

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

Submission Category: Community Awareness

Organization: Kansas Turnpike Authority

Who worked on this Project (internal/external): KTA Marketing & Communications Teams Internally

Integrated Components or Type:

Project Description: The Kansas Turnpike Authority's Small Trip. Big Memories. campaign provided travelers with excellent destinations to visit in various towns along the Kansas Turnpike in an easy-to-use website that was updated on a weekly basis. Destinations included restaurants, museums, events, outdoor trails and more. All destinations on the website were tagged by location and attraction to make the experience seamless for visitors. The website was advertised via social media, monthly e-newsletters, online dis

Project Goals: KTA had two main goals for the Small Trip. Big Memories. campaign:

1. Create general awareness of community events and destinations to encourage leisure travel along the Kansas Turnpike;
2. Strengthen partnerships with community chambers and visitor centers.

Problem to Overcome: KTA maintains a strong traffic based with commuter and commercial traffic, and wanted to create a way to reach the leisure traveler. Small Trip. Big Memories. gives the leisure traveler multiple destinations that could be visited in a small day trip or a weekend getaway, while leveraging partnerships for future community-based marketing.

Background: Small Trip. Big Memories. served as KTA's first marketing campaign that was developed and executed internally. As a way to encourage Turnpike travel, and given how easily it is to travel between towns on a 236-mile roadway, it was decided to showcase and promote tourism by providing destinations to travelers that they may be unaware of on a weekly basis.

Community Resources: As a way to promote local favorites, KTA partnered with several community organizations along the roadway, as well as the Kansas Department of Wildlife Parks & Tourism. These organizations provided a list and, in some cases, photos of the location or event for promotion on the Small Trip. Big Memories. website.

Results: The results of the Small Trips. Big Memories. campaign saw many results. A few results stood out:

1. Most visitors entered from a direct URL, likely as a result from an ad they viewed.
2. View rate indicates viewers read nearly to all of each destination entry. Drop offs after the first entry decreased each week with added content.
3. Facebook ads averaged 3% CTR, above the 0.9% national average.
4. Electronic traffic saw 5% growth during campaign compared to the previous year's time frame.

Web Link: <https://explore.myktag.com>

Additional:

Comments: