



**Media's 1st Annual Santa's Parade & Fun Run/Walk**  
**Case Study**  
*(November, 2014)*

**OVERVIEW**

The Media Message team was thrilled to play an integral part in this brand new event that debuted Thanksgiving weekend. The Event Chair recruited our highly-skilled, experienced team to handle event planning, day-of logistics, participant and spectator recruitment, volunteer coordination, public relations and media placement, as well as social media management.

We worked closely with the committee to ensure this first-ever event for Media would dazzle and delight, and leave everyone excited for the next one. We did just that. Through The Media Message's services, in collaboration with the other dedicated committee members, we recruited more than 500 runners and walkers, and thousands of excited spectators who lined the parade route to catch all the action.

The event featured more than 30 entertaining musical and variety acts, including five award-winning string bands, sparkling floats decked out for the holidays, dancers, bagpipers, live reindeer, and of course, Santa and Mrs. Claus.

[Take a look at video highlights we produced.](#)

**EVENT PLANNING**

**1 Mile Fun Run & Walk**

The Media Message worked together with a race management company to make sure the run and walk went smoothly from start to finish. We handled pre-registration online as well as walk-up registration, recruited volunteers to act as course marshals and to help collect toys and

food items donated by participants. We also organized a costume contest for all participants, brought on a volunteer emcee and contest judges, and handled prize giveaways.

### **Santa's Parade**

For months, The Media Message team worked diligently with the parade committee to create a fun, family-friendly event featuring a wide array of show-stopping entertainment. We played a significant part in pre-event coordination – organizing the staging area for the acts and putting a lineup together that best showcased each group. We also handled day-of logistics – we successfully directed each group to its designated spot to line up and helped to keep each act's start time on target to ensure the parade flowed well. In addition, we worked with dozens of volunteers to carry sponsor banners, performance area signs, and any other necessary tasks.

### **PUBLIC RELATIONS CAMPAIGN/MEDIA PLACEMENT**

The Media Message secured widespread press coverage – promoting weeks ahead, providing day-of, real-time coverage, as well as post-placement - in several major news outlets, including:

6ABC Action News

NBC 10

CBS Philly

More FM Philly

Delaware County News Network

Daily Times of Delaware County

Town Talk

AllthingsmediaPA.com

Media Dish

**SOCIAL MEDIA MANAGEMENT** – The Media Message is savvy when it comes to coordinating a solid social media campaign. Using multiple platforms, such as Facebook, Twitter, Instagram, Vimeo, and YouTube, we were able to accomplish several goals:

- By building, maintaining, and consistently updating all relevant social media sites, we created major buzz within the community and beyond. Our sites created forums where people could chat about the event, and learn about timely information. Ultimately, our efforts helped to draw in hundreds of participants for the run/walk, and thousands of spectators for the parade.

- We posted a “call for volunteers” and secured several local organizations and community members to lend a hand.
- By reaching out to our press contacts on social media outlets, we created interest among major local TV networks, newspapers, and online publications, which resulted in extensive coverage.
- We utilized social media outlets to bring live-and-direct, on-location coverage to participants in person and watching online.