



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

Extending a Venerable Brand: The Kentucky Derby

Overview: The task assigned was to create a following for a new dimension of the annual Kentucky Derby: the Derby Party Program. This involved the introduction and launch of the program along with the involvement of CPO Bobby Flay, the DP planning kit and web site resource.

The Challenge: Not only was a following needed, but the Derby Party brand needed to be built and positioned as the go-to party planning resource. The agency was tasked with driving web site traffic and building a social network/community of party givers/planners around the Kentucky Derby event.

The Result: The agency created Derby Party House Parties to build buzz and a following as well as the Bring the Derby Home sweepstakes. These events were supported with long lead print media features, media blitzing (radio and TV talk) in the weeks leading up to the Derby event and Derby Party launch events in NY, Chicago and LA with Bobbie. This resulted in significant media coverage across the U.S., sales of Derby Party Kits and thousands of Derby Party Club member sign-ups on the Derby Party web site.

*Disclaimer: This program was handled by a Utopia team member while employed at her previous agency.



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