

Stories That Feel Like Home: Culture, Literature, and Community at the 2026 Tucson Festival of Books

Reaching Readers Where They Are

The Tucson Festival of Books (TFOB) is one of the largest literary festivals in the United States and a registered non-profit organization dedicated to advancing literacy, learning, and imagination. Hosted annually on the campus of the University of Arizona, the festival is free to attend and welcomes families, educators, readers, and writers of all ages.

Founded in 2009 by the University of Arizona and *The Arizona Daily Star*, the festival has grown into a nationally recognized, community-powered celebration of literature. In 2026, the event welcomed approximately **130,000 attendees** and featured more than **300 authors**, representing diverse genres, backgrounds, and perspectives.

At the heart of TFOB's mission is a commitment to access and inclusion—ensuring that literature is not only celebrated but shared widely across Southern Arizona's diverse communities.



Building Authentic Connections with Diverse Audiences at the Tucson Festival of Books

588K+

Total Impressions

6,000

Clicks

6,043

Meaningful Conversions

By pairing cultural insight with data-driven execution, Orange 142 helped amplify a festival that already belonged to its community—making sure more people knew it, felt invited, and chose to participate.

To learn more please visit orange142.com

The Challenge

Expanding Awareness Through Cultural Relevance

Tucson is one of the most culturally rich and bilingual cities in the United States, with a large Hispanic population and deep ties to Mexico and Latin America. For the 2026 festival, TFOB set out with a clear goal:

Increase awareness and participation among Hispanic, bilingual, and Spanish-speaking audiences—while preserving the festival’s welcoming, community-driven identity.



This was not a challenge of reach alone. It required:

- Respect for language preference and cultural nuance
- Messaging that felt inviting, not translated or transactional
- Media placement in environments audiences already trusted
- A strategy that supported the full community lifecycle—before, during, and after the event



TFOB needed a partner who could combine performance precision with cultural intelligence.

The Solution

Inclusive Media Strategy Built for Community Connection

Orange 142 partnered with the Tucson Festival of Books to design and execute a **full-funnel, culturally intentional media strategy** that emphasized visibility, inclusion, and sustained engagement.

Rather than treating Hispanic and bilingual audiences as a single segment, Orange 142 built a strategy rooted in *how people actually live, communicate, and discover events* in Southern Arizona.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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Key Strategic Principles

Language choice without assumption

Audiences were met with messaging in English or Spanish based on behavior, context, and platform—not direct translation.

Platform relevance

Facebook and Instagram were prioritized as trusted discovery spaces for community events.

Cultural authenticity

Messaging highlighted family, heritage, storytelling, and shared experience—core themes that resonate across generations.

A Full-Funnel Approach

Designed to Mirror the Attendee Journey

Orange 142 structured the campaign across three intentional phases, ensuring consistent connection before, during, and after the festival.



Phase 1: Awareness & Display (Pre-Event)

Display and paid social media introduced the festival as a free, family-friendly cultural experience, expanding reach among new and underrepresented audiences across Tucson and Southern Arizona.

Phase 2: Geofencing (Lead-Up & On-Site)

As the festival approached, geofencing targeted high-impact locations to drive timely attendance and on-site participation—reaching audiences at moments of highest intent.

Phase 3: Retargeting & Post-Event Engagement

Following the event, retargeting campaigns re-engaged attendees with opportunities to donate and provide feedback—extending the festival's mission beyond the weekend.



This approach reinforced a central belief shared by both organizations: **Community engagement does not end when the event does.**

The Impact

Performance That Reflected the Community

The results demonstrated that intentional, inclusive strategy drives both measurable outcomes and meaningful connection.



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Campaign Results

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Clicks

6,043
Meaningful Conversions

- Engaged users
- Donation submissions
- Volunteer sign-ups

Beyond performance metrics, the impact was visible throughout the festival itself:

- Multigenerational families comfortably navigating the event in English and Spanish
- Strong participation in culturally rooted programming such as Nuestras Raíces (Our Roots)
- Increased awareness and engagement across Southern Arizona communities
- Sustained support for literacy programs aligned with the festival's mission

The festival reflected a true cross-section of the region—Hispanic, Black, Indigenous, Asian, and White attendees sharing space, stories, and experiences.

Why it Worked

Strategy Grounded in Respect and Representation

This partnership succeeded because the strategy was built on understanding, not assumption.

Orange 142 did not simply extend reach—it helped ensure that the Tucson Festival of Books showed up **authentically and respectfully** where its community already was, in ways that felt familiar and welcoming.

For mission-driven organizations, performance is not only about attendance or clicks. It's about resonance, longevity, and trust.

The Takeaway

When Inclusion Is Intentional, Impact Is Lasting

The Tucson Festival of Books case study demonstrates what's possible when media strategy aligns with purpose.

By pairing cultural insight with data-driven execution, Orange 142 helped amplify a festival that already belonged to its community—making sure more people knew it, felt invited, and chose to participate.

Because the most effective campaigns don't just reach audiences. **They reflect them.**



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