Contests, Virtual Food Tours, Media Partner Programs: 3 Timely Ideas for Any CrowdRiff User

Nia Jones
Visit Bloomington

@nia_simone95 @visitbtown

The Objective

Objective

- Local businesses are struggling
  - Little to no business for two months
  - Still two months before students returned to Bloomington
- The sense of “community” was lacking

Objective

- Rediscover Bloomington and Monroe County
- Re-engage the community responsibly
- Make sure local & small businesses know they are supported

The Plan & Execution

Plan

1. Decide which industries to highlight
2. Gain interest from partners
3. Develop a concept and incentives for both partners and participants
4. Create it!

1. Highlighted Industries

- Who needs the most help (Spoiler: they all do)
- Ventured outside of typical tourism and hospitality partners
- Emphasized being responsible and socially aware

Categories

- Let's Eat
- Shop Local
- Pamper yourself
- Do Something Fun
- On the Go
- Explore the outdoors
- B-Town Gives back
- Support the arts
- Summer staycation
- Civic Engagement

2. Gain interest from partners

- Get buy-in from local businesses because:
  1. They can help spread awareness of campaign
  2. First want to make sure they are ready and comfortable for potential extra business

<u>Who We Contacted</u>

- Dining
- Local retailers with online shops
- The City of Bloomington & Monroe County
- <u>Not</u> the university

3. Develop Concept & Incentives

- A checklist worked best for the plan
- Run Time: the entire summer
- Incentive: weekly prizes and one big grand prize

B-TOWN SUMMER CHALLENGE

For more information visit BtownSummerChallenge.com

LET'S EAT

- ☐ 1. Order your favorite dish from Taste to Go
- ☐ 2. Buy someone else a cup of coffee or tea
- ☐ 3. Dine outside on a restaurant patio
- ☐ 4. Get food delivered to your house
- ☐ 5. Eat a new dish at a 4th Street restaurant
- ☐ 6. Order from a food truck
- ☐ 7. Drink a local beer, wine, or cocktail
- ☐ 8. Dine on a classic: the breaded tenderloin
- ☐ 9. Devour donuts, cookies, or ice cream
- ☐ 10. Order a round of appetizers to share

SHOP LOCAL

- ☐ 1. Purchase a new or used book to read
- ☐ 2. Get a plant from a nursery or shop
- ☐ 3. Order online from a local business
- ☐ 4. Buy a new piece of clothing or accessory
- ☐ 5. Have the battery in a watch changed
- ☐ 6. Get some vinyl at a local music store
- ☐ 7. Buy new or vintage home decor
- ☐ 8. Grab a new accessory for a hobby
- ☐ 9. Support a minority, woman, or veteran owned business
- ☐ 10. Buy an IU shirt/hat

PAMPER YOURSELF

- ☐ 1. Enjoy a manicure or pedicure
- ☐ 2. Book a spa treatment
- ☐ 3. Work out at a gym or fitness center
- ☐ 4. Get a haircut and/or color
- ☐ 5. Participate in a yoga class
- ☐ 6. Relax in a salt cave
- ☐ 7. Practice mindfulness at a meditation session
- ☐ 8. Indulge in a facial
- ☐ 9. Splurge on a new skincare product
- ☐ 10. Enjoy aromatherapy with essential oils

DO SOMETHING FUN

- ☐ 1. Watch a movie at the drive-in theater
- ☐ 2. Take a self-guided historic walking tour
- ☐ 3. Go to a Bloomington Speedway race
- ☐ 4. Enjoy a game of laser tag
- ☐ 5. Play a board game with friends or family
- ☐ 6. Watch or stream a live music performance
- ☐ 7. Go bowling or roller skating
- ☐ 8. Book a game at an escape room
- ☐ 9. Play a game of pool
- ☐ 10. Drive through the Cedar Ford Covered Bridge

ON THE GO

- ☐ 1. Explore our town on a scooter
- ☐ 2. Book an oil change
- ☐ 3. Replace the tires on your vehicle
- ☐ 4. Take your car in for a tune up
- ☐ 5. Put on new windshield wipers
- ☐ 6. Get a bicycle tune up
- ☐ 7. Get new sneakers and go for a run
- ☐ 8. Take a ride on a City bus
- ☐ 9. Get your car washed
- ☐ 10. Zoom around on a skateboard or rollerblades

EXPLORE THE OUTDOORS

- ☐ 1. Find a new trail and go hiking
- ☐ 2. Explore a new city or county park
- ☐ 3. Take binoculars and go bird watching
- ☐ 4. Take your pup to a dog park
- ☐ 5. Go for a solo or family bike ride
- ☐ 6. Reserve a tee-time and go golfing
- ☐ 7. Fly a kite or toss a frisbee
- ☐ 8. Boat or kayak at Monroe or Griffy Lake
- ☐ 9. Visit the Hoosier National Forest
- ☐ 10. Walk through IU's campus

B-TOWN GIVES BACK

- ☐ 1. Donate food items or school supplies
- ☐ 2. Contribute to your favorite local nonprofits
- ☐ 3. Volunteer through the Bloomington Volunteer Network
- ☐ 4. Get your flu shot
- ☐ 5. Give blood through a Red Cross blood drive
- ☐ 6. Pick up litter in your neighborhood
- ☐ 7. Watch the Be More Awards live stream
- ☐ 8. Volunteer at the Community Orchard
- ☐ 9. Contribute to the Community Wish List
- ☐ 10. Help with the local face mask drive

SUPPORT THE ARTS

- ☐ 1. Take a picture in front of your favorite mural
- ☐ 2. Find a local limestone sculpture
- ☐ 3. Stream a play from a local theater company
- ☐ 4. Buy from a local artist
- ☐ 5. Wear your favorite local band's shirt
- ☐ 6. Stream a local band's songs
- ☐ 7. Participate in Gallery Walk
- ☐ 8. Discover a sculpture on IU's campus
- ☐ 9. Explore a museum's online collection
- ☐ 10. Write a poem about Bloomington

SUMMER STAYCATION

- ☐ 1. Spend the night in a local hotel
- ☐ 2. Explore the B-Town Visitors Center
- ☐ 3. Rent a cabin in the woods
- ☐ 4. Stay in a bed and breakfast
- ☐ 5. Visit a local winery or brewery
- ☐ 6. Book an eclectic local Airbnb
- ☐ 7. Invite friends or family to visit Bloomington
- ☐ 8. Follow @visitbtown
- ☐ 9. Rent a yurt at the TMBCC
- ☐ 10. Go camping in the great outdoors

CIVIC ENGAGEMENT

- ☐ 1. Register to vote – or help another register
- ☐ 2. Watch a city or county government meeting on CATS
- ☐ 3. Request or report a service via uReport
- ☐ 4. Write a letter to the editor on an issue that you care about
- ☐ 5. Apply to serve on a city or county advisory commission
- ☐ 6. Fill out the census
- ☐ 7. Take a selfie in front of Monroe Co. Courthouse
- ☐ 8. Take a selfie in front of Election Central
- ☐ 9. Take a selfie with a local elected official
- ☐ 10. Search for your address in the county's GIS system

B-Town Summer Challenge

How to Play

1. Check off one activity per category
2. Post a photo participating in or completing activity on social media with #btownchallenge or upload photos to Collector
3. Once you've completed one activitiy per category (10 total), enter to win on Visit Bloomington's "Contests" page

Participants can enter more than once, but the checklist must be completed in increments of 10

Run Time: June 16 – August 19

Grand Prize: $500 and a weekend getaway to a local resort

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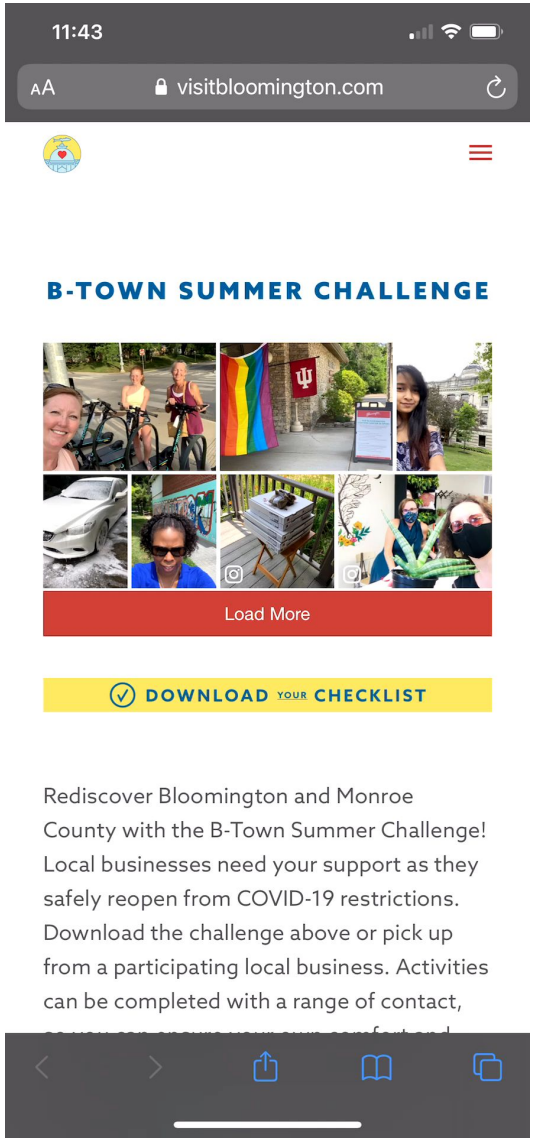
4. Create It!

- Social media accounts
  - Mainly used Instagram
  - Demographics showed that Facebook was also necessary
- Landing page
  - Separate from Visit Bloomington
  - A one stop shop for B-Town Summer Challenge

btownsummerchallenge.com

@btownsummerchallenge

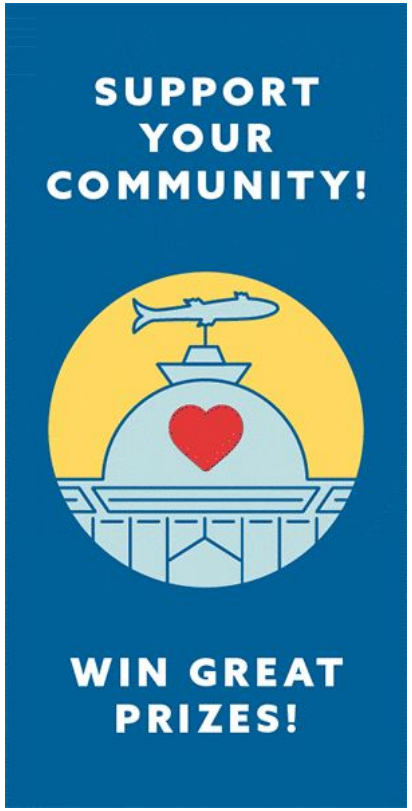


4. Create It!

- Social media accounts
- Landing page
- Graphics
  - Remind people of the categories
  - Posted throughout the campaign
  - Shared on Visit Bloomington's social media

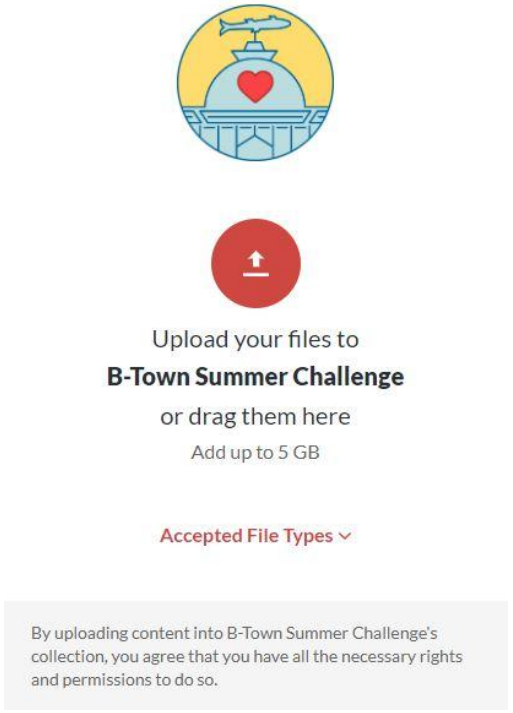
4. Create It!

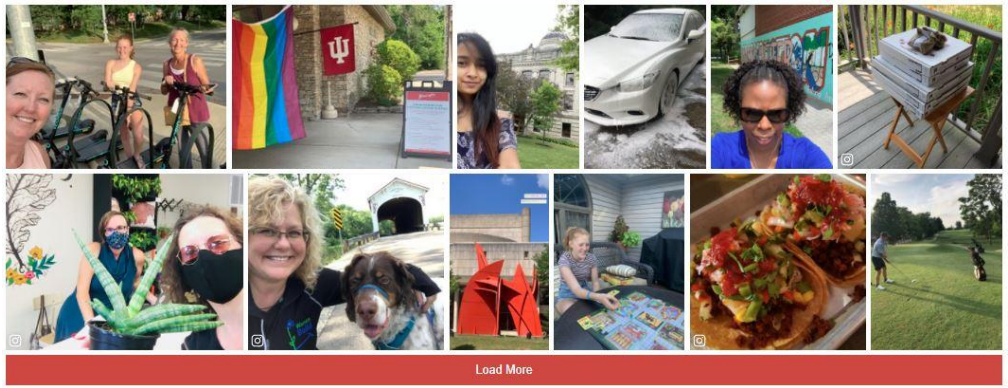
- Social media accounts
- Landing page
- Graphics
- Digital & print ads
  - Social media ads on Facebook and Instagram
  - Display ads
  - Local newspaper & magazine ads



4. Create It!

- Social media accounts
- Landing page
- Graphics
- Digital & print ads
- CrowdRiff Collector & gallery
  - The Collector is perfect for people who are specific about their Instagram grid
  - Tracked #btownchallenge and used the Collector to create the gallery





The Results

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- Performance on social media
  - Organic: 80,000+ impressions, 2,000+ engagements & 1,000+ link clicks
  - Paid: reached over 10,000 people
  - #btownsummerchallenge & #btownchallenge brought in 200 more posts

- Success with CrowdRiff
  - Collector had 200 assets
  - Gallery has a 46.4% engagement rate with over 800 interactions and nearly 2,000 views

- Overall:
  - 13 weekly winners
  - Grand prize winner submitted 20+ photos