

<b>SMALL FAIR</b>		
<b>Cat. 1</b>	<b>Newspaper Ad</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Small Fair</b>	
	FAYETTE CO FAIR	graphics great on each day event and good info on each part of the ad, 1/2 page web address listed, needs more pizzaz
1	COSHOCTON CO FAIR	large sheet, way to busy, the entire schedule great to have, website listed
2	LUCAS CO FAIR	large sheet, where is the fair? No city or address, web address listed fun ad, good layout & way advertised events
<b>Cat. 2 Promotional Ad- outdoor</b>		
<b>Place</b>	<b>Small Fair</b>	<b>Judges Comments</b>
1	COSHOCTON CO FAIR	good layout, youth pic sells, simple easy to read quickly as driving
2	GALLIA	to busy, to much, good info, but driver has to be able to read as driving, real busy for billboard
	LUCAS	to busy not enough time to read as driving buy must be able to absorb all the info as driving buy
2	MONTGOMERY	love it wish to was on a billboard, using logo gives recognition of the event simple hits, dates, and lists new address
	MUSKINGUM	love colors & theme, but lacking info dates, no website listed, where is the event?
<b>Cat. 3 Printed Prom. -Brochure</b>		
<b>Place</b>	<b>Small Fair</b>	<b>Judges Comments</b>
	COSHOCTON CO FAIR	colorful, but no map, not much info compared to rest of submissions, pocket size, limited, information compared to others,
1	FAYETTE	great layout, lots of info, map of fgs WOW entry, excellent date on cover and throughout, easy to read

2	GALLIA LUCAS MEIGS CO FAIR  MUSKINGUM	poor format, not folded easy to read, simple to the point, nice layout , no map pocket size, sponsors, easy to follow and read no map, easy to follow schedule complete program of events, 1 color, kind of plain, simple easy to read, no map when and where clear
---	---	--

**Cat. 4 Radio Ad Judges Comments**

<b>Place</b> 2	<b>Small Fair</b> COSHOCTON CO FAIR  FAYETTE GALLIA LUCAS MEIGS CO FAIR MUSKINGUM	dates, list of events, pricing, website referenced, and location, admission listed harness racing limited , dates, locations, events pricing, website listed catchy, rhymes with Fair name, pricing dates dates list of events, good voice web listed, ticket costs, dates Complete program, very nice, clear website, dates catchy, list of events
-------------------	--	--

**Cat. 5 Television Ad Judges Comments**

<b>Place</b> 1 1	<b>Small Fair</b> LUCAS MONTGONERY  MUSKINGUM	dates, events, pricing, website address listed, voice clear, catchy, website listed, dates, short and sweet, location listed posted web address kind of boring, does not sell me, website listed
2	PUTNAM	dates events, website, good voice over, lots info

**Cat. 6 Social Media Judges Comments**

<b>Place</b> 1	<b>Small Fair</b> COSHOCTON CO FAIR	good information, focused on a county fair, lots of great info in snippets at a time
2	GALLIA CO FAIR GUERNSEY CO FAIR  MEIGS CO FAIR	to the point posts, not overloaded, what was submitted was good, would of liked to see more content and more posts vs comments simple outputs, great story told on posts and results

**Cat.7 Web Site Home Page Judges Comments**

<b>Place</b>	<b>Small Fair</b>	
	COSHOCTON CO FAIR	to much on home page,
	GALLIA CO FAIR	easy to navigate find what looking for love map, simple, inviting, pics good, sponsors listed, easy reading
	MEIGS CO FAIR	site lacks pizzaz, lots of info
2	MUSKINGUM	easy to navigate, lots of data,
1	PUTNAM	easy to navigate, attractive site,

**Cat. 8 Fair Premium Book Cover Judges Comments**

<b>Place</b>	<b>Small Fair</b>	
	COSHOCTON CO FAIR	cover lists show, only 1 aspect of the fair,
1	FAYETTE	lots of info
	GALLIA CO FAIR	like shape of county on cover,
	MEIGS CO FAIR	catchy,
	MONTGONERY CO FAIR	creative painting dates, city, clean and makes you want to pick it up
2	MUSKINGUM	real nice quality cover, clan attractive
	PUTNAM	Cute, catchy, dates, location

**Cat. 9 Fair Newsletter Judges Comments**

<b>Place</b>	<b>Small Fair</b>	
1	FAYETTE CO FAIR	Not a newsletter, great info, but a newsletter is built by the fair and dispatched to employees and the public and the directors with last periods news and upcoming news

**Cat. 10 Fair Printed Promo Misc Judges Comments**

<b>Place</b>	<b>Small Fair</b>	
1	MEIGS CO FAIR	beautiful layout, colors, lots of information
2	MUSKINGUM CO FAIR	WOW beautiful, colorful, begs pickup of counter

**Cat. 11 Promoting Ag Education Judges Comments**

<b>Place</b>	<b>Small Fair</b>	
	GALLIA CO FAIR	creative decorations, but cant see much in the way the public is educated on AG

1	MEIGS CO FAIR	very interactive w fair going public to educate people
2	MUSKINGUM CO FAIR	Great idea, working with to educate the public while entertaining them

**Cat. 12 Misc Use of Technology Judges Comments**

**to Promote Fair**

<b>Place</b>	<b>Small Fair</b>	
1	COSHOCTON CO FAIR	Live videos, interviews during fair live
2	FAYETTE CO FAIR	dates, all about community day of racing
	GALLIA CO FAIR	promotion for moving fairgrounds

**BEST IN SHOW**

Fayette Premium Book	<b>Judges Comments</b>	Premium Book
----------------------	------------------------	--------------

**BEST OVERALL THEME**

**Judges Comments**

Muskingum	using the Blue Ribbon Fair theme used throughout
-----------	--

**MEDIUM FAIR**

<b>Cat. 1</b>	<b>Newspaper Ad</b>	<b>Judges Comments</b>
	COLUMBIANA CO FAIR	simple, daily schedule, large sheet, readable
1	LAKE CO FAIR	tab size smaller print, love daily schedule, lots of data website
2	SUMMIT CO FAIR	hits the highlights, tells the what, where and when, website listed tab size, simple but tells enough to interest buying,

**Cat. 2 Promotional Ad- outdoor Judges Comments**

<b>Place</b>	<b>Medium Fair</b>	
	COLUMBIANA CO FAIR	really busy, to much to absorb while driving
	JEFFERSON CO FAIR	catchy to the point very basic
1	LAKE CO FAIR	logo, clear clean, can absorb in short time
2	SUMMIT CO FAIR	very catchy, attractive with graphics of the pig and theme

<b>Cat. 3</b>	<b>Printed Prom. -Brochure</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Medium Fair</b>	
2	LAKE CO FAIR	small print, hard to read, compact size, lot of folding to get to info good information good but...
2	ROSS CO FAIR	great layout hard to fold to fit in pocket
1	SUMMIT CO FAIR	clean, pocket size, great layout, web listed, map sized nice to read, easy to pick out days and events

<b>Cat. 4</b>	<b>Radio Ad</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Medium Fair</b>	
2	HARTFORD CO FAIR	no dates, events days details , website listed
1	LAKE CO FAIR	Dates, locations, events, website and sponsors
	SUMMIT CO FAIR	dates, grandstand, website, discount days, program

<b>Cat. 5</b>	<b>Television Ad</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Medium Fair</b>	
1	COLUMBIANA CO FAIR	dates, events livestock youth sale, no website mentioned or shown
1	JEFFERSON CO FAIR	short ad, dates, website for more information

<b>Cat. 6</b>	<b>Social Media</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Medium Fair</b>	<b><u>NOTE: seeing growth in this area with some out of the box thinking</u></b>
1	COLUMBIANA CO FAIR	the fair does a lot of posts for the fair and off fair events, traction looks good with likes,
2	SUMMIT CO FAIR	Did live feeds on Face Book, Tik Tok and Instagram, and a ton of presale ticket promotions, grandstand promotions
	VAN WERT CO FAIR	great posts, elementary approach, using a social media outlet

<b>Cat.7</b>	<b>Web Site Home Page</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Medium Fair</b>	
1	COLUMBIANA CO FAIR	simple page, tabs, carried wheel on down theme, info listed, easy to navigate
	LAKE CO FAIR	like how page is laid out, events listed, calendar, sponsors , kind of plain, lacks spark

2 SUMMIT CO FAIR page laid out well, focus is on events center of the home page tabs to rentals, easy to find and click to open that interest, nice neutral colors

VAN WERT CO FAIR plain, simple tabs easy to check and locate desired information

**Cat. 8 Fair Premium Book Cover Judges Comments**

**Place Medium Fair**

2 COLUMBIANA CO FAIR not catchy, layout clean, vitals in the page needs a little flash  
JEFFERSON CO FAIR Fair information front and center  
1 LAKE CO FAIR very busy, overwhelming lot of info  
MARION CO FAIR great cover, colorful, catchy lots of info but not to much, says pick me up and read me  
ROSS CO FAIR fair and dates not much else, kind of needs that BAM  
VAN WERT CO FAIR dull, has logo, dates, and other good info

**Cat. 9 Fair Newsletter Judges Comments**

**Place Medium Fair**

1 LAKE CO FAIR Lake leads the field on this newsletter

**Cat. 10 Fair Printed Promo Misc Judges Comments**

**Place Medium Fair**

2 COLUMBIANA CO FAIR t shirt great layout  
HARTFORD CO FAIR t shirt used logo bright nice  
1 LAKE CO FAIR great use of logo  
SUMMIT CO FAIR 4 fold, color, designed by youth on cover, fair theme, easy to read

**Cat. 11 Promoting Ag Education Judges Comments**

**Place Medium Fair**

1 SUMMIT CO FAIR 6 stations around the grounds using Facebook to promote the person at the ag station learning great concept

<b>Cat. 12</b>	<b>Misc Use of Technology</b>	<b>Judges Comments</b>
	<b>to Promote Fair</b>	
<b>Place</b>	<b>Medium Fair</b>	
<b>2</b>	COLUMBIANA CO FAIR	great concept but lacked explanation of where and when
<b>1</b>	LAKE CO FAIR	Used ticket system to boost presale and advertising and sponsors
	JEFFERSON CO FAIR	not sure where this was used and how applied

**BEST IN SHOW**                      **Judges Comments**  
MARION                                      PREMIUM BOOK COVER

**BEST OVERALL THEME**      **Judges Comments**  
Summit CO FAIR                      Use of the FAIRADISE W/PIG TROUGHOUT CAMPAIGN

<b>Cat. 1</b>	<b>Large Fair</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Newspaper Ad</b>	<b>NOTES: Website for fair was a critical item in the judges eyes</b>
	<b>Large Fair</b>	
	CUYAHOGA CO FAIR	informative, website listed, dates crowded, lacks info
	DARKE CO FAIR	to much data overloaded
<b>1</b>	GEAUGA CO FAIR	wow layout, easy to quickly see and find events ad clean and clear, easy to see all in a glance ,
	MERCER CO FAIR	like layout, prices, dates, and event listed needs some BAM
<b>2</b>	PORTAGE CO FAIR	informative, website listed, dates, ways to navigate around the page very clean and clear, nicely arranged
	WAYNE CO FAIR	small, simple lacks something B&W
	WOOD COUNTY FAIR	lacks data

<b>Cat. 2</b>	<b>Promotional Ad- outdoor</b>	<b>Judges Comments</b>
<b>Place</b>	<b>Large Fair</b>	
<b>2</b>	CUYAHOGA CO FAIR	cute catchy maintains theme ahs the WOW
	DARKE CO FAIR	yard sign, date and website on sign

1	GEAUGA CO FAIR	simple easy to read, main points for driving past and retaining tells the story of the 200th
1	MERCER CO FAIR WAYNE CO FAIR WOOD COUNTY FAIR	really busy billboard, to many items focused on entertainment very eye catching, easy to read and get info while driving just a banner

**Cat. 3 Printed Prom. -Brochure Judges Comments**

<b>Place</b>	<b>Large Fair</b>	
2	CUYAHOGA CO FAIR DARKE CO FAIR GEAUGA CO FAIR LORAIN CO FAIR	fair dates website no program or map great map, nice layout, schedule easy to read, map just enough info small, compact but packed a punch, needs map, love QR code on back
1	MERCER CO FAIR WAYNE CO FAIR WOOD COUNTY FAIR	great showcase on food vendors but nothing on fair simple easy to read, lack punch WOW layout easy separation of days events NO MILKSHAKES mention

**Cat. 4 Radio Ad Judges Comments**

<b>Place</b>	<b>Large Fair</b>	
1	CUYAHOGA CO FAIR GEAUGA CO FAIR	dates, location all things to find at the fair website listed A WOW voice in this ad clean, clear voice covered all the key parts and website for more intel
	LORAIN CO FAIR	dates time, pricing, special's, website for more info, FB and used Junior fair for ads
	MERCER CO FAIR	centered around Roots and Boots concert website listed for more info
	PORTAGE CO FAIR	dates, new activities, food rides, events, website listed and phone
2	WAYNE CO FAIR WOOD COUNTY FAIR	attention grabbing, entertainment, clear voice, dates, website and other events dates, locations list of program highlights web and FB

**Cat. 5 Television Ad Judges Comments**

**Place Large Fair**



1	CUYAHOGA CO FAIR	theme, music consistent, good voice, good graphics and B roll, bill board at the end website , dates
2	GEAUGA CO FAIR	total program, clean, good optics, very clear and message sticks
	MEDINA CO FAIR	background excellent dates and web listed
	PORTAGE CO FAIR	dates, website, events a nothing to wow I need to go needs a BAM
	WAYNE CO FAIR	dates, website, events and food, nothing to wow I need to go needs a BAM
	WOOD COUNTY FAIR	List of events, website and phone kind of plain

**Cat. 6  
Place**

**Social Media  
Large Fair**

**Judges Comments**

1	CUYAHOGA CO FAIR	great plan and ideas to promote the fair lots of info to follow
	GEAUGA CO FAIR	all about ticket sales plan, not much about the fair
2	LORAIN CO FAIR	great outreach promoting fair and events
	MERCER CO FAIR	lots of stats but not the actual output
	PORTAGE CO FAIR	great use of the social platform, getting data out and followers stats

**Cat.7  
Place**

**Web Site Home Page  
Large Fair**

**Judges Comments**

	WAYNE CO FAIR	mostly big name entertainment
	WOOD COUNTY FAIR	heavy fair promotion , great use to push program
2	CUYAHOGA CO FAIR	cute, easy to navigate, three page down clicks
	GEAUGA CO FAIR	beautiful pic of fgs, popup during viewing..... Sponsors listed, tabs with areas of interest, long road to the bottom of the page,
1	LORAIN CO FAIR	very simple, but easy to navigate, good background not overwhelming
	WAYNECO FAIR	good tables scrolling pics, kind of plain needs some spice

**Cat. 8  
Place**

**Fair Premium Book  
Cover  
Large Fair**

**Judges Comments**

2	CUYAHOGA CO FAIR	WOW out of the box design , ag story
	DARKE CO FAIR	all about big name entertainment
	GEAUGA CO FAIR	great pics of old and new
	LORAIN CO FAIR	simple hard to read fair name

1	MEDINA CO FAIR	WOW WOW great creative tells ag at the fair, cute, informative, web address, dates, deadlines not overcrowded , well designed
	MERCER CO FAIR	nice, but more about the county and not the fair
	PORTAGE CO FAIR	not eye catching, has important cover items lacks that BAM
	WAYNE CO FAIR	recognizes vets, military deadlines, website dates
	WOOD CO FAIR	cute, clean, has all info lacks that wow factor

**Cat. 9 Fair Newsletter Judges Comments**

**Place Large Fair**

1	CUYAHOGA CO FAIR	very informing, clean, detailed
	GEAUGA CO FAIR	presale event
2	MERCER CO FAIR	clean, specific topics to promote

**Cat. 10 Fair Printed Promo Misc Judges Comments**

**Place Large Fair**

2	CUYAHOGA CO FAIR	t shirt
	DARKE CO FAIR	nice mix of logo and other events fair activates on a t shirt
	LORAIN	water bottle
1	GEAUGA CO FAIR	Bicentennial plate, very detailed, nostalgia, showcase of changes from 200 years
	MERCER CO FAIR	carries theme thru
	PORTAGE CO FAIR	t shirt
	WAYNE	info card like post card size

**Cat. 11 Promoting Ag Education Judges Comments**

**Place Large Fair**

2	CUYAHOGA CO FAIR	great way to engage others in ag programming public, and continuing educating on agriculture
	GEAUGA CO FAIR	programs brings the one grade in for the time period, need more explanation of the program, sounds great
1	MEDINA CO FAIR	WOW program to get special children engaged and learn agriculture
	MERCER CO FAIR	fun way to get people interested in cooking and scouse of ingredients
	WOOD CO FAIR	great way to engage others in ag proگرامing

Cat. 12	Misc Use of Technology	Judges Comments
	<b>to Promote Fair</b>	
<b>Place</b>	<b>Large Fair</b>	
2	CUYAHOGA CO FAIR	News spots with Tim and Kicking Kenny, to promote fair, multiple outlets to promote fair
1	GEAUGA CO FAIR	digital diary, cool idea, like tv but on media
	MERCER CO FAIR	great way to promote fair, drive presale, track patrons
	PORTAGE CO FAIR	more of a study
	<b>BEST IN SHOW</b>	<b>Judges Comments</b>
	WOOD CO FAIR	PRINTED PROMO BROCHURE
	<b>BEST OVERALL THEME</b>	<b>Judges Comments</b>
	CUYAHOGA CO FAIR	LOVED HOW THE SAME THEME THROUGHTOUT THE CAMPAIGN