

Overall Organization Budget: Large Community overall budget (over \$500,000)

Submission Category: Print Material

Organization: Manhattan Convention & Visitor's Bureau

Who worked on this Project (internal/external): CVB staff, and Jackalope external

Integrated Components or Type: ads/billboards

Project Description: The "Oh Manhattan!" advertising concept rolled out earlier this year with new photos, and a whole campaign. The ads are designed to incite the response, "Oh Man! - Manhattan!" In each ad, the "oh, Man" of the overall phrase are colored differently or emphasized in some manner.

Project Goals: The goal of this new print marketing advertising is to give the visitor another aspect of Manhattan that maybe they haven't experienced or thought of previously.

Problem to Overcome: "Oh, Manhattan!" was a total shift from the print ad campaign of "Little Apple...Big Destination/Attraction/Experience" concept that had been overused and run thin.

Background: Great campaigns have an average of a 5 year lifespan. "Little Apple..Big.." had run it's course. Manhattan will always be referred to as the Little Apple; this campaign suggests that only with the apple being used in the logo - not the tag.

Community Resources: Some of our key attractions that were featured in include zip-lining at Wildwood Outdoor Adventure Park, the Outdoors, Trails, Kansas State University, the Flint Hills and the Flint Hills Discovery Center.

Results: The result of this project is that we continue to raise awareness of Manhattan and our many options to enjoy.

Web Link: N/A