



## MULTI-MEDIA PARTNERSHIP EVENT

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AccuWeather collaborated with an internationally recognized brand to create a marketing campaign and social media sweepstakes promoting their theme parks in the United States. The sweepstakes combined with public relations and supporting advertising yielded successful results, measured by media valuation, sweepstakes entries, and newsletter opt-ins.

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### SOLUTION

AccuWeather worked closely with this brand to create a one month marketing campaign for their theme parks. The campaign included PR outreach, social media sweepstakes entry and engagement, as well as advertising across AccuWeather.com properties and news stories. To further increase exposure, AccuWeather promoted the sweepstakes event on the 24/7 AccuWeather Network on Verizon FiOS.

### RESULTS

The marketing campaign yielded the highest performing promotion for AccuWeather to date, resulting in nearly 295,000 sweepstakes entries in one month. In addition, the brand received over 750 million impressions of brand exposure through AccuWeather PR, social media, advertising and news channels and almost 50,000 brand-direct newsletter opt-ins.

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Sweepstakes Partnerships.