



# SOUTHERN WOMEN'S SHOW<sup>2017</sup>

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

OCTOBER 19-22

at the prime osborn  
convention center

show in review



The Southern Women's Show, known as the premier women's event in the Jacksonville area, was widely embraced by the market.

**TOTAL AD CAMPAIGN** \$160,345

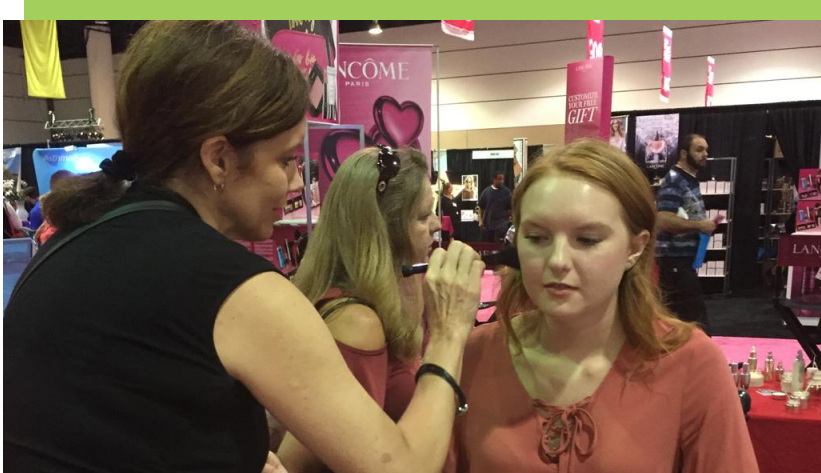
**PR IMPRESSIONS** 2,551,491

**NUMBER OF EXHIBIT SPACES** 393

**ATTENDANCE** 22,000+ women

## OVERVIEW





## SCENES FROM THE SHOW

The 30th annual show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who packed the aisles throughout the four day event. Our show surveys indicated that women came to the show to shop, attend cooking demonstrations and sample food, watch fashion shows and stage presentations, register for promotions and prizes, get health screenings, meet special guests, and have fun.



## DEMOGRAPHICS



## AGE

55 - 64 YEARS OLD (26%)

65+ YEARS OLD (25%)

45 - 54 YEARS OLD (21%)

35 - 44 YEARS OLD (13%)

25 - 34 YEARS OLD (10%)

18 - 24 YEARS OLD (5%)

## MARITAL STATUS



MARRIED  
77%



SINGLE  
23%



HAVE CHILDREN  
77%



NO CHILDREN  
23%

## RACE

**76%**  
CAUCASIAN

**21%**  
AFRICAN AMERICAN

**1%**  
OTHER

**2%**  
LATINO

## EDUCATION LEVEL



84% COLLEGE OR HIGHER

## HOUSEHOLD INCOME

28% | \$25,000 - \$49,999

24% | \$50,000 - \$74,999

14% | \$75,000 - \$99,999

8% | \$100,000+

## WHO DID YOU COME WITH



FAMILY - 44%



FRIENDS - 41%



ALONE - 15%



CO-WORKERS - 2%

## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
71%



COOKING DEMOS &  
FOOD SAMPLING - 40%



PROMOS, PRIZES &  
CONTESTS - 36%



FASHION SHOWS &  
STAGE PRESENTATIONS - 14%



CELEBRITY &  
SPECIAL GUESTS - 5%

## DO YOU PLAN TO RETURN IN 2018?



YES - 97%



NO - 3%

SOUTHERN WOMEN'S SHOW IN JACKSONVILLE | AUDIENCE PROFILE

SOUTHERN  
**WOMEN'S  
SHOW**  
2017  
JACKSONVILLE | MAY 11 / 12



*Laurie Hernandez  
Olympic Gymnast*



*Mother Daughter Look-A-Like Contest  
Hosted by WJXT*



*Storybook Princesses*



*Firefighter Fashion Show*



*30th Anniversary Celebration*

Throughout the four days, exciting and educational activities were held on three different stages. The stages featured **CELEBRITY GUESTS**, innovative **COOKING** programs, **MUSICAL** entertainment, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

## FEATURES & PROMOTIONS





**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**CHEVROLET**  
official vehicle of the  
SOUTHERN WOMEN'S SHOW

**OCTOBER 19-22** at the prime osborn convention center  
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p tickets \$12 at door, \$6 for kids

Test drive a new Chevy at the show  
and receive a **FREE GIFT** courtesy of **CHEVROLET**

**Cheers to 30 YEARS** SOUTHERNWOMENSSHOW.COM

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**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**OCTOBER 19-22** at the prime osborn convention center  
**4 DAYS OF BLISS** show specials celebrities live entertainment tickets \$12 at door, \$6 for kids  
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

**LAURIE HERNANDEZ** olympic gold medalist  
**MOTHER DAUGHTER DAY** join us saturday  
**TEACHERS DAY** join us sunday  
**SHOP 'TIL YOU DROP** all weekend long  
**GIRLS NIGHT OUT** join us friday

**Cheers to 30 YEARS** SOUTHERNWOMENSSHOW.COM

©2017 Southern Women's Show, Inc. Production



**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**\$2 off admission\***

**OCTOBER 19-22** at the prime osborn convention center  
tickets \$12 at door, \$6 for kids  
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

**Cheers to 30 YEARS**  
**GET \$2 OFF** SHOW ADMISSION  
WHEN PRESENTING  
THIS COUPON!

SOUTHERNWOMENSSHOW.COM

\*\$2 off admission for adults for the show. Not present person coupon. Not valid with any other discount. While supplies last. ©2017 Southern Women's Show, Inc. Production



**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**OCTOBER 19-22** at the prime osborn convention center  
tickets \$12 at door, \$6 for kids  
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

Discount tickets at **Walgreens**

**LAURIE HERNANDEZ** olympic gold medalist  
**SHOP 'TIL YOU DROP** all weekend long  
**GIRLS NIGHT OUT** join us friday

**Cheers to 30 YEARS** SOUTHERNWOMENSSHOW.COM

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**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**October 19 - 22**  
at the Prime Osborn Convention Center

**Cheers to 30 YEARS**

**LAURIE HERNANDEZ**  
Olympic Gymnast

**CLICK HERE & SAVE**  
w/ code SHOP

A comprehensive marketing and advertising campaign promoted the show for three weeks through **TELEVISION**, **RADIO**, **PRINT** and numerous **DIGITAL PLATFORMS** as well as **SOCIAL MEDIA** and **GRASSROOTS MARKETING** initiatives. The show was promoted with signage in 15 Chevy Dealerships and 64 Walgreens stores, increasing sponsor awareness in high traffic locations, as well as media contesting and promotions.

## ADVERTISING EXPOSURE



The Southern Women's Show received comprehensive television coverage and exposure. In addition to a two week paid schedule on network television and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 711

TOTAL TV CAMPAIGN \$78,590

**FIRSTCOAST**  
NEWS  

**WJXT**  
**4**  
the local station

COMCAST  
SPOTLIGHT®

**THE CW 17**  
WCWJ JACKSONVILLE

TELEVISION ADVERTISING

**SOUTHERN**  
**WOMEN'S**  
**SHOW** <sup>2017</sup>  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

SAVE  
\$4  
discount tickets available  
at  
*Walgreens*

**PRIME OSBORN**  
**CONVENTION CENTER**

october 19<sup>th</sup> - 22<sup>nd</sup>



Funds  
BRIGHT FUTURES  
SCHOLARSHIPS

[SouthernWomensShow.com](http://SouthernWomensShow.com)

[Click here for TV Spot](#)

**SOUTHERN**  
**WOMEN'S**  
**SHOW** <sup>2017</sup>  
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HEALTH / BEAUTY / FUN



Three radio stations promoted the show to listeners through different formats, including:

**ADULT CONTEMPORARY, COUNTRY** and **POP**.



Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

**NUMBER OF STATIONS** 3

**NUMBER OF RADIO SPOTS** 490

**TOTAL RADIO CAMPAIGN** \$39,245

[Click here for Radio Link](#)



**RADIO ADVERTISING**



An extensive digital media campaign was integrated into the marketing plan to reach women on-the-go with a combined strategy of **BEHAVIORAL TARGETING** and **GEOFENCING**. In addition, ads and boosted posts were run on **FACEBOOK**.

**IMPRESSIONS** 3,373,070  
**VALUE** \$3,000



**DIGITAL ADVERTISING**





**SHOW PROGRAM DISTRIBUTION 2,500 NUMBER OF PRINT ADS 15**  
**TOTAL PRINT SCHEDULE \$39,510**



## PUBLICATIONS & MAGAZINES

A dedicated Public Relations Firm generated buzz with women in the market through pre-recorded and live **TV & RADIO INTERVIEWS, PRINT EDITORIAL** in newspapers and magazines, plus numerous **ONLINE CALENDAR LISTINGS**. They delivered extensive media coverage through all advertising platforms.

## Around Town With Ms. "V"

God Has Given Me Authority!

Friday, October 20, 2017

Southern Women's Show day one highlights gymnast Laurie Hernandez



**Laurie Hernandez, USA**  
Silver and Gold medal winner in Rio, appeared at the 2017 Southern Women's Show, Thursday at 4:30 p.m. on the Fashion Stage. Laurie was interviewed by First Coast News anchorwoman, **Keitha Nelson**.

**Nelson**, whom you will recognize from the TV show, "Good Morning Jacksonville". The cute and fit seventeen-year-old gymnast answered questions from Keitha, and also numerous questions from very young enthusiastic gymnasts. Miss Hernandez stayed around and signed copies of her book ("I Got This: To Gold and Beyond") and took pictures with her fans. She is very well spoken young woman and was an encourager to those in attendance. Laurie was brought to the 2017 SWS by the **Florida Dairy Farmers**.

If you've previously attended the Southern Women's Show, or this is your first time, you will be excited to know that more special days have been designated again this year. "Girls Night Out" will be Friday October 20th. and admission is only \$5 after 5 p.m. "Mother/Daughter Day" will be held all day on Saturday Oct. 21st. "Teachers Day" will be on Sun. Oct. 22nd. Teachers who visit the Show Office (Room 104) on Sunday will receive a FREE ticket to the show! \*Must show your school ID to collect your complimentary ticket.

If you didn't make it on Thursday - you have a few more days to catch all the action with the 2017 show. There are lots of vendors, demonstrations, freebies, shows, eating and much more. Grab your friends, family and coworker's together as you make a day-of-it at the **2017 Southern Women's Show** in Jacksonville, Florida.

### Southern Women's Show

Dates:	Times:
Thurs. Oct. 19, 2017	10 a.m. - 7 p.m.
Fri. Oct. 20	10 a.m. - 8 p.m.
Sat. Oct. 21	10 a.m. - 7 p.m.
Sun. Oct. 22	11 a.m. - 5 p.m.

**IMPACT** 2,551,491 Impressions



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**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**PR IMPRESSIONS**





**E-NEWSLETTER SUBSCRIBERS 9,772**

**FACEBOOK FANS 6,729**

**UNIQUE PAGEVIEWS 64,953**

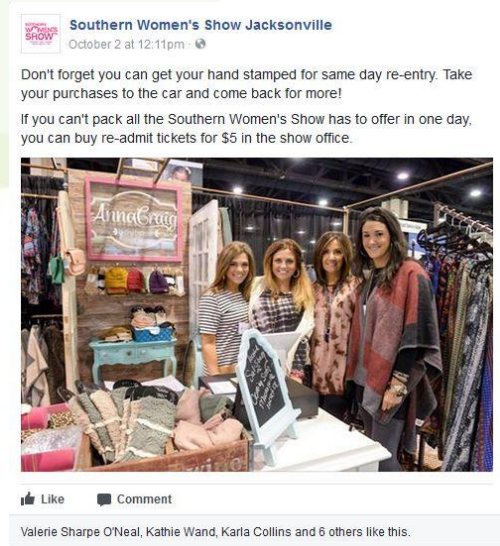
**GROUPON/LIVINGSOCIAL REDEMPTIONS 593**

**INSTAGRAM FOLLOWERS 376**

**TWITTER FOLLOWERS 355**

**TOTAL VALUE \$1,170,846**

A social media campaign was integrated into the marketing plan to reach busy women through **FACEBOOK** updates, promotions on **GROUPON/LIVINGSOCIAL**, **TWITTER**, and **INSTAGRAM**. Show Updates through the Official Show Website and **E-NEWSLETTERS** kept fans engaged.



**SOCIAL MEDIA & E-NEWS**





Show sponsors enhanced the success of the Southern Women's Show and created exciting and interesting features, promotions and activities within the show.



*Funds*  
**BRIGHT FUTURES  
SCHOLARSHIPS**



*Walgreens*

**SPONSORS**





It is a privilege to bring the very best in health, beauty, home, fashion and more to the Jacksonville area. With the help of our sponsors, partners and exhibitors, the 2017 Southern Women's Show was a success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Elisha Jernigan  
Show Manager



Alexandra Smith  
Assistant Show Manager



WE LOOK FORWARD TO WORKING WITH YOU IN 2018

**SOUTHERN  
WOMEN'S  
SHOW<sup>2018</sup>**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**OCTOBER 18-21** ..... at the prime osborn  
convention center