

# Concept Abstract



Submit the one-page abstract with your concept video. Abstract submission is required before concepts are posted online.

In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)  
Improve the perception of Minnesota iron mining with the use of social media, interviews, and a presence at the Minnesota State Fair.

In a brief paragraph, describe your concept and how it will change the public's perception of mining. The Iron Mining Association of Minnesota (IMA) began sharing its #MnMined message at the Minnesota State Fair in 2015. Over the years, we've refined our State Fair strategy to include a one-day only appearance in which IMA members volunteer to staff a booth where we give out wearable #MnMined items so fairgoers can become "walking billboards." In order to win these prizes, fairgoers must correctly answer questions of about Minnesota's iron mining industry. This allows us not only to share positive messages about our industry's history and impact but to also get a feel for what the current perception really is statewide. We hope to someday have a presence every day of the fair.

In a few words, describe your intended audience.

With all our messaging, the IMA hopes to reach a statewide audience. The Minnesota State Fair is the perfect venue to reach just that!

How far reaching do you envision your concept, that is, how many people and at what age ranges do you think your concept will reach?

In the one day we are at the State Fair with our booth, we speak face to face with at least 2,000 people of all ages.

We partner our State Fair presence with social media and digital advertising as well as scheduling interviews for IMA President Kelsey Johnson during the State Fair. In 2018, Kelsey spoke in a think tank on live radio from the fair in the days leading up to our day at the fair, and the day we had our booth at the fair Kelsey did a live on-air interview with a local news station which estimated we reached 366,226+ adults in Minnesota. We also brought giveaways for that audience. We hope to build on these efforts in the future.

Please show a general breakdown and total projected cost of your project, if it were to be noticed or sponsored.

Total cost: \$30,000

KARE11 sponsorship (includes live on-air interview, commercials, digital ads, and IMA giveaway at the fair) \$9,500

MPR sponsorship (includes booth at fair, radio ads, and digital ads) \$5,000

Social media and digital ads \$5,000

Giveaways (items differ each year but in the past have included t-shirts, water bottles, tote bags, magnets, phone pop sockets) \$10,500

Briefly please include any additional information you would like judges to know about your concept. The Minnesota State Fair is meant to celebrate "all things Minnesota," and while Minnesota has been mining iron ore for more than 130 years, our one-day appearance is one of the only mentions of our industry at the fair at all. Instead the fair focuses heavily on Minnesota's agricultural industry. Aside from our #MnMined one-day booth, the only consistent iron mining message at the fair comes from the Minnesota Department of Natural Resources which has a building at the fair with a small corner devoted to lands and minerals. There are also several anti-industry groups with a presence at the fair who ask fairgoers to sign anti-industry petitions.