



# DUBLIN<sup>®</sup> IRISH FESTIVAL



**Category 60**

**Most Creative / Effective News Stunt**

**#JimmysJig on The Tonight Show Starring Jimmy Fallon**

**Budget \$750,000 – \$1.5 Million**



also included the hashtags #DublinIrishFest, #FalPals and #FallonTonight in all Tweets and posts. The package was hand-delivered by a personal contact at 30 Rockefeller Plaza in New York City.

On the evening of March 17, Fallon accepted the #JimmysJig challenge and devoted about 12 seconds of his opening monologue to performing an Irish jig.

### How did the news stunt fit into the overall media campaign for the event?

Through innovative social media marketing strategies, the Dublin Irish Festival strives to generate international attention and interest in this beloved event. In preparation for the Festival weekend, a large portion of marketing and promotion occurs over social media channels throughout the year. In an effort to increase the Festival's digital presence and drive Twitter interaction with a loyal and engaged fanbase, the #JimmysJig social media campaign was created.



The Festival strives to convey a positive and approachable social media presence and encourages increased interaction with guests through various digital media channels. The #JimmysJig campaign embraced the lively Irish attitude that defines the entire Dublin Irish Festival experience. By challenging Fallon to some friendly competition, the Festival aimed to encourage interested viewers to come to Dublin and join in on the fun.

In order to better promote #JimmysJig, the Festival actively reached out to many of its sponsors, asking them to incorporate the campaign's hashtags into their Tweets. This sense of collaboration between festival, sponsors and social media followers is another important aspect

of the overall Dublin Irish Festival media campaign. Through cross-branding and collaborative marketing, the Festival and its sponsors benefit greatly from the far-reaching impact of social media.

Additionally, the Festival showcased the talents of some of its gifted performers, the students of the Regan-Rankin Academy of Irish Dance, who kindly taught Fallon some basic Irish dancing steps in a video Tweeted out with the #JimmysJig hashtag. The constant cooperation between the Festival and the groups and organizations that grace its stages is emphasized throughout the year, which only adds to the value of partnership.

### Sponsor/ charity involvement (if any) and why

Dublin Irish Festival sponsors were called upon to help promote the #JimmysJig hashtag on their own social media channels. Some helped the Festival gain more recognition by retweeting #JimmysJig Tweets or using the hashtag in their own social media messages. This collaboration encouraged followers of both the Dublin Irish Festival and these individual sponsors to become better acquainted with the Festival brand.

### Was there an increase in media coverage for your event as a result of the stunt?

The social media interactivity with the Festival and its fanbase was overwhelmingly positive throughout the #JimmysJig campaign. The initial Tweets received several retweets and favorites, while the video of the Regan-Rankin Academy dancers received more than 7,000 views on the Festival Facebook page. Some followers even began using the #JimmysJig hashtag in their own Tweets.

The video of Fallon's jig on the Tonight Show received almost 3,500 views, 92 likes, 13 shares and four comments on the Festival Facebook page. The comments were all positive and enthusiastic, with many of them expressing the desire for Fallon to visit the Festival and perform a jig in person on one of the Festival's entertainment stages.

**Supporting Question:**

**What challenges/ obstacles did you foresee/ encounter in creating the promotion, and how did you handle them?**

One of the most daunting challenges faced during the #JimmysJig campaign was figuring out how to get Fallon to do #JimmysJig on air. Through the use of social media platforms like Twitter, Facebook and Instagram, however, the Festival found a way to reach Fallon while encouraging further engagement from sponsors, entertainers and its digitally connected fanbase. The Festival kept up the competitive spirit by crafting friendly teasing Tweets and sending a "Treasure Trove" of Festival merchandise and other fun Irish goodies.

Another challenge faced by the Festival was figuring out how to deliver the "Treasure Trove" directly to Fallon. The Festival wanted to ensure that the package was delivered directly to Fallon, so it enlisted the help of a former Dublin resident and festival fan living in New York. The package was hand-delivered to Fallon's assistant at NBC Studios' 30 Rockefeller Plaza.



**Dublin Irish Festival**

March 17 · 🌐

Yes! The Tonight Show Starring Jimmy Fallon took the challenge on #fallontonight. See #JimmysJig below! Next challenge? Getting Jimmy to #dublinirishfest to do a jig live on stage!



3,475 Views

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