

# BREAKFAST WITH SANTA CASE STUDY

“Dollar Pancakes.”

## THE CLIENT

The Lakeview Chamber of Commerce

## THE CHALLENGE

Breakfast with Santa has long been a core event for the Chamber, extending goodwill in the community, collecting food for the Lakeview Food Pantry and most importantly, providing sponsorship dollars that serve to fuel the Chamber’s mission. However, holiday breakfast competition has – oddly enough – heated up in recent years and attendance and sponsorships were at a low-point in this storied event’s history.

## THE CREATIVE

Z Factory developed bold, brightly colored marketing materials to mirror the excitement of the event and highlighted the free pancake breakfast, goody bags and raffle. We developed ways to increase the distribution of fliers and posters – targeting locations that had a younger clientele – local children’s retail stores, the YMCA, scout troops, etc. Additionally, we paired an ornament coloring project with the marketing materials to serve as a “thank you” from the kids to the event’s sponsors and in turn encourage future sponsorship.

## THE RESULTS

In 2005, attendance increased by 75% over the previous year. Monetary sponsorship improved by 5% and perishable and durable goods donations were up by nearly 50%.

