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# MARKETING CAMPAIGN EXIT REPORT

MARCH 2024



ST. PATRICK'S DAY  
**PARADE**  
DÚN LAOGHAIRE

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CELEBRATING 30 YEARS OF  
DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL

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# ST. PATRICK'S DAY PARADE PAGE

 Page views

# 15.8K



# PHASE 1 - CALL FOR THE PARTICIPATING GROUPS



**Saint Patrick's Day in Dún Laoghaire**

**Get Involved!**

Please get involved in Dún Laoghaire's St. Patrick's Day Parade!



**We are inviting community groups to get involved**

in Dún Laoghaire's St. Patrick's Day Parade!

Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**We are inviting schools to get involved**

in Dún Laoghaire's St. Patrick's Day Parade!

Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**We are inviting marching bands to get involved**

in Dún Laoghaire's St. Patrick's Day Parade!

Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**We are inviting sport clubs to get involved**

in Dún Laoghaire's St. Patrick's Day Parade!

Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**Get Involved in the St Patrick's Day Parade**

in Dún Laoghaire Town



Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**Calling sports clubs, marching bands, schools and community groups!**

Get involved in Dún Laoghaire's St. Patrick's Day Parade!



Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)



**Saint Patrick's Day in Dún Laoghaire**

**Calling sports clubs, marching bands, schools and community groups!**

Get involved in Dún Laoghaire's St. Patrick's Day Parade!

Apply to Participate  
[www.dunlaoghairetown.ie/stpatricksparade](http://www.dunlaoghairetown.ie/stpatricksparade)

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# PARTICIPATING GROUPS



Targeted number

20



Final number

50



# VOLUNTEER RECRUITMENT CAMPAIGN

**Call for Volunteers**

in Dún Laoghaire's  
St. Patrick's Day  
Parade!



Express Your Interest  
[www.dunlaoghairetown.ie/stpatricksparede](http://www.dunlaoghairetown.ie/stpatricksparede)



**Call for Volunteers**

in Dún Laoghaire's  
St. Patrick's Day  
Parade!



Express Your Interest  
[www.dunlaoghairetown.ie/stpatricksparede](http://www.dunlaoghairetown.ie/stpatricksparede)



**Call for Volunteers**

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**Call for Volunteers**

in Dún Laoghaire's  
St. Patrick's Day  
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Express Your Interest  
[www.dunlaoghairetown.ie/stpatricksparede](http://www.dunlaoghairetown.ie/stpatricksparede)



# THE PARADE ON THE EVENT PLATFORMS

Dún Laoghaire's St. Patrick's Day Parade

17

SUNDAY, MARCH 17, 2024 AT 11 AM

**DÚN LAOGHAIRE TOWN SAINT PATRICK'S DAY PARADE 2024**

Dún Laoghaire Town

Boost event

The image shows an eventbrite event card. It features a green background with a pattern of shamrocks. The title 'Dún Laoghaire's St. Patrick's Day Parade' is written in white serif font. Below the title is a logo for 'Saint Patrick's Day in Dún Laoghaire' featuring a stylized orange tower. To the right of the logo are logos for 'dlr' and 'dlba'. On the left side, there is a calendar icon with the number '17' and the date 'SUNDAY, MARCH 17, 2024 AT 11 AM'. Below the date is the event title 'DÚN LAOGHAIRE TOWN SAINT PATRICK'S DAY PARADE 2024' and the location 'Dún Laoghaire Town'. A blue button with a white arrow and the text 'Boost event' is located at the bottom right.

Dún Laoghaire's St. Patrick's Day Parade

Just Added!

Sunday, 17 March

**DÚN LAOGHAIRE TOWN SAINT PATRICK'S DAY PARADE 2024**

General Admission - 1 +

Free ⓘ

Reserve a spot

The image shows a meetup event card. It features a green background with a pattern of shamrocks. The title 'Dún Laoghaire's St. Patrick's Day Parade' is written in white serif font. Below the title is a logo for 'Saint Patrick's Day in Dún Laoghaire' featuring a stylized orange tower. To the right of the logo are logos for 'dlr' and 'dlba'. Below the title, it says 'Just Added!' and 'Sunday, 17 March'. The event title 'DÚN LAOGHAIRE TOWN SAINT PATRICK'S DAY PARADE 2024' is written in bold blue font. Below the title is a ticket selection box with 'General Admission' and a quantity of '1' with minus and plus buttons. Below that is 'Free ⓘ'. At the bottom is an orange button that says 'Reserve a spot'. There are also heart and share icons in the top right corner.



# TAPPING INTO NOSTALGIA CAMPAIGN

**DO YOU REMEMBER?**  
DUN LAOGHAIRE INDUSTRIAL PARADES  
FROM 1949 TO 1965

SHARE YOUR MEMORIES WITH US



© RTÉ ARCHIVES



**DO YOU REMEMBER?**  
THE DÚN LAOGHAIRE FESTIVAL 1977

SHARE YOUR MEMORIES WITH US



© RTÉ ARCHIVES



**DO YOU REMEMBER?**  
THE DÚN LAOGHAIRE SUMMER  
FESTIVAL 1975 TO 1985

SHARE YOUR MEMORIES WITH US



© RTÉ ARCHIVES



**DO YOU REMEMBER?**  
DÚN LAOGHAIRE'S FESTIVAL OF  
WORLD CULTURES 2001 TO 2011

SHARE YOUR MEMORIES WITH US



© RTÉ ARCHIVES



**DO YOU REMEMBER?**  
DÚN LAOGHAIRE'S INDEPENDENCE DAY  
CELEBRATIONS 1996

SHARE YOUR MEMORY WITH US



© RTÉ ARCHIVES



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# SPOT THE LEPRECHAUN CAMPAIGN



**Participating  
businesses**

**7**



**HOW MANY LEPRECHAUNS CAN  
YOU SPOT IN OUR WINDOW?**



**GET THE RIGHT NUMBER AND COME  
IN TO OUR SHOP FOR YOUR FREE DÚN  
LAOGHAIRE ST. PATRICK'S DAY  
PARADE FLAG!**



Stocks of free flags are limited



# SPOT THE LEPRECHAUNS CAMPAIGN



# COUNT DOWN CAMPAIGN

**3 DAYS**

UNTIL THE ST. PATRICK'S DAY PARADE!



**ST. PATRICK'S DAY PARADE**  
DÚN LAOGHAIRE  
CELEBRATING 30 YEARS OF  
DÚN LAOGHAIRE RATHFOLK COUNTY COUNCIL

dlr dlba

**2 DAYS**

UNTIL THE ST. PATRICK'S DAY PARADE!



**ST. PATRICK'S DAY PARADE**  
DÚN LAOGHAIRE  
CELEBRATING 30 YEARS OF  
DÚN LAOGHAIRE RATHFOLK COUNTY COUNCIL

dlr dlba

**1 DAY**

UNTIL THE ST. PATRICK'S DAY PARADE!



**ST. PATRICK'S DAY PARADE**  
DÚN LAOGHAIRE  
CELEBRATING 30 YEARS OF  
DÚN LAOGHAIRE RATHFOLK COUNTY COUNCIL

dlr dlba

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# PARADE - LIVE POSTING CAMPAIGN



Post View

**240.1K**



Engagement  
(Likes/Comments)

**10.2K**



# COMMENTS FROM THE COMMUNITY



myfoodhugs Great parade, super fun for the kids 😄

3 d 3 likes Reply



dottyrooney What a great day. Just back from the parade and it was brilliant. ❤️

3 d 3 likes Reply



Michelle Murray Tonks  
Absolutely brilliant to see a St Patrick's day parade in Dun Laoghaire... feeling very homesick, think I need to be home next year to see it 🍀🇮🇪🍷

3d Like Reply Send message Hide



Mary Kindlon-Cahill  
Good to see Dunlaoire getting some life back into it

2d Like Reply Send message Hide



Janet George  
Loved it great crowd lovely atmosphere 🥰🥰🥰🍀

2d Like Reply Send message Hide



dublin.written.in.my.heart I've never seen this many people in Dún Laoghaire 😲 ❤️

1 d 1 like Reply ...



Louise Wildes  
Fantastic Day we'll done to all involved it was great to see the town buzzing 😊

3d Like Reply Send message Hide



Elayne Morris  
Such a lovely parade . Really well done 🎉

2d Like Reply Send message Hide



Amanda Doyle  
It was a truly beautiful day. So lovely to see so many people out in Dun Laoghaire. Everybody in great spirits. Especially all of the little ones. Well done to all involved.

2d Like Reply Send message Hide



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# FEEDBACK FROM THE PARTICIPATING GROUPS



goat\_boat\_tours We had such fantastic time - so much joy about Dun Laoghaire ❤️



2 d 1 like Reply



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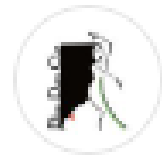
Such a great parade, well done to all involved, a lot of hard work and organising went into this and it really paid off 🍀❤️

3d [Like](#) [Reply](#) [Hide](#)



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# FEEDBACK FROM THE PARTICIPATING GROUPS



bhavedanceclasses

It was an absolute delight to be a part of the celebrations. The entire team had lots of fun. I would like to congratulate the entire team behind the planning of the parade 🙌

Thankyou for the coverage , it definitely helped in more followers, reach and few people contacted us as well. 🙏

If a feedback I would like to give is that may be for the next parade , if the team can create buzz about the participating groups before the parade as well.

Thanks,  
Vilekha