WEST TOWN

DO DIVISION VIRTUAL STREET FEST
2020 RECAP

Presented by Zapwater Communications
With the nationwide lockdowns and strict safety measures put in place to stop the spread of COVID-19, it quickly became clear that the summer festivals West Town Chicago is known for would need to look different this year. Ahead of the official mandate banning large gatherings in Chicago, Zapwater and the West Town Chicago teams made the decision to transition our summer kick-off event (along with West Fest Chicago and Dancing In The Streets) to a virtual format allowing fest-goers to enjoy and experience #DoDivisionAtHome.

With this alternative approach, Zapwater was responsible for the following:

- Drafted statement surrounding summer festival cancellation and distributing to local media, as well as across all appropriate social channels, and on websites
- Strategic planning and virtual program development; Zapwater developed a comprehensive overview of alternative digital initiatives to keep the community engaged and bring the spirit of these beloved festivals to the homes of those who look forward to attending each year; led various planning calls with WTCC and festival partners to move plans forward, troubleshoot operation logistics and determine the best approach to ensure participating bands and vendors receive the support they need during this difficult time
- Assisted with virtual programming logistics, led promotional content strategy, digital ad campaigns and event execution across social media
  - Created and executed comprehensive organic and paid social media plan; Created graphics and drafted content
  - Assisted with paid media push by overseeing partnership with Do312
- Coordinated DoFashion programming; connected with participating businesses to discuss logistics and shared instruction email with participants
- Conducted influencer outreach and secured promotional participation from Christina of Cuddlepill and Shelley of Chicago Is My Boyfriend
KEY LEARNINGS

SUCCESSES

• **Announcement Timing:** As our first-ever virtual festival, Do Division 2020 kicked-off with some great momentum. As we announced early on that the event was set to be virtual, we were one of the first local festivals to begin garnering interest in this type of programming, which likely helped boost our initial announcement posts, which all performed extremely well.

• **Virtual Programming:** We were thrilled to see such a diverse range of businesses participating with special offers, with a series of retailers sharing that they saw success in redemptions during the event. Additionally, we were happy to see that engagement across our social media channels remained steady throughout the week with a slight drop off following the live stream, which was to be expected.

• **Paid Social:** Given our transition to a solely virtual event, digital advertisements proved to be essential to build awareness around our programming. Through influencer partnerships and our paid social ads, we harnessed 250,000 additional impressions for #DoDivisionAtHome. Additionally, our partnership with Do312 garnered more than 55,400 impressions across social and via their event listing.
LEARNINGS

• **Donations:** The team was very happy to see so many individuals participating and tuning in to the live streams. Though most of the technical elements operated smoothly, the team did recognize an opportunity to place a heavier emphasis on collecting donations to help support the Chamber and our festival partners. The team will look to implement additional donation instructions and graphics throughout the stream of our future events.

• **Overall Media Impressions:** Due to cancelling the in-person festivals and shorter lead times to promote the festival, the overall media impressions were lower than year’s past. However, Zapwater was nimble, worked to quickly turn around press releases, and secured quality coverage in a short period of time. In addition to general coverage, the team drafted and disseminated statements surrounding the initial cancellation and event postponement.
LIVE STREAM

Over 1,600 views

Over 700 views
MEDIA RELATIONS
Zapwater’s media outreach generated **more than 4.5 million impressions** in top publications, including Chicago Sun-Times Online, Chicago Parent, Block Club Chicago, Time Out, Chicago Reader, Red Tricycle and more. Publications include:
Virtual Do Division Street Fest postponed

This year’s festival will run for a week and include two nights of live-streamed music.

UPDATE: The West Town Chamber of Commerce on Wednesday announced the online Do Division Street Fest, originally scheduled for June 3-10, has been postponed to June 24-July 1.

The online festival includes two nights of streamed live music programmed by The Empty Bottle and Subterranean, as well as special offers/discounts at area merchants and restaurants.
MEDIA HIGHLIGHTS

West Town’s Do Division Street Fest Goes Virtual With Live Streams From Empty Bottle, Subterranean

Empty Bottle and Subterranean are members of the Chicago Independent Venue League, a coalition of independently-owned music venues fighting for survival.

WEST TOWN — Thanks to the coronavirus pandemic, you won’t be able to participate Do Division Street Fest in person this year.

But you can support local musicians from your living room.

The West Town Chamber of Commerce announced Friday the beloved street festival will go virtual with a week of small business promotions followed by a weekend of live streamed concerts.

The performances will take place inside The Empty Bottle, 1035 N. Western Ave., in Ukrainian Village; and Subterranean, 2011 W. North Ave., in Wicker Park.

Originally scheduled for June 5-6, the live streamed performances have been postponed to Friday, June 26 and Saturday, June 27.

For more information check out the festival’s website.
Things To Do This Weekend In And Around Chicago: June 26-28

Plus, virtual events if you want to stay home.

Do Division Virtual Street Fest

Do Division, the street fest that traditionally kicks off the summer festival season during the first weekend of June, is moving online this year and taking place this weekend. Local acts like Sen Morimoto, Ohmme and Ratboys will stream performances on Friday and Saturday, alongside sets from Scottish rockers We Were Promised Jetpacks and singer-songwriter David Bazan’s band Pedro the Lion. Plus, you’ll be able to score deals and discounts from many of the vendors who would have lined the street. Admission is free, but a $10 donation to the West Town Chamber of Commerce will help make future street fests possible. MORE INFO

Where: Virtually, find everything online
When: June 24-July 1
Cost: $10 suggested donation
Do Division Street Fest

Do Division, the street shindig booked by Empty Bottle and Subterranean, traditionally kicks off the summer festival season during the first weekend of June—but this year it’s all happening online at the end of June (the virtual event was rescheduled in light of protests throughout the city). Local acts like Sen Morimoto, Ohmme and Ratboys will stream performances on Friday and Saturday, alongside sets from Scottish rockers We Were Promised Jetpacks and singer-songwriter David Bazan’s band Pedro the Lion. Plus, you’ll be able to score deals and discounts from many of the vendors who would have lined the street by logging on to the Do Division website. Admission is free, but a $10 donation to the West Town Chamber of Commerce will help make future street fests possible.
INFLUENCER RELATIONS
INFLUENCER HIGHLIGHTS
@CUDDLEPILL

Followers: 23,200
Total Impressions: 17,781
Total Engagements: 415
INFLUENCER HIGHLIGHTS
@CHICAGOISMYBOYFRIEND

- Followers: 41,400
- Total Impressions: 61,011
- Total Engagements: 1,629
SOCIAL MEDIA
SOCIAL HIGHLIGHTS

FANS/FOLLOWERS:
Facebook: 9,070
Instagram: 1,949
Twitter: 925

INSTAGRAM:
• From May 15 to July 1, Do Division’s Instagram posts harnessed over **21,000 impressions**
• Daily Instagram Story coverage harnessed a total of **22,228 impressions**

TWITTER:
• From May 15 to July 1, Do Division’s Twitter posts harnessed over **11,542 impressions**.
• Within this time period, we saw a **2% engagement rate**. (above the industry standard of .3-1%)

FACEBOOK
• From May 15 to July 1, Do Division’s Facebook posts harnessed over **27,200 impressions**.
• Within this time period, our Facebook Event listing reached approx. **92.5k people**.
## TOP POSTS

### TWITTER

<table>
<thead>
<tr>
<th>Promoted</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do-Division Street Fest (3)</td>
<td>3,202</td>
<td>21</td>
<td>0.7%</td>
</tr>
<tr>
<td>Do-Division Street Fest</td>
<td>2,312</td>
<td>465</td>
<td>20.1%</td>
</tr>
<tr>
<td>Do-Division Street Fest (5)</td>
<td>1,941</td>
<td>102</td>
<td>5.3%</td>
</tr>
<tr>
<td>Do-Division Street Fest</td>
<td>1,459</td>
<td>56</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

### FACEBOOK

#### Do-Division Street Fest

June 12 - July 1

**#DoDivisionAtHome**

Welcome to Do-Division for the next week, we'll bring everything you love about this staple Chicago street festival to your screens at home! Live programming, got of features to keep you entertained, and everything you need to party with us can be found at the link below.

[Do-Division Street Fest](https://www.facebook.com/DoDivisionAtHome)

### INSTAGRAM

#### Do-Division Street Fest

June 12 - July 1

**#DoDivisionAtHome**

Welcome to Do-Division for the next week, we'll bring everything you love about this staple Chicago street festival to your screens at home! Live programming, got of features to keep you entertained, and everything you need to party with us can be found at the link below.

[Do-Division Street Fest](https://www.instagram.com/DoDivisionAtHome)
### PAID SOCIAL

<table>
<thead>
<tr>
<th>Event Performance</th>
<th>Reach</th>
<th>Post Engagement</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>92.5K</strong></td>
<td><strong>69,968</strong></td>
<td><strong>2,589</strong></td>
<td><strong>1,235</strong></td>
</tr>
<tr>
<td><strong>People Reached</strong></td>
<td>+0 last 7 days</td>
<td>+0 last 7 days</td>
<td></td>
</tr>
<tr>
<td><strong>2.1K</strong></td>
<td><strong>69,968</strong></td>
<td><strong>2,589</strong></td>
<td><strong>1,235</strong></td>
</tr>
<tr>
<td><strong>Responses</strong></td>
<td>+0 last 7 days</td>
<td>+0 last 7 days</td>
<td></td>
</tr>
</tbody>
</table>

**Total Impressions:** 168,165

---

### Event Responses

- **Post Engagements:**
  - 2,572 Reach
  - 187 Post Engagements
  - $50.00 spent of $50.00

- **Event Responses:**
  - 28,576 Reach
  - 205 Event Responses
  - $200.00 spent of $200.00

- **Event Responses:**
  - 23,328 Reach
  - 320 Event Responses
  - $200.00 spent of $200.00

- **Event Responses:**
  - 1,414 Reach
  - 37 Post Engagements
  - $5.62 spent of $50.00

- **Boosted Instagram Post:**
  - 602 Reach
  - 38 Post Engagements
  - $5.47 spent of $50.00

- **Boosted Instagram Post:**
  - 3,311 Reach
  - 723 Post Engagements
  - $100.00 spent of $100.00

- **Event Responses:**
  - 38,844 Reach
  - 623 Event Responses
  - $200.00 spent of $200.00

---

**Completed**
- Jun 25
- Jun 18
- May 30
- May 30
- May 30
- May 30
- May 22
- May 22
- May 22

**View Results**

---
DOFASHION INSTAGRAM TAKEOVERS

The Virtual Do Fashion Series:
Over 1,600 views
140+ engagements
MEET & GREET GIVEAWAY

Virtual Meet & Greet with Ratboys

Total Entries: 75
Promotional Reach: 4,071 users
ENGAGEMENT HIGHLIGHTS

Jessi Roti @JessiTaylorRO · 17m
Been tuned to the inaugural, virtual @DoDivision fest, but it’s just making me miss being out there in-person that much more
— yes I’ve talked to my therapist about feeling like part of me is missing now that I haven’t been to a show in 4 months.

Josh B. Fox @FloReznor · 1h
Watching the great Wyatt Waddell and looking forward to checking out @OhmmeMusic nightmare music

Do-Division Street Fest @DoDivision · 4h
Tonight is the night! Be sure to tune in to @TheEmptyBottle’s DoDivisionAtHome live stream and catch this seriously awesome lineup! Get all the details and tune in at the link below: do-divisionstreetfest.com // Brought to you in part by @WhiteClaw and @WestTownChicago

Eleanor Taylor @EleanorinDC
Relying to @wwpj and @DoDivision
Thank you for an amazing set, Adam. It brought on so many emotions and many happy memories of East Coast U.S. shows together with friends. Here’s to singing our hearts out together again when the time is right. In the meantime, please take care!

7:09 PM · Jun 26, 2020 · Twitter for iPhone

Choose Chicago Retweeted your Tweet
Welcome to #DoDivisionAtHome! For the next week, we’ll be bringing everything you love about this staple Chicago street fest to your screens at home! All the info you need to party with us can be found at the link below: do-divisionstreetfest.com pic.twitter.com/QnfrBAvHc6

Things To Do This Weekend In And Around Chicago June 26-28
This weekend there are a ton of fun things to do for those looking to get out of the house from farmers markets reopen, cruises on the...
WHITE CLAW PARTNERSHIP HIGHLIGHTS

2,357 #DoDivisionAtHome
Live Stream Views
27,680+ Total Impressions
via Social Media
100+ Total Engagements
on Dedicated Content
THANK YOU!