

Overall Organization Budget: Medium Community overall budget (\$100,001 - \$499,999)

Submission Category: Print Material

Organization: Emporia Convention & Visitors Bureau

Who worked on this Project (internal/external): The CVB staff and IM Design Group staff Project was a joint effort, CVB staff internally and IM Design Group externally

Integrated Components or Type: Magazine ad

Project Description: This magazine ad was used in the 2018 Kansas Outdoors Magazine and in the 2018 Spring edition of Kansas Magazine. The ad promotes cycling in Emporia and encourages the reader to Bring their own Bike! Thus, BYOB.

Project Goals: The goals of this ad were to attract attention by using a phrase not usually seen in a magazine, especially in tourism, while inviting readers to Emporia to ride bikes. The ad serves as an invitation to come to Emporia, a cycling destination known around the country, and to enjoy and explore the routes in the nearby Flint Hills. This ad was placed in the 2018 Kansas Outdoors Magazine and the 2018 Spring edition of Kansas Magazine.

Problem to Overcome: As the text in the ad claims, cycling adventures begin in Emporia. The ad speaks about the fun and adventures to be had by cyclists using the BYOB phrase, not typical of an ad regularly seen in a tourism magazine. Emporia focuses on "Raising Hell" in the promotion of visiting Emporia, and cycling is a major component of our marketing direction to the active leisure traveler. This ad is above and beyond the typical invitation to visit Emporia,

Background: Creation of this ad came about during our strategic planning meetings with IM Design Group. Publications are limited to readers that love to travel and are active These 2 publications speak to that group of travelers. Much consideration was given to the text in this ad and we felt it was worth getting our message out in a new and different way!

Community Resources: Resources used for this ad were the staff at IM Design Group.

Results: The results of this project are that our ad was put in front of over 200,000 readers interested in fun, outdoor activities, Occupancy in Emporia hotels has been up in 2018 over occupancy in 2017. We believe this project contributes to the overall occupancy in Emporia, specifically because of cycling.

Web Link: N/A