

# CASE STUDY: HARVEST NIGHTS

Client: Newfields



## Role

Whitney Alderson, Creative Director & Senior Graphic Designer

## Team

Teresa Hoang, Graphic Designer; Madison Pence, Graphic Designer; Alex Mills, Marketing Manager; Mackenzie Clark, Project Manager; Emily Sogard, Copywriter; Jack Wright, Communications Manager; Carlin James, Communications Coordinator; Arabella Overton, Social Media Manager; Jonathan Berger, VP of Marketing & External Affairs; Leslie Kavanaugh, Sr Media Planner/Buyer (EchoPoint)

## Goals

Drive incremental attendance to exceed the goal of 80,000 tickets distributed

Utilize *Harvest Nights* as a platform to raise Newfields brand awareness

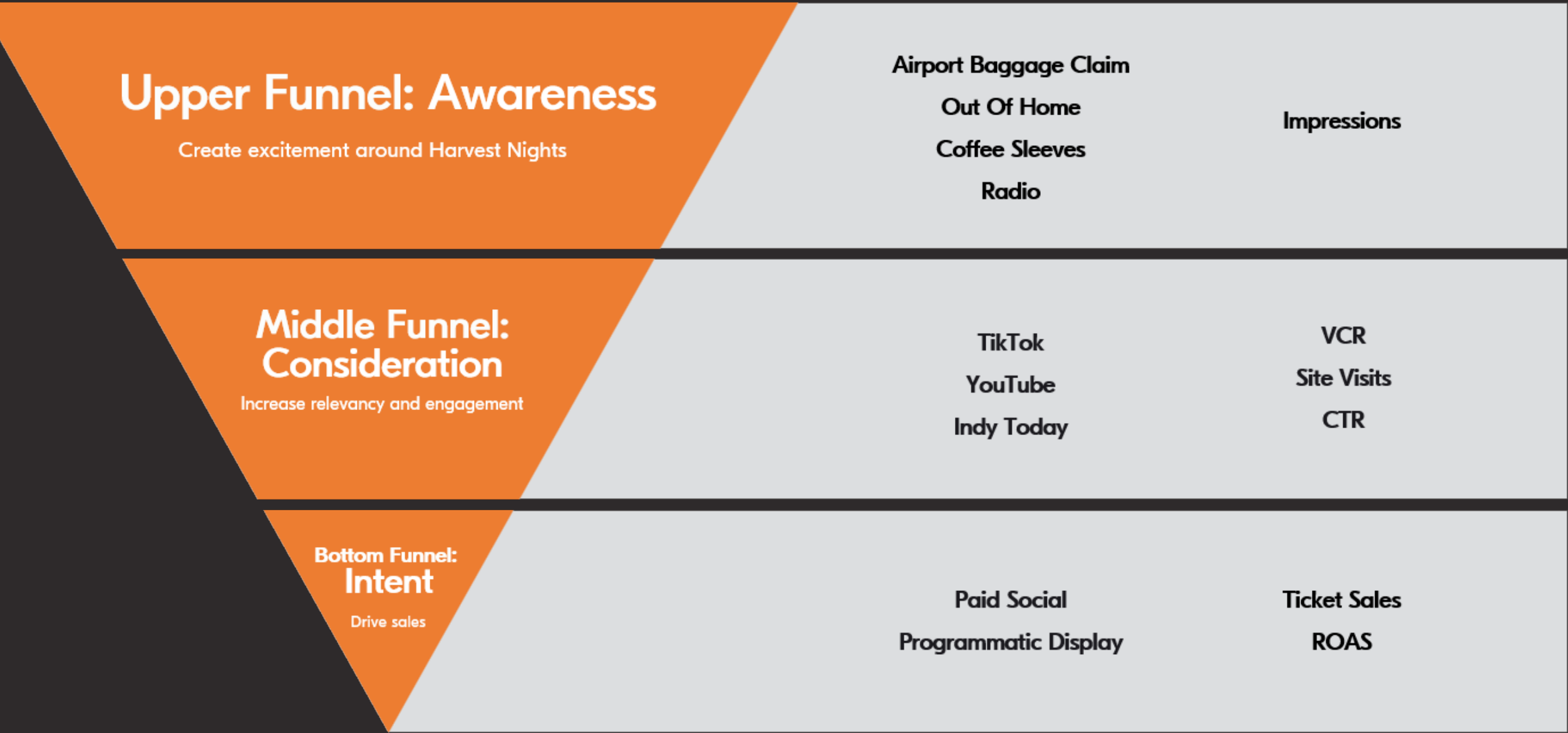
## Target Audience

### Primary

- Active Indianapolis Residents
- 84% Live in Indianapolis Metro
- Primary age group: 21–54
- Female skew (60/40)
- Parents

### Secondary

- Members
- Previous ticket purchasers
- Surrounding counties



MEDIA STRATEGIES

Paid social media and display ads were our most measurable tactics and consistently performed the highest. We dedicated a significant portion of our budget to these channels because this approach allows us to monitor and adjust our content in real-time, ensuring the most effective messaging.

We strategically segmented our budget, initially running creative at a reduced spend during flight 1, just focusing on Indiana State Fair attendees and early ticket purchasers.

We also tried to the minimize overlap of media channels utilized for other Newfields’ campaigns near the end of this campaign.

MARKETING FUNNEL

Our marketing campaign focuses on three main areas: awareness, consideration, and intent.

We wanted to hit our target audience in each of these areas to maximize our exposure and convert views to ticket sales.

The purpose of the awareness stage was to create buzz and excitement around *Harvest Nights*. We will do this primarily with OOH marketing.

The consideration stage is designed to increase relevancy and engagement through online channels.

Finally, the purpose of the intent stage is to drive sales through paid social media and display ads.

	FY 2025																				
	July					August				September					October				November		
	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18
Harvest Nights																					
Paid Social	Meta (Facebook/Instagram)																				
	Tik Tok																				
Digital Media	Display Ads																				
	Indy Today																				
	Visit Indy																				
Print	Reach Magazine																				
	Indy Monthly																				
	Coffee Sleeves																				
	Pacers Program																				
Radio	Radio																				
Out of Home	Airport Baggage Claim																				
	Billboards																				
	Posters																				
Video	Youtube																				

## BRAINSTORMING & *INSPIRATION*

Our approach for the creative was to touch the hearts of our target audience with 1960s-70s nostalgia.

Our campaign nods to familiar pop culture elements to elicit an emotional connection with our audience and encourage warm, positive associations with Harvest Nights and the Newfields brand.



COLLABORATION & *DELEGATION*

**Collaboration is at the heart of my creative process.** I thrive when brainstorming with others, exchanging ideas, and executing campaigns as a cohesive team. Each individual brings a unique perspective, and as Creative Director, I lead our team to harness these diverse talents. My role is to amplify the best aspects of each person’s vision, provide constructive critiques, and foster a synergy that creates a result greater than the sum of its parts.

For Harvest Nights 2024 at Newfields, I directed a team of 10 to create an eye-catching campaign that successfully drew a crowd of 82,548. The campaign encompassed logos, copy, color palettes, fonts, illustrations, and layouts, all aligned under a unified vision. I led brainstorming sessions and campaign direction, ensuring that every detail was cohesive with the Harvest Nights and Newfields brands and would resonate with our target audiences.

The campaign extended across various touchpoints, including *The Museum & Garden Shop* window vinyl, t-shirts, and coffee sleeves distributed to 40,000 visitors.

Team Contributions:

**Teresa Hoang** – I tasked this gifted illustrator with designing custom Scooby-Doo-inspired ghosts and Charlie Brown-inspired bats for our advertisements. Teresa also illustrated some of the Harvest Nights merchandise, including t-shirts, mugs, stickers, and enamel pins.

**Madison Pence** – With expertise in layout and photography integration, I delegated the paid social media ads, display ads, LCDs, and wayfinding/experience signage to this designer, ensuring visual cohesion across all platforms.

**Emily Sogard** – As an exceptional copywriter, Emily developed five potential campaign taglines, crafted compelling social media captions, and wrote copy for print and digital ads.

**Mackenzie Clark** – I collaborated closely with our project manager to maintain timelines, set daily priorities, and coordinate with stakeholders, ensuring seamless execution.

**Alex Mills** – Together, Alex and I developed the campaign strategy and planned our team's projects to align with our media buy through EchoPoint. Alex also created our Harvest Nights webpage.

**Carlin James** – We worked together to ensure emails were on-brand and aligned with the campaign.

**Arabella Overton** – I worked with Bella to expand our campaign’s reach by organically posting content across Instagram, Facebook, and TikTok, engaging our audience and building excitement.

CHANNEL	PLACEMENT
Programmatic Display Ads	Targeted ads on google, etc.
OOH	Billboards, including posters & extensions
Radio	Top 3 stations in demo, 4-week flight & giveaways
Paid Social Media	Targeted Meta ads
Coffee Sleeves	45k distributed to local coffee shops
YouTube	:10, :15 & :30 with companion banners
TikTok Paid Ads	Paid ads, variety of content
Airport Ad	Baggage Carousel Screens
Print Ads	IBJ Arts & Entertainment Back Cover, Reach Magazine Cover & Inside Cover
Indy Today	Lead story, mini articles, text ads & email banner
Search Engine Marketing	Google keyword advertising
Visit Indy	Things to do Header Image, Email Inclusion
Email Promotion	Past purchaser, ISF, TYCD, Member emails
Influencer Marketing	Organic Instagram, TikTok
Newfields Website	Homepage presence, dedicated page(s)
Onsite Marketing	LCD Screens, on-site signage
Organic Social Media	Instagram, Facebook, TikTok

## CAMPAIGN DEVELOPMENT

My team and I developed the advertising campaign for Harvest Nights. Our aim was to refresh the creative, finding inspiration in the new feature video, which was projection mapped onto the historic Lilly House. I put together a new creative direction, characterized by nostalgic illustrations, eye catching colors, and bold, high contrast typography. The objective was to create a cohesive campaign, utilizing the unique talents of our team, collaborating closely to develop a comprehensive brand strategy, visual identity, brand voice, and website design. Every aspect, from font selections to color palettes, photography styles, and illustrative elements, was meticulously considered.



Digital airport baggage claim carousel ad, reaching more than a million travelers each month looking for activities to do around the city.



Branded Coffee Sleeves - Distributed to 40,000 people through our media buying agency, EchoPoint



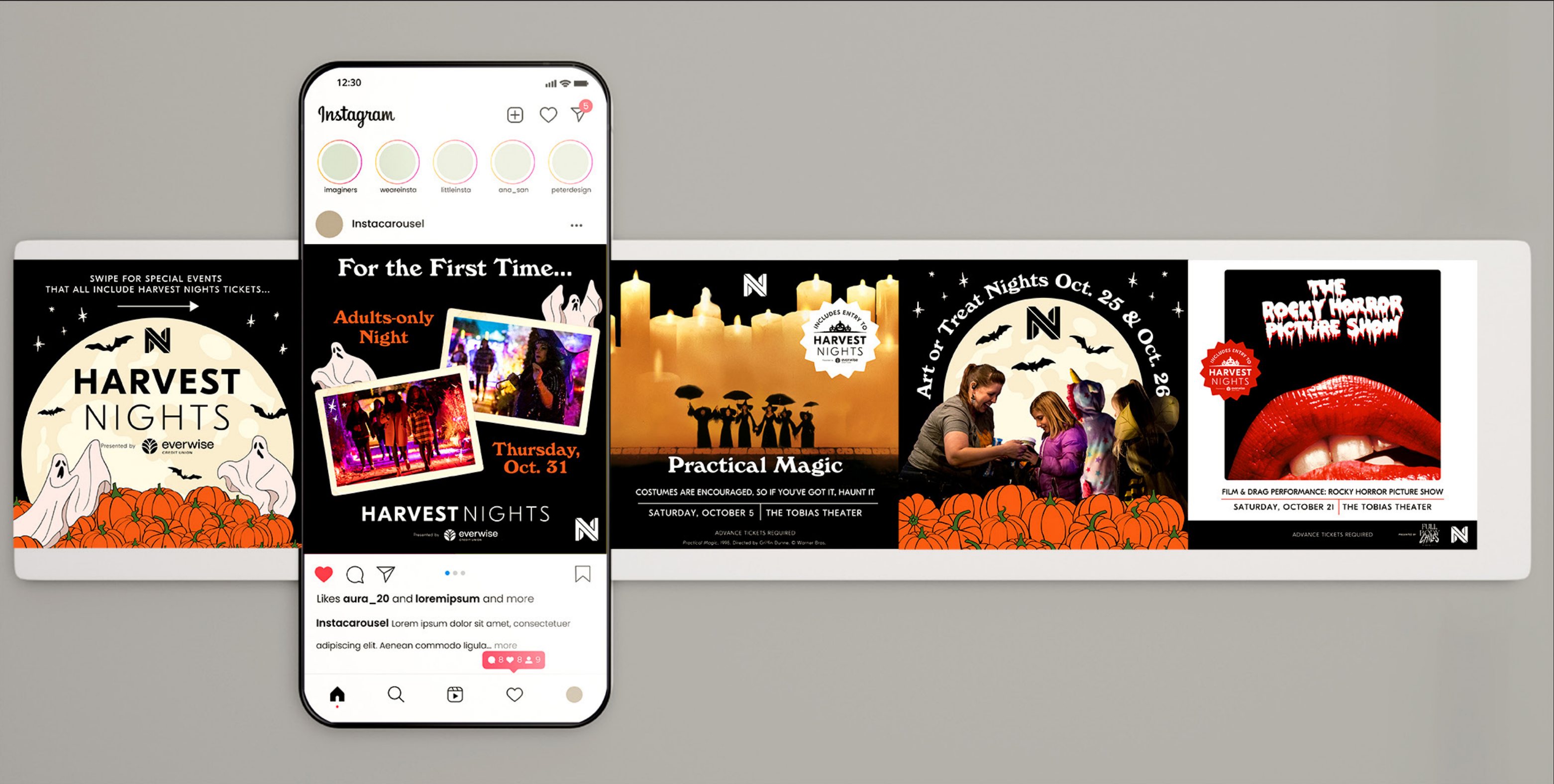
TARGETED  
PAID SOCIAL ADS

Including Meta (Instagram & Facebook, which are our highest performing tactics) and we’re also advertising on TikTok. These platforms allow us to segment audiences and creative to make sure that the messages resonate.

We also incorporated photography into some of the ads to show the experience itself, while also tying in the illustrations, creating a very cohesive campaign across print and digital media.



IBJ Print Ad: Back Cover



Paid Social: Carousel Ad

We utilized carousel ads to tell a deeper story, featuring all the unique events that you can attend at Newfields in October that also included tickets to Harvest Nights. Events included movie nights for *Practical Magic* and *The Rocky Horror Picture Show*, Adults-only Night, and Art or Treat Nights for the whole family!

weather.com

DS CON... Live Edit Invoice Basecamp Newfields Resour... Invoke Studio Vim... Projects Shot Calendars Piction For Media Only ... Dreamweaver Opti... Alyssa

TOP STORY

ERNESTO HEADS TO EUROPE

Advertisement

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Amputee Flees Flood

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WHAT TO WATCH

1:05

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2:07

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FURIOSA

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Theatrical Releases You Can Stream or Rent See the list

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Forbes

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The Night Sky This Week: August 19–25, 2024

The undoubted highlight for sky-watchers this week is the rise on Monday of 2024’s first of four “supermoons,” which this year also fits a definition of “blue moon.” Observe it when it’s low on the horizon to maximize the “moon illusion” and come back the next night to see it close to Saturn—but at no time expect it to look blue.

ADVERTISEMENT

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HARVEST NIGHTS

Presented by everwise

Here’s everything you need to know about stargazing and astronomy this week:

Monday, August 19: ‘Super Blue Stur Moon’

Privacy - Terms

Display Ads



The Museum & Garden Shop Vinyl



Merchandise: Sticker & Enamel Pin



Merchandise: T-Shirt

## WHITNEY ALDERSON

I presented the campaign to Newfields' executive team, receiving enthusiastic feedback from all eight executives. Additionally, I showcased the campaign to over 300 team members at a Newfields All-Staff meeting.



### OOH Billboard

For the first time ever, we incorporated extensions to capture people's attention. We targeted locations near fall attractions including pumpkin patches, apple orchards, and scream parks.