



A Photographic Summary

[www.candycanecruise.com](http://www.candycanecruise.com)

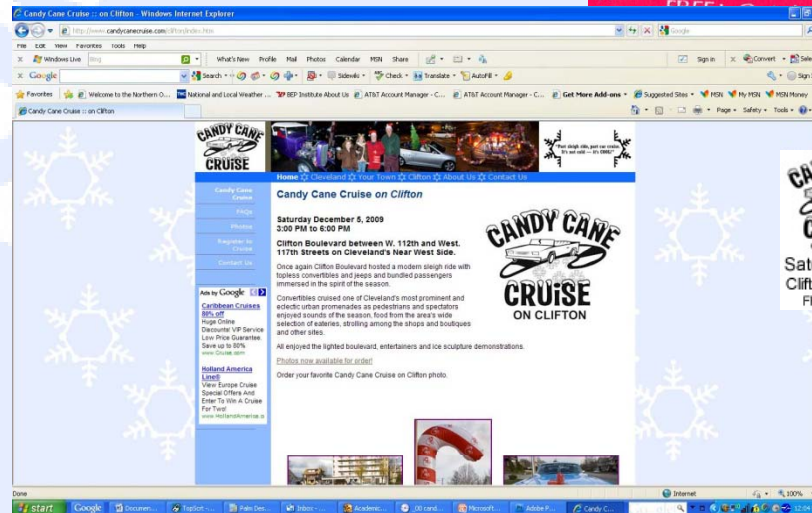
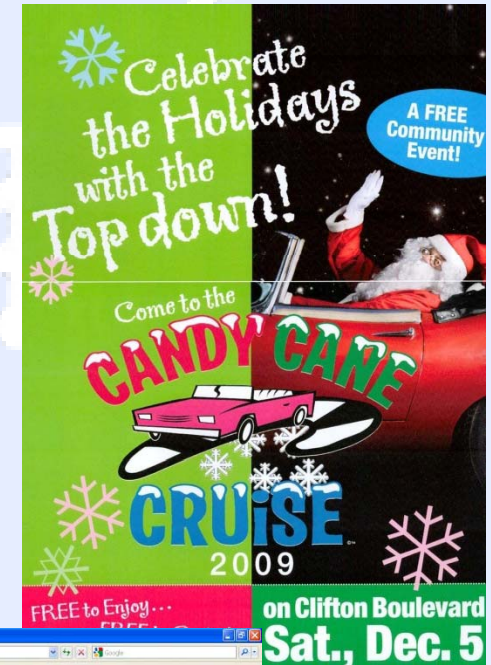
## Attracting Drivers:

### Target Marketing:

- A simple direct mail piece
- A poster displayed by participating retailers
- Website presence at [www.candycanecruise.com](http://www.candycanecruise.com)
- A small ad on a community web forum and social media sites
- Inclusion in Candy Cane Cruise's outreach to jeep/convertible owners blogs and forums.

### Registration:

Nearly 30 registrants paid a fee to participate.



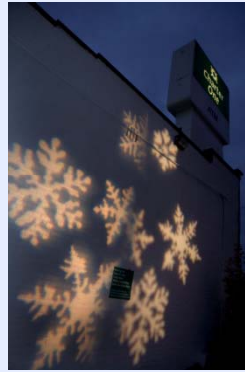
## Registered Drivers Received:

- Gift Bag containing discount coupons, trinkets and premiums from participating merchants.
- Collectible ornament.
- Commemorative photograph.
- Customizable sign to display during the Cruise.
- Free beverage and dessert from participating merchants.



## Drivers and Spectators Enjoyed:

- The lighted boulevard.
- Holiday music.
- Ice sculpting demonstration.
- Outdoor movie.

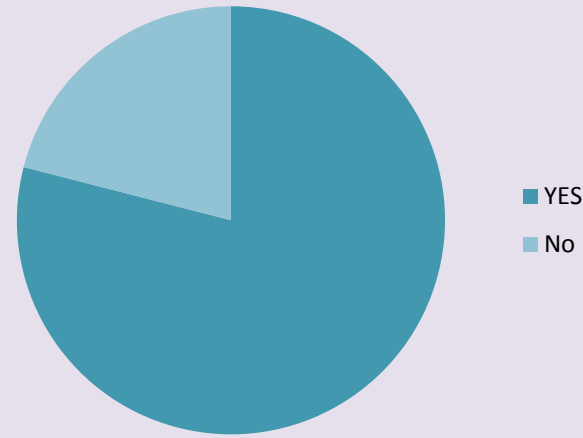


## Merchants Enjoyed:

- Affordable promotional event.
- Variety of ages attracted to event.
- Real results that delivered customers.
- “Passport Program” encouraged additional foot traffic.



Did you visit any stores/restaurants during the event?



## Candy Cane Cruises Delivers!

- Unique way to celebrate the holiday season.  
*It's not another lighting ceremony!*
- Comprised of your target audience.  
*(No need to deal with out-of-town talent.)*
- Invites your target audience to participate.
- Ample opportunities for your merchants to be involved and directly benefit.
- Leverages your current holiday activities and budget.**

*"...wanted to shop more..."*

*"We enjoyed the whimsical atmosphere from our co-cruisers to the people walking the streets blown away at the outrageous idea of convertibles in December with their tops down!"*

## Quotes from 2009 Participants when asked about their Candy Cane Cruise experience:

*"The amount of fun I had."*

*"We will be back to try out the restaurants!"*

*"Shopping at all the different shops."*

*"Every merchant was very friendly and we filled up on all the treats."*

*"The camaraderie [of participants]... , the oddity of cruising in the cold was fun."*

*"It's fun!"*

## Ready for 2010:

It is easy to be a part of the Candy Cane Cruise celebration!

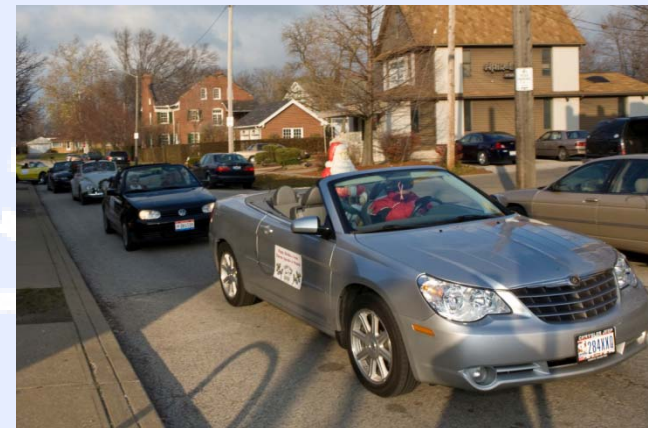
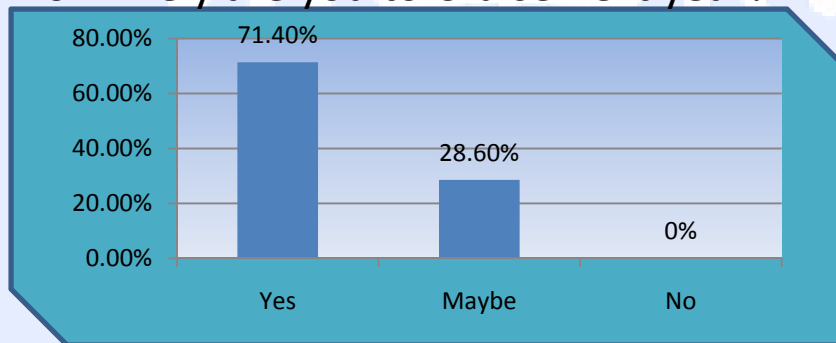
- Coordinate with your merchants.
- Invite convertibles to cruise.
  - Free or Fee to register?
- Develop Cruise route.
  - Street closure not required.
- Decorate and promote as you normally do.

Consider additional elements.

Photos  
Entertainment  
ice sculpting  
etc.



## How likely are you to Cruise next year?



## Reasons to be a Candy Cane Cruise event:

- Proven concept.
- Access to images and graphics.
- Part of a growing brand.
- Inclusion on branded website.
- Exclusivity in 5-mile area.
- Experienced planning instructions.
- On-going “best practices” newsletters offer on-going dos and don’ts and other tips.
- Source for official collectible ornament.



### Contact info:

For info on hosting a Candy Cane Cruise, contact  
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