

PIE DAY *to* PIDAY



JAN 23RD - MARCH 14TH

•\$2,000 DIGITAL BUY + ORGANIC NUMBERS

TOTALS

IMPRESSIONS: **550,103**
LINK CLICKS: **2,593**
ENGAGEMENTS: **8,343**

PASSPORT NUMBERS

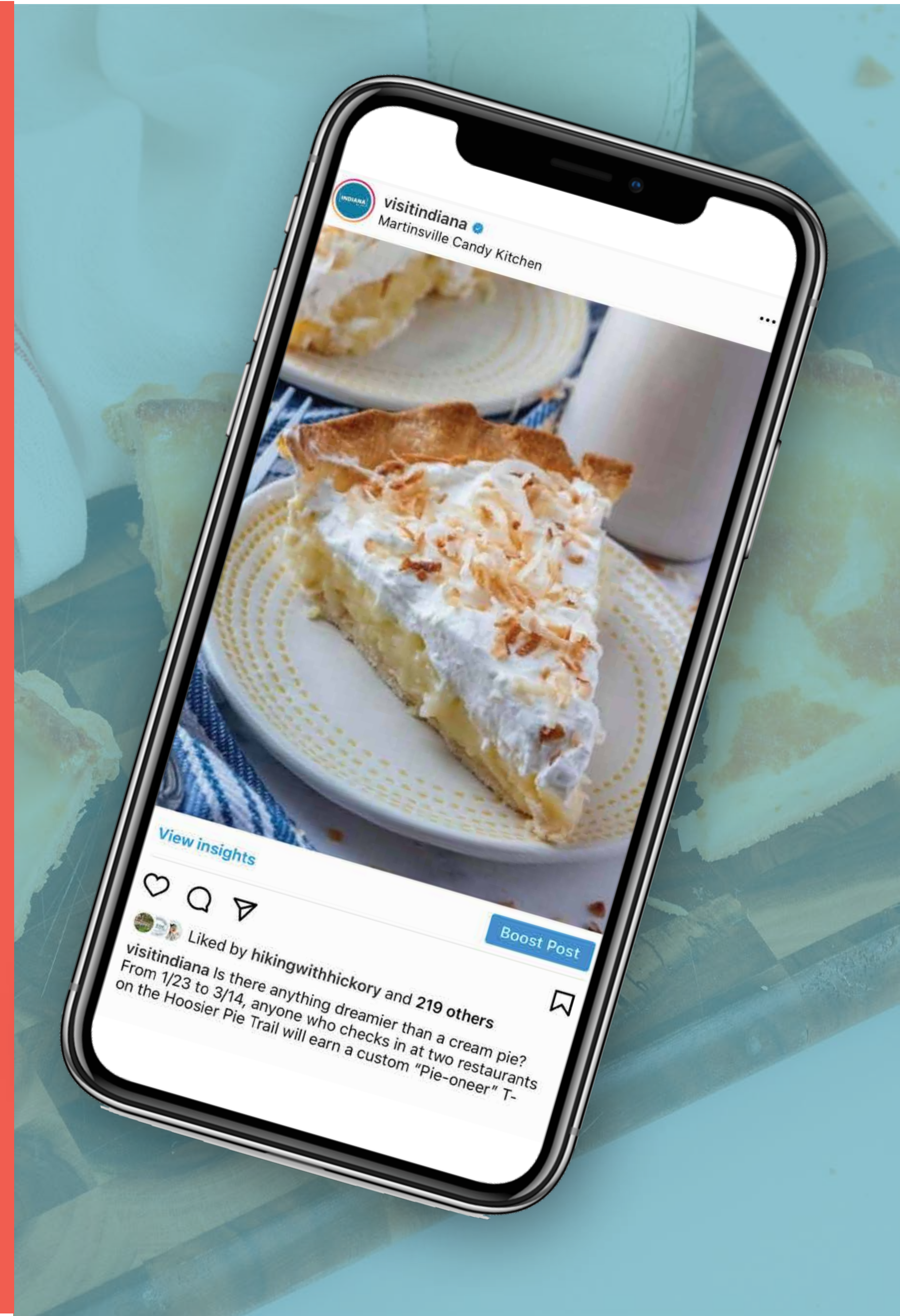
SIGN UPS: **3,064**
CHECK-INS: **1,320**
SHIRTS EARNED: **514**

PAID CAMPAIGNS

IMPRESSIONS: **76,298**
LINK CLICKS: **1,629**

FOODWAYS

IMPRESSIONS: **78,495**
ENGAGEMENTS: **1,955**





CULINARY TRAILS PASSPORT

UPDATE OVERALL: AS OF MARCH 17TH

SIGN UPS: **6,838**

MARKETING OPTS-INS: **4,578**

TOTAL CHECK-INS SINCE PIE PROMOTION STARTED: **2,166**

PIE RESTAURANT CHECK-INS: **1,320**

MRS. WICK'S CHECK-INS: **1,320**

THINGS TO DO

- CONSUMER EMAILS
- FEATURED ADS
- 150K+ CONSUMERS
- BLOG
- PRESS RELEASE

<https://visitindiana.com/blog/index.php/2022/01/18/happy-eating-hoosier-pie-trail/>



Win Prizes on the Hoosier Pie Trail From Pie Day-to-Pi Day

Statewide

Be a Pie-oneer! Blaze the Hoosier Pie Trail from 'Pie Day-to-Pi Day' with the Indiana Culinary Trails Passport!

[Continue Reading >](#)

ON THE BLOG



Explore From Pie Day to Pi Day!

by Visit Indiana on January 19, 2022

From 1/23 (National Pie Day) through 3/14 (Pi Day), anyone who checks in at two restaurants on the Hoosier Pie Trail will earn a "PIE-oneer" t-shirt! Continue on the blog...

MEDIA

[NWI TIMES](#)

[10 DELECTABLE REGIONAL DESSERTS](#)

[JOURNAL & TOPICS](#)

[FOX59](#)

[CASS CO. ONLINE](#)

[WRTV](#)

[YAHOO! NEWS](#)

[GREAT DAY TV \(X6\)](#)

[WRBI](#)

[WKDQ](#)

[INSIDE INDIANA BUSINESS](#)

[ROADTRIPPERS](#)

[REPORTER TIMES](#)



EARNED MEDIA

67,713,732 Potential Reach

AVE (AD VALUE EQUIVALENCY)

\$625K+

MTJA (MIDWEST TRAVEL JOURNALIST ASSOC.)

AND OTHER INFLUENCERS
PROMOTING ON SOCIAL MEDIA



Cornfields & High Heels is
at Mrs. Wick's Pies &
Restaurant.

1m · Winchester, IN · 🌐

Happy Pi Day! 3.14 🥧 😄

I visited @wickspies this weekend to stock up on the goods in preparation for this grand day! Sugar Cream Pie is, of course, a must here in Indiana. It's the state pie!

EVENTS



- INRLA DAY AT THE STATEHOUSE
- PIES SERVED

PIE DAY to PI DAY

★ PRIZE WINNER ★ **BILL NIEMIER**

FROM NEW PALESTINE

T-SHIRTS **514 Total**

110 XXL

136 XL

125 L

98 M

45 S

