

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

Submission Category: Integrated Campaign

Organization: Emporia Convention & Visitors Bureau

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

Integrated Components or Type: Print ads, digital ads, billboard, backlit displays, social media and outside magazine rack.

Project Description: The Integrated Marketing Campaign is intended to promote Emporia as a dining destination through numerous advertising media and to entice visitors through a fun and quirky message to dine on Emporia.

Project Goals: Through the project, the goal is to grab the attention of readers, viewers, and travelers by using a memorable phrase "Food that is Forking Good." This project is one way the Emporia CVB promotes our brand image, fun, quirky and sometimes risky.

Problem to Overcome: While every city boasts about their restaurant options, we wanted to portray the Attitude of Emporia through the phrase "Food that is Forking Good."

Background: The integrated marketing campaign brings all the numerous ways we promote a specific reason to visit Emporia. In the past, we have focused on our niche sports campaigns, (and we don't plan to stop) but the foodie audience is more diverse. Our dining options are extremely popular and several award-winning.

Community Resources: Our local restaurants realize how much the CVB promotes them to travelers and they support us as well through advertising in the Visitors Guide. One fairly new business, Vault Meats and Cheeses, a charcuterie, has made Emporia stand out even more. Items from that business are featured on a page in the Emporia Visitors Guide along with our famous Sweet Granada chocolates. Add some wine from the Twin Rivers Winery, mexican food, barbecue, and poboys, It all adds up to Food that is Forking Good!

Results: Visitors have commented on our "Food that is Forking Good" billboard. Using the Forking Good ads consistently keeps us in the mind of visitors who have been here and plan to come back. Many say they didn't get to eat everywhere they wanted to, they plan to return! Well over 350,000 impressions have been tracked from the foodie digital campaign year to date through Arrivalist.

Web Link:

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/Integrated-Campaign.pdf

Comments: