



# OVERVIEW

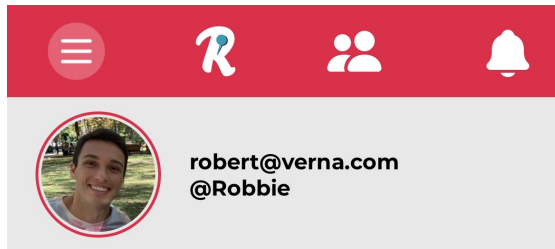


- The **Manayunk Development Corporation** utilized the Let's Rallie app for the StrEAT Food Festival on April 23<sup>rd</sup> from 11-5pm
- **User Display Ads, Push Notifications** and the **Full Screen Welcome Ad** were used to:
  - Raise awareness
  - Introduce an interactive voting tool
  - Offer a digital component to the event
  - Communicate with event attendees and participating food trucks
- Let's Rallie **geofenced Manayunk**
- Overall Impressions: **8,031**
- Overall Clicks: **1,442**
- Total Votes: **432**
- The Rallie team sourced and secured **1 Event Sponsorship**



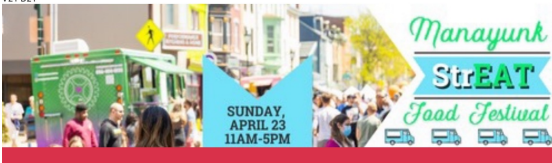
# IN-APP PROMOTIONS

## USER DISPLAY ADS



- New Rallie
- QR Scanner
- Invite Friends
- History
- Edit Profile
- Settings
- About Rallie
- Logout

V21 B21



**YOUR RALLIE** 0.11 miles away  
See business details and location. Swipe left to replace. Hold and drag the arrows to rearrange!

- TSAOCAA**  
Food  
0.11 [4415 Main Street, Philadelphia, PA, USA](#)
- TAQUERIA AMOR**  
Bar, Food  
0.11 [4410 Main Street, Philadelphia, PA, USA](#)



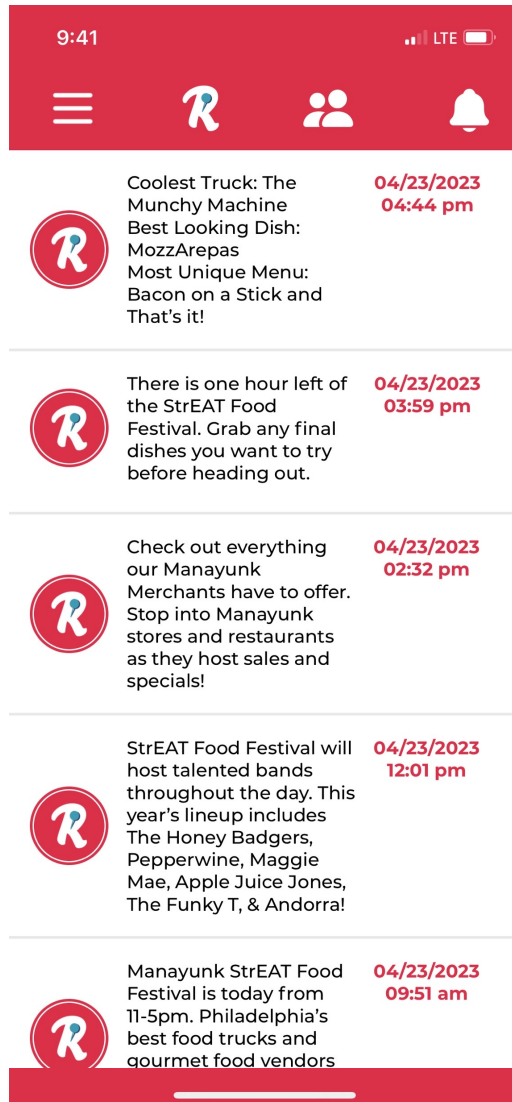
*Start Rallie*

- An In-app Display Ad was used to spread awareness leading up to the event
- Display Ads are shown on the "Menu" and "Your Rallie" screens
- Ads **linked out** to the StrEAT landing page
- Duration April 14<sup>th</sup> – April 22<sup>nd</sup>
- Total Views: **891**
- Total Clicks: **63**



# PUSH NOTIFICATIONS

## USER PUSH NOTIFICATIONS



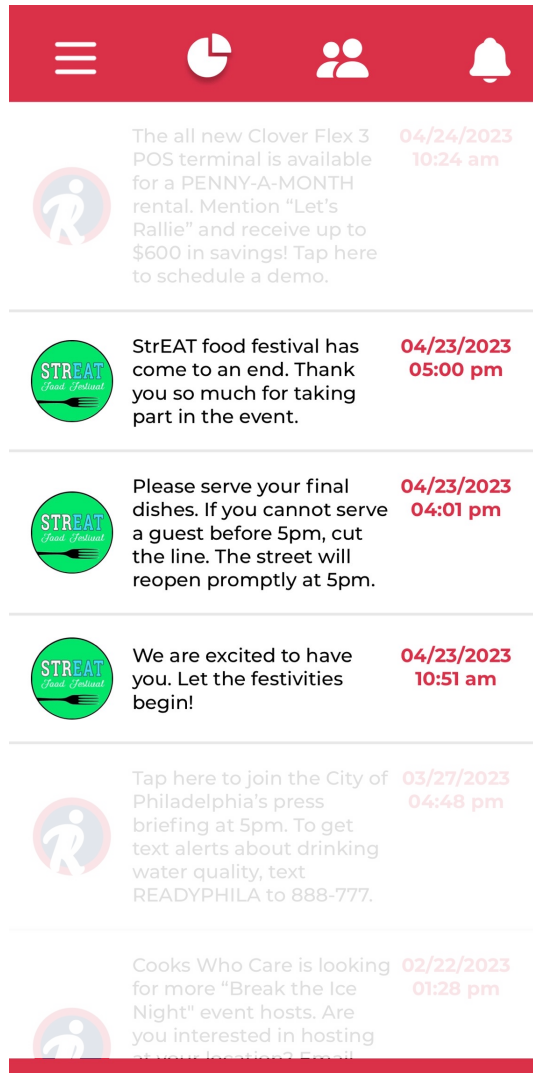
- **5 User Push Notifications** were sent to promote the event, share news, and announce the winner
- **1 Push Notification** was sent before the event to raise awareness
  - Views: **2,918**
  - Clicks: **93**
- **4 Push Notifications** were sent to users in Manayunk **during the day of the event**
  - Total Views: **2,490**
  - Total Clicks: **65\***

*\*Notifications did not promote a click*



# PUSH NOTIFICATIONS

## BUSINESS PUSH NOTIFICATIONS



- **3 Business Push Notifications** were sent directly to the participating Food Trucks to welcome them to the event and to make announcements
  - Total Views: **109**
  - Total Clicks: **9\***
- **53 Food Trucks** signed up to receive event-related Push Notifications

*\*Notifications did not promote a click*



# WELCOME MESSAGE

## FULL SCREEN WELCOME AD



- The **Full Screen Welcome Ad** displayed immediately upon opening the Let's Rallie app in **Manayunk**
- Event attendees were greeted and provided with relevant links to learn more and participate with the voting
- Duration: April 23<sup>rd</sup>
- Total Views: **1,626**
- Total Clicks: **1,212**
  - Learn More / Event Details: **339**
  - List of Trucks & Vendors: **394**
  - VOTE NOW: Festival Favorites: **479**





# WELCOME MESSAGE

## LIST OF TRUCKS & VENDORS



- The Full Screen Welcome Ad contained a button that allowed participants to view a list of Trucks & Vendors
- This was clicked total of **394** times
- Custom asset created by Rallie Team



# WELCOME MESSAGE

## IN-APP VOTING



Please vote for a winning food vendor in each category:

- Best Looking Dish
- Coolest Truck
- Most Unique Menu

*Begin*

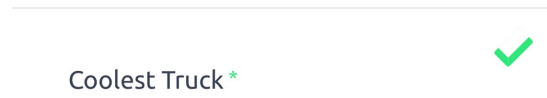
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### Best Looking Dish\*

See something you like? Is there a fan favorite? We want to know! Vote for the vendor with the best looking dish below:

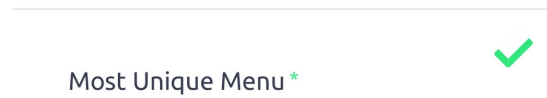
MozzArepas ▼



### Coolest Truck\*

Is there a truck that keeps catching your eye? A favorite design or color scheme? Maybe a giant glow-in-the-dark burger sitting on top of one of the food carts? Vote for the coolest truck below:

The Munchy Machine ▼



### Most Unique Menu\*

Some of our food vendors are cookin' up some pretty unique dishes! Is there anywhere we can grab a peanut butter + Dorito sandwich or cannoli pie? Let us know where we can find the most unique menu:

- The Full Screen Welcome Ad contained a button that allowed event participants to **vote for their favorite food trucks**

- **432** votes were collected

- Festival Favorites:
  - **Best Looking Dish**
    - MozzArepas
  - **Coolest Truck**
    - The Munchy Machine
  - **Most Unique Menu**
    - Bacon On A Stick and That's It

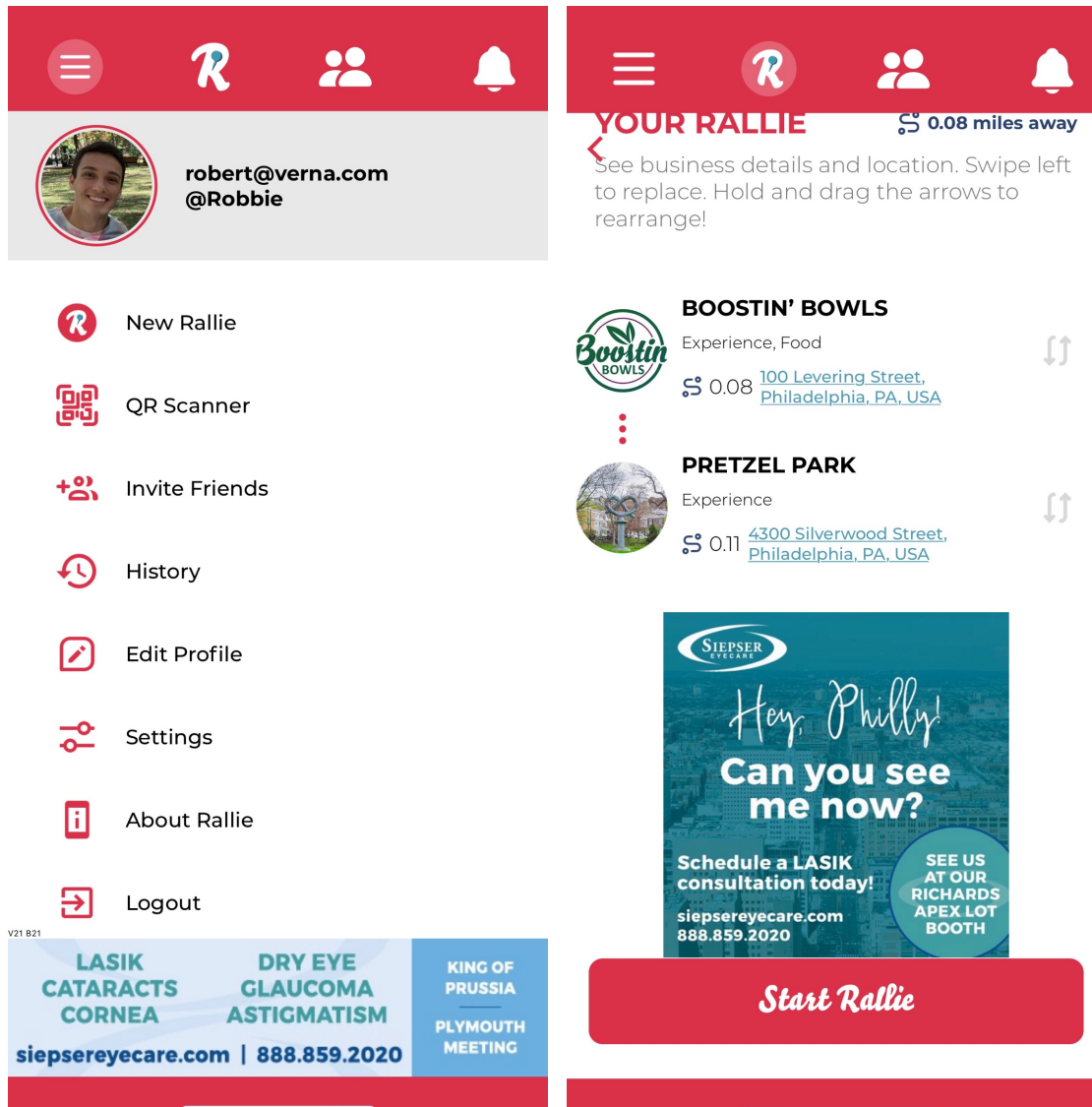
- Custom asset created by Rallie Team





# IN-APP SPONSOR

## EVENT SPONSORSHIP

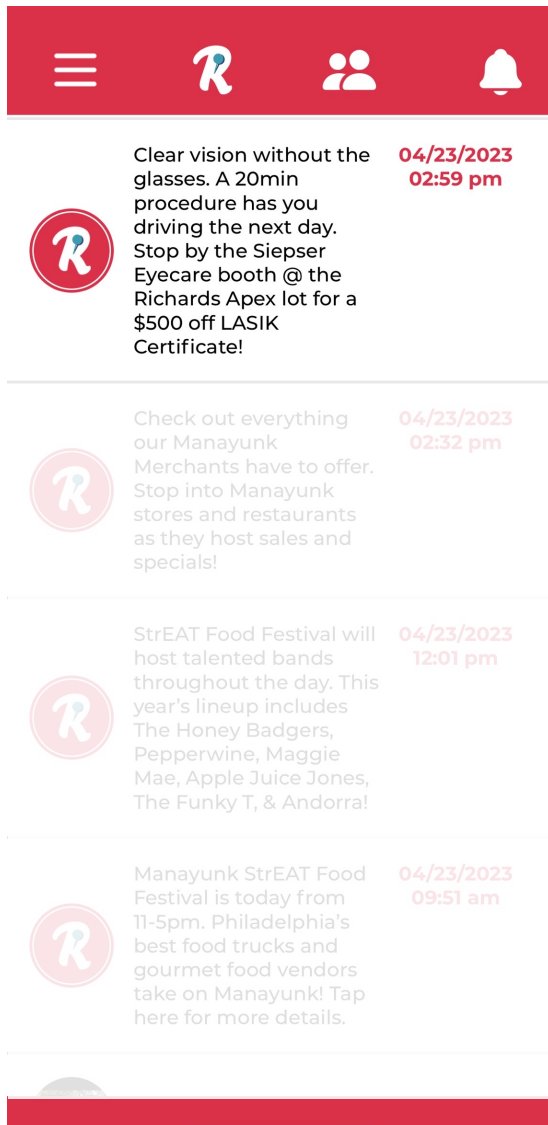


- The Rallie team **sourced and secured** an Event Sponsorship with Siepser Eyecare
- Sponsorship Details:
  - 1 Booth at StrEAT
  - 1 In-App Display Ad
  - 1 User Push Notification
- In-Display Ads were shown on the "Menu" and "Your Rallie" screens
- Ads **linked out** to schedule a consultation
- Total Views: **1,196**
- Total Clicks: **27**



# IN-APP SPONSOR

## EVENT SPONSORSHIP



- Siepser Eyecare also purchased a **User Push Notification**
- Push Notification was sent during the event to drive traffic to booth
- **Linked out** to schedule a consultation
- Total Views: **305**
- Total Clicks: **12**
- Siepser Eyecare saw the value in not only having a physical presence, but also having a **digital presence** during the event





# EVENT PHOTOS

 **Best Looking Dish?  
Coolest Truck?  
Most Unique Menu?**

**VOTE NOW WITH THE  
*Let's Rallie* APP**

 **Let's Rallie**

The Official App of the Manayunk StrEAT Food Festival

