prize, enhanced brand awareness and captured players' email addresses. These efforts resulted in a 300 percent increase in the subscriber database and a 200 percent increase of total social media (Facebook, Twitter and Instagram) followers.

In addition, the campaign was honored with a Platinum Award for consumer engagement in the Hermes Creative Awards Competition and with a Platinum Pinnacle Award for Outstanding Community Engagement from the International Council of Air Shows.



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