

Dittoe PR helps Indy PopCon become a household name

Where else can comics and pop culture fuse together for a weekend celebrating games, YouTube, sci-fi, fantasy, and art other than [Indy PopCon](#)? From June 17-19, 2016 the third-annual Indy PopCon was held at the Indiana Convention Center in Indianapolis. Unlike their competitors, PopCon does not hyper focus on a single genre, rather, the event seeks to celebrate all types of pop culture. This unique event prides themselves on being “a con for fans, made by fans”.

PopCon is an evolving event, celebrating fans around the world through collaboration, creativity and open-mindedness. Convention-goers are encouraged to “discover their next obsession” and interact with people from all different sorts of backgrounds and interests.

Dittoe PR helps to spread word of Indy PopCon across the nation

When Indy PopCon launched their inaugural convention in 2014, roughly 9,000 fans were in attendance. By 2015, the convention had increased its attendance to 24,000. By the time 2016 rolled around, PopCon was preparing for a record-breaking 40,000 fans to attend their third-annual event.

With the event’s staggering growth, they sought the assistance of Dittoe PR in order to grow their event even further, and to really spread the word to the city where it all began: Indianapolis.

“Indy PopCon is truly a celebration of Indianapolis and everything our city has to offer. Unlike some of the other conventions that come to Indianapolis, PopCon was created right here in our city,” said Carl Doninger, president of Indy PopCon.

In order to increase the community’s knowledge of PopCon, Dittoe PR executed a number of communications strategies including **insert** and **insert**, but most importantly, media relations. Indy PopCon was featured in a number of media outlets including – **The Indianapolis Star, Indianapolis Business Journal, Nuvo, Indianapolis Monthly, St. Louis Business Journal, WTHR-TV, WRTV-TV, WXIN-TV, WISH-TV, AdWeek**, and more.

Social media also played a big role in the spread of the event. Not only was information about the event dispersed through a number of social media outlets in both the time leading up to the event, as well as the weekend of, but the hashtag #IndyPopCon became a trending topic on Twitter that weekend as well.

With the help of Dittoe PR, Indy PopCon was able to surpass their first year’s attendance by more than four times, reaching a record-breaking **insert** number of attendees. In the future, PopCon aspires to continue to grow their fan base and potentially even spread the event to other cities across the nation. PopCon occurs annually, typically in the month of June. We hope to see you there next year!