

CLIENT:
**The Flower Fields
at Carlsbad Ranch**

SITUATION:

Each year, this 50 acre working bulb farm comes into bloom, creating one of nature's most spectacular views. With over 45 acres of giant ranunculus flowers in rows of colors, these blooming giants are only one of 115 different varieties on the ranch.

CHALLENGES:

Generate a consistent flow of customers during this 10-week-only event acknowledging several key challenges: the site can only hold about 8,000 people per day; there are only five or six key weekends per blooming period; the entry fee is \$10 per person.

SOLUTION:

IMW employed an integrated advertising and PR strategy that included live remotes, :15 radio spots, sponsorship of radio weather and traffic reports on the 12 leading stations targeting General Market and Hispanic women, 25-54, and online ads promoting the blooming period.

RESULTS:

The media blitz generated over 110,000 visitors, exceeding traffic from the prior five years. A special media day was created to allow media to video their own materials for use during light newscasts and as weekend backdrops for their weather people, credited with helping drive the increased traffic.

Special Note: The Flickr site set up by IMW's Associate Creative Director generated 165,000 page views and over 2,300 click-throughs to the Flower Fields site.



WEBSITE



BROCHURE



MEDIA DAY



PHOTOGRAPHY