



Columbus Arts Festival Influencer Campaign

May-June 2022

Winner of the 2023 Central Ohio PRSA PRism Award

The Situation:

The Columbus Arts Festival is one of the most highly acclaimed arts festivals in the nation. It features 200 visual artists, three stages of performances and dozens of food vendors. Produced by staff with the help of over 80 year-round volunteers and hundreds of weekend volunteers, the Columbus Arts Festival attracts the nation's top artists as well as art enthusiasts from all over the country.

After a two-year hiatus due to the COVID-19 pandemic, the Columbus Arts Festival returned in person to its home on the Scioto Mile in Downtown Columbus in 2022. Leading up to its highly anticipated return, Irvin Public Relations was tasked with its PR strategies including influencer relations.

The Work:

Irvin PR identified and contracted six micro (10K-100K followers) to mid (100k-500k followers) local influencers with followings that catered to the Arts Fest's desired demographic and had feeds/content that complimented the festival's goals. We drafted a campaign brief and contract, and supplied the influencers with key messaging and visuals, outlined deliverables, benefits, dos and don'ts, and established a posting timeline.

The influencers were employed to post in advance of the festival with supplied visuals, as well as attend the festival and post about their experience live. We worked with the influencers to ensure they posted within the desired timeframe and assisted them in curating content and messaging that aligned with the Arts Fest as well as resonated with their followings. Each influencer was in direct communication with Irvin PR for the duration of the campaign.

Using our influencer monitoring platform, Klear, we monitored the influencers' feed and story posts and tracked all analytics. Upon completion, we generated a comprehensive campaign report that outlined all the posts and analytics.

The Results:

The Columbus Arts Fest influencer campaign included six influencers and generated 55 total static posts, Reels, and stories across Instagram and Facebook. The campaign generated 15.2K engagements, reached 124.6K people, had \$187.9K in earned media value, and saw 1.9M impressions. The campaign reached its desired demographic with 66% of the audience being Columbus-based and 73% being Ohio-based. Of the six influencers employed, four had



engagement rates over 1%, with one influencer breaking 3% and another breaking 5%, compared to the industry average (at the time) of 1.82%.