



## Marketing Campaign – Tabletop Day 2018

Tabletop Day is a global event that is enacted in thousands of different locations worldwide. It encompasses all forms of games which are played “on a tabletop” from traditional games such as Monopoly to role-playing games such as the iconic Dungeons and Dragons. Tabletop Day attendees come from all walks of life, and the events grows larger year on year.

O’Connell-Hoare created a marketing campaign for Sterling Games Company to arrange a role-playing convention in Surrey. That included:

- Social Media
- Local role-playing group web forums
- Emails
- Leaflets
- Two Direct Sales Drives in the local town centre.

OH also provided an Event Management solution which included sourcing the venue with good parking and facilities, ticketing, theming the Venue, post event and ROI reporting for SGC.

The result of the marketing campaign was an increase in attendees of 34% and a ROI of 60% (an increase of 15% on expectation).