



Baltimore
Get in on it.

FANDANGO

SPECIAL EVENTSSM

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“Are You In On It?”

“Space Aliens Spotted Downtown” read the Baltimore Business Journal headline! Was Baltimore truly under attack – or was it yet another clever event marketing campaign from Fandango Special Events? This was just some of the “buzz” generated by the “In On Its,” a team of colorful brand ambassadors created by Fandango for the launch of Baltimore’s new branding campaign and slogan, “Get In On It.” The headline was fiction, but the “buzz” was for real.

The “In On Its” took to the streets to bring Baltimore’s new visual identity to life – a radical approach in a city where street campaigns are rare. As part of a pre-event viral campaign, the team greeted visitors to the Inner Harbor and Baltimore attractions, distributed giveaways, and attended sporting events. Their mission: introduce the new concept, drive traffic to the pre-launch website, and sell the City as a “secret worth getting in on.”

Working closely with the Baltimore Area Convention and Visitors Association, Fandango handled all responsibility for the street marketing campaign – from inception and costume design to the logistics and location of appearances. Fandango also selected and trained staff and developed mime-like interactions in keeping with the brand.

The “In On Its” team made its official debut during a May 24th launch event for the tourism branding and marketing initiative at Baltimore’s renowned Hippodrome Theater. This event, also coordinated by Fandango, unveiled the new campaign to several hundred tourism professionals and City officials. Before and afterwards, everyone was invited to “get in on it” through participatory activities and an on-stage reception.

“Fandango took a concept and logo and infused it with life and energy,” noted Baltimore Area Convention and Visitors Association’s Nancy Hinds, Vice President of Public Affairs. “Their launch event and street marketing campaign successfully enabled both residents and out-of-town visitors to experience the Baltimore brand in a unique way. We are delighted with their efforts to support our campaign, and ultimately, the health of the City, and its tourism industry.”

Learn more about Baltimore’s re-branding at www.AreYouInOnIt.com.