

CHICAGO BREWING DISTRICT'S  
VIRTUAL  
**DANCING**  
IN THE  
**STREETS**

**#DITSATHOME**

# WEST TOWN

**VIRTUAL DANCING IN THE STREETS  
2020 RECAP**

*Presented by Zapwater Communications*



# PLANNING



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 Dancing in the Streets to a virtual format allowing fest-goers to enjoy and experience #DITSAHome.

# PLANNING

**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 DITS 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

# KEY LEARNINGS

## KEY LEARNINGS

### SUCSESSES

- **Dancing in the Streets Mix Pack:** In addition to the live stream and participating vendor promotions, West Town worked with On Tour Brewing to create and coordinate a festival-inspired Mix Pack featuring a collection of local brews from in West Town breweries. With all proceeds being donated back to the West Town Chamber of Commerce, the team was thrilled to see such a positive response with the limited-edition mix packs selling out before the end of the virtual festival! It's clear that these types of specialty bundles are sought after by members of the community. Zapwater will look for additional opportunities to organize similar neighborhood product bundles for next year's activations, as we anticipate another season of having to alter our summer festival programming.

### LEARNINGS

- **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**

# LIVE STREAM

#DITSATHOME **ON TOUR**  
BREWING COMPANY

0:02 / 3:21:00 [WWW.DANCINGINTHESTREETSCHICAGO.COM](http://WWW.DANCINGINTHESTREETSCHICAGO.COM)

Dancing In The Streets 2020  
680 views • Aug 7, 2020

👍 20 🗨️ 0 ➡️ SHARE ⚙️ SAVE ...

Over 680 views

# **MEDIA RELATIONS**

# MEDIA OVERVIEW

Zapwater's media outreach generated **more than 2 million impressions** in top publications, including Block Club Chicago, Time Out, Do312 and Third Coast Review. Publications include:



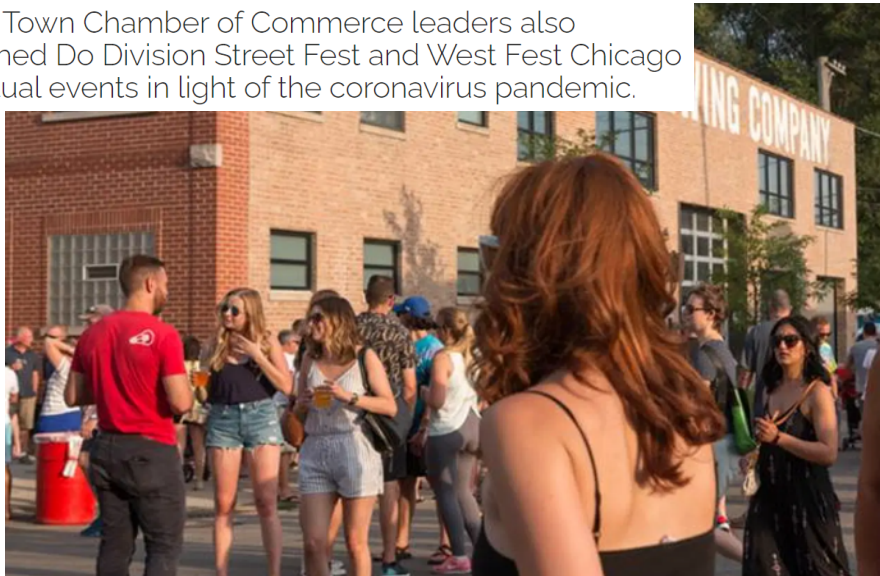


# MEDIA HIGHLIGHTS



## West Town's Virtual 'Dancing In The Streets' Festival Includes Grateful Dead Tribute — And A Beer Discount

West Town Chamber of Commerce leaders also switched Do Division Street Fest and West Fest Chicago to virtual events in light of the coronavirus pandemic.



WEST TOWN — Like many Chicago summer festivals, West Town's third annual jam band-themed "Dancing in the Streets" is going virtual this year.

The online festival will include a live stream of Grateful Dead-inspired live performances Friday.

The festival will also feature special promotions from local breweries and businesses through next Wednesday. One of those promos is a limited-time "Dancing in the Streets Mix Pack" from [On Tour Brewing](#).

The festival is presented by the West Town Chamber of Commerce in partnership with the Chicago Brewing District and On Tour Brewing.

# MEDIA HIGHLIGHTS

## TimeOut

### Chicago Brewing District's Dancing in the Streets



You'll be dancing in your living room instead of the streets at this year's virtual edition of the Chicago Brewing District's annual jam band and beer fest, which takes its drinking and grooving festivities online for a night of livestreamed performances from Mark and Dave Play Dead, Rock and Rye and Paradise Waits. You'll also be able to scoop a week's worth of deals from West Town businesses and breweries—pick up the "Dancing in the Streets Mix Pack," featuring beers from On Tap Brewing Company, Goose Island, Great Central Brewing Company, Forbidden Root and Finch, ahead of the digital concert to recreate the full effect.

#### **Livestream details on Friday, August 7**

7pm: Mark and Dave Play Dead

7:45pm: Rock and Rye

9pm: Paradise Waits

# MEDIA HIGHLIGHTS



## Your #StaytheFHome Chicago Curated Weekend: 8/6 and Beyond

*Dancing in the Streets @ Home, someplace nice and chill in your place, 7:00pm*

**WHAT:** A celebration of the Grateful Dead, Jerry Garcia, jam bands, and beer!

**SO WHAT:** While the celebration may not be going on live in person, Dancing in the Streets will still be bringing their fun experience to your home digitally. [You can pick up a special pack of beer](#) and enjoy a performance from three fun bands! Check out the lineup below!

- 7:00pm [Mark & Dave Play Dead](#)
- 7:45pm [Rock & Rye](#)
- 9:00pm [Paradise Waits](#)

**NOW WHAT:** Enjoy the nice tunes on Friday and pick up the [Dancing in the Streets beer pack](#) beforehand to make the night all the better. The [Dancing in the Streets beer pack](#) will feature brews from the Chicago Brewing District including On Tour Brewing Company, Goose Island, Great Central Brewing Company, Forbidden Root and Finch, as well as special swag from Midwest Brewing Company. All proceeds from the mix pack purchases will benefit the [West Town Chamber of Commerce](#).

# INFLUENCER RELATIONS

# @THE.MUG.MAN



**the.mug.man** • Follow  
Paid partnership with dancinginthestreetschi Chicago, Illinois

**the.mug.man** YOU EVER DONE THE NO PANTS DANCE IN THE STREETS?! We all know in-person concerts are for not this summer, but that doesn't mean we can't party. And the best parties are ones that don't stop, just ask the Beastie Boys. That's why I'm thrilled to be a returning partner for the SEVEN DAY West Town Chicago extravaganza better know as "Dancing in the Streets." This year, the great people at @dancinginthestreetschi x @westtownchicago x @ontourbrewing are letting you "dance from the sheets" of your own bed with a virtual music stream FRIDAY, AUG. 7 from 7-10 p.m. CT featuring bands Mark & Dave Play Dead, Rock & Rye and @paradisewaitsband. But have no fear, this party comes with beer! Until Monday last, use the link in my bio to

Liked by westtownchicago and 249 others  
AUGUST 5  
Add a comment... Post

the.mug.man 3h

**NEW: PROCEED BEERS ARE THE BEST BEERS. CHECK THIS OUT/LINK IN BIO**

the.mug.man YOU EVER DONE THE NO PANTS DANCE IN THE STREETS?! We all know in... more

@dancinginthestreetschi @westtownchicago @ontourbrewing #DITSAHome #westtownchicago #ChicagoBeer @finchbeer @gbrewingco @gooseisland @forbiddenroot

the.mug.man

**LIVE STREAM CONCERT STARTS AT 7 P.M. CT TONIGHT**

7 - Mark & Dave Play Dead  
7:45 - Rock & Rye  
9 - @paradisewaitsband

@dancinginthestreetschi

**Followers:**  
**4,800**

**Total Impressions:**  
**4,757+**

**Total Engagements:**  
**250+**

# @CHICITYFOODIE

chicityfoodie

JUST BE SURE TO STOCK UP ON COLD BREWS FOR TODAY'S STREAM!

LIVE STREAM SCHEDULE  
FRIDAY, AUGUST 7

PARADISE WAITS 9:00PM  
ROCK & RYE 7:45PM  
MARK & DAVE 7:00PM  
PLAY DEAD

#DITSATHOME GANE BAND STREAM

11:16:41

ONTOUR BREWING COMPANY  
#DITSATHOME

DANCINGINTHESTREETSCHICAGO.COM

@DANCINGINTHESTREETSCHI  
@WESTTOWNCHICAGO  
@ONTOURBREWING

#DITSATHOME

chicityfoodie

CALLING ALL BEER NERDS:

DANCING IN THE STREETS MIX PACK

LIMITED RELEASE

#DITSATHOME

@dancinginthestreetschi

@dancinginthestreetschi is going virtual this year but @westtownchicago and @ontourbrewing are putting together a very real epic limited beer release

#DITSATHOME  
#WestTownChicago

chicityfoodie

GO

28 Beers for \$50

SWIPE UP FOR MORE INFO!!!

@dancinginthestreetschi  
@westtownchicago

@FINCHBEER: GALACTIC COYOTE KETTLE SOUR W/ WATERMELON AND THAI BASIL, 666 PALE ALE, SONGBIRD PILSNER  
@FORBIDDENROOT: STRAWBERRY BASIL HEFEWEIZEN, PURPLE PILS WITH IRIS, CHAMOMILE AND JASMINE, SAISON  
@COOSEISLAND: PAPER UMBRELLA IPA  
@CCBREWINGCO: HEFEWEIZEN  
@ONTOURBREWING: HEAD'S ALL EMPTY  
@MIDWESTCOASTBREWING

#ditsathome  
#dancinginthestreetschi  
#westtownchicago

Followers:  
40,700

Total Impressions:  
7,067

Total Engagements:  
88

Link Clicks:  
41

# GRAPHIC DEVELOPMENT

# DANCING IN THE STREETS GRAPHICS

Given that our live festival coverage across social media is typically photographs captured onsite at the event, this year's virtual programming presented a challenge to ensure that our varied programming and promotions were still presented in a cohesive and on-brand format. As such, Zapwater worked with the festival's existing branding to create a series of informative graphic templates to communicate all aspects of the virtual festival experience.

## ADS



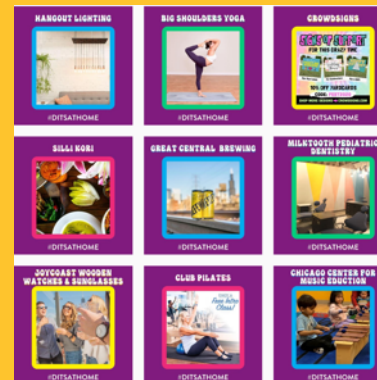
## PROMOS

### ON TOUR BREWING



Snag a six-pack and some social distance approved swag with our Dancing in the Streets Pack.

#DITSATHOME



## PROGRAMS



### THE JAMS...

LIVE STREAM SCHEDULE  
FRIDAY, AUGUST 7

PARADISE WAITS 9:00PM  
ROCK & RYE 7:45PM  
MARK & DAVE 7:00PM  
PLAY DEAD

ON @ TOUR  
#DITSATHOME

DANCINGINTHESTREETSCHICAGO.COM



# **SOCIAL MEDIA**

# SOCIAL HIGHLIGHTS

## FANS/FOLLOWERS:

Facebook: 893

Instagram: 436

Twitter: 31

## INSTAGRAM:

- From July 29 to August 13, DITS Instagram posts secured more than **6,902 impressions**.
- Daily Instagram Story coverage acquired a total of **6,916 impressions**

## TWITTER:





- From July 29 to August 13, DITS Twitter posts harnessed over **2,671 impressions**.
- During the bulk of our promotional efforts, we saw a **1.4% engagement rate**. (above the industry standard of .3-1%)

## FACEBOOK

- From July 29 to August 13, DITS Facebook posts generated more than **21,209 impressions**.

# TOP POSTS


## TWITTER

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Dancing In The Streets</b> @DITSChicago · Aug 7 Nothing goes better with some Friday night jams than some @PieEyedPizzeria! Mention #DITSAtHome when you call to place your order and get 25% off your 'za. <a href="http://pic.twitter.com/jr7CpEacVe">pic.twitter.com/jr7CpEacVe</a>			473	8	1.7%
	<b>Dancing In The Streets</b> @DITSChicago · Jul 31 Are you ready to get dancing in...your living rooms? Well, you better get ready because #DITSAtHome is about to be packed with great jams, great brews, great eats, shopping and so much more. Save the dates! <a href="http://dancinginthestreetschicago.com">dancinginthestreetschicago.com</a> <a href="http://pic.twitter.com/hEB17QxZGK">pic.twitter.com/hEB17QxZGK</a>			328	7	2.1%
	<b>Dancing In The Streets</b> @DITSChicago · Aug 8 Are your little ones #deadheads in the making? Then enrolling them in #ChiME is a must. For #DITSAtHome they're offering FREE Online Early Childhood Classes! Just ask for the Dancing In The Streets 2020 Special when scheduling. <a href="http://dancinginthestreetschicago.com">dancinginthestreetschicago.com</a> <a href="http://pic.twitter.com/7CCDRHcQhU">pic.twitter.com/7CCDRHcQhU</a>			143	11	7.7%
	<b>Dancing In The Streets</b> @DITSChicago · Aug 8 Get a taste of @FinchBeer Galactic Coyote Kettle Sour with Watermelon and Thai Basil, 606 Pale Ale and Songbird Pilsner all in the Limited Release #DITSAtHome Mix Pack! Grab your own while supplies last at the link below: <a href="http://dancinginthestreetschicago.com">dancinginthestreetschicago.com</a> <a href="http://pic.twitter.com/qN7CPTvc6N">pic.twitter.com/qN7CPTvc6N</a>			91	0	0.0%

## FACEBOOK


**Chicago Brewing District's Dancing in the Streets**  
Published by Brianna Stein · July 31 · 4

Are you ready to get dancing in...your living rooms? Well you better get ready because #DITSAtHome is about to be packed with great jams, great brews, great eats, shopping and so much more. Check out the link below for all the details and be sure to save the dates!  
[www.dancinginthestreetschicago.com](http://www.dancinginthestreetschicago.com)



**Chicago Brewing District's Dancing in the Streets**  
Published by Brianna Stein · August 3 · 6

We told you we'd bring the party, and this line up does not disappoint! Is it Friday yet?! Be sure to bookmark the link below to tune in to our virtual music stream! You won't want to miss a second of this. #DITSAtHome  
[www.dancinginthestreetschicago.com](http://www.dancinginthestreetschicago.com)



**LIVE STREAM SCHEDULE**  
**FRIDAY, AUGUST 7**

**PARADISE WAITS** 9:00PM  
**ROCK & RYE** 7:45PM  
**BEER** 7:00PM

**#DITSATHOME**

WESTTOWNCHAMBER.ORG  
**Dancing in the Streets | West Town Chamber**  
Dancing In The Streets is the brainchild of On Tour...

7,437 People Reached | 262 Engagements

[Boost Again](#)


**DANCING IN THE STREETS MIX PACK**

WESTTOWNCHAMBER.ORG  
**Dancing in the Streets | West Town Chamber**  
Dancing In The Streets is the brainchild of On Tour...


1,661 People Reached | 70 Engagements

[Boost Again](#)

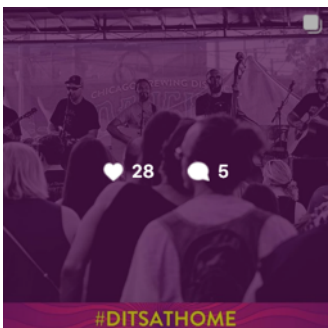
## INSTAGRAM



CHICAGO BREWING DISTRICT'S VIRTUAL **DANCING IN THE STREETS**  
51 likes, 3 comments  
**#DITSATHOME**






28 likes, 4 comments  
**#DITSATHOME**



28 likes, 5 comments  
**#DITSATHOME**

# PAID SOCIAL

				<a href="#">View Results</a>	<a href="#">...</a>
<b>Post Engagements</b>	<b>7,404</b>	<b>171</b>	<b>\$100.00</b>		
Are you ready to get dancing in...your livin...	Reach	Post Engagements	Spent of \$100.00		
				<a href="#">View Results</a>	<a href="#">...</a>
✓ Completed • Aug 6					
<b>Post Engagements</b>	<b>1,763</b>	<b>297</b>	<b>\$49.97</b>		
We told you we'd bring the party, and this I...	Reach	Post Engagements	Spent of \$50.00		
				<a href="#">View Results</a>	<a href="#">...</a>
✓ Completed • Aug 6					
<b>Post Engagements</b>	<b>1,550</b>	<b>233</b>	<b>\$42.74</b>		
Let the #DITSAtHome fun begin! First thin...	Reach	Post Engagements	Spent of \$50.00		

**Total Impressions: 19,731**

CHICAGO BREWING DISTRICT'S  
VIRTUAL

**DANCING**  
IN THE  
**STREETS**

**#DITSATHOME**

**THANK YOU!**



**ZAPWATER**  
COMMUNICATIONS

