CROSSROADS
COMMUNICATIONS, LLC

Break Records Without Breaking the Bank: Scotfest 2022

1) REQUIREMENTS:

The Scotfest 2022 campaign was designed to raise awareness and increase attendance at the September 2022 event at the Broken Arrow Event Park. This was the festival's 41st year and organizers wanted to showcase the newly designated official Broken Arrow tartan as part of the marketing plan. Scotfest is home to the largest Highland Games outside of Scotland and hosts music, dancing, food, and vendors, alongside Scottish and Celtic culture

2) CHALLENGES:

- Reach past and potential attendees locally and within a day's drive of the event
- Convince attendees to purchase upgraded packages (VIP, Whiskey Tasting)
- Show Scotfest as a family-friendly event for the daytime and a fun, concert atmosphere after dark

2A) KEY MARKETS:

- Tulsa Metro Area
- Greater Oklahoma
- Missouri, Arkansas, Kansas, Texas
- Highland Athletes
- Individuals who enjoy festivals and music
- Individuals with a connection to Scotland and Ireland

3) APPROACH:

An integrated marketing campaign that included:

- Public relations before, during, and after the event
- Billboard advertising
- Social media content creation and execution
- Print collateral and graphic design
- Photography
- On-site event and public communications support

4) VALUE DELIVERED:

Scotfest had record-breaking attendance in 2022.

Scottish culture comes to Broken Arrow through Scotfest
https://www.fox23.com/news/scottish-culture-comes-to-broken-arrow-through-scotfest/article_5f4e2e64-b050-587a-bdaf-acda44abcf64.html

PREPARATIONS UNDERWAY FOR ANNUAL 'SCOTFEST' IN BROKEN ARROW
https://www.news9.com/story/63234aba11e933070c302531/preparations-underway-for-annual-scotfest-in-broken-arrow--

SCOTFEST returns to Green Country: What you need to know
https://www.krmg.com/news/scotfest-returns-green-country-what-you-need-know/LJVBG26LCFATLG2VHBIPV2XYTA/

STARTING TONIGHT: Scotfest kicks off Friday night in Broken Arrow! The annual Scottish and Celtic festival was canceled last year due to the pandemic, but organizers say now, ticket sales are breaking records.
https://www.newson6.com/story/6144afbac906cf0c0b0ba4f1/scotfest-kicks-off-today-in-broken-arrow?fbclid=IwAR1pY9C4kv0rU1NPpG4AhgGn8FFF9ScFed-GEtNiCFwQuAubtK67dYhu-pU

ScotFest to honor Queen Elizabeth II at annual festival
https://ktul.com/news/local/scotfest-to-honor-queen-elizabeth-at-annual-festival?fbclid=IwAR2-5JlCSiAuUn20hKZQKFnTmMg_WkvCaT1X_QVMj7KnPfrNxXMy1Qh-NqU

City of Broken Arrow Tartan accepted by Scottish Register of Tartans
https://www.fox23.com/news/city-of-broken-arrow-tartan-accepted-by-scottish-register-of-tartans/article_1aac1730-b04a-5730-995b-f2bc935244ad.html

The City of Broken Arrow tartan is only the sixth tartan of Oklahoma origin to be registered in Scotland.

Official City of Broken Arrow tartan accepted by Scottish Register of Tartans
https://ktul.com/news/local/official-city-of-broken-arrow-tartan-accepted-by-scottish-register-of-tartans

TULSA, Okla. (KTUL) — The City of Broken Arrow now has an official tartan that has been recognized and accepted by the **Scottish Register of Tartans**. The tartan was proposed through Scotfest, which is held in Broken Arrow and is one of the largest Scottish cultural festivals in North America.

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