

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Online Media

Organization: Visit Kansas City, KS

Who worked on this Project (internal/external): CVB Staff Internal

Integrated Components or Type: Online campaign

Project Description: Campaign launched in June 2020 and will run through August 31, 2020. Restaurants and attractions were slowly opening when the campaign launched, visitors were still hesitant to travel. Travel sentiment surveys and research were pointing to shorter and closer trips to home. We created this Mini-Escapes campaign to inspire weekend and day trips with the message of Kansas City, KS being a safe place with plenty of social distancing options and providing a temporary escape from daily stressors.

Summary: Looking at the results you could tell cabin fever was hitting, people were ready to go out and do things - just closer to home. The campaign was very successful in the short amount of time it has launched we've seen:

Results from Launch date of June 1 through August 1, 2020:

Digital ads: 4,847,093 impressions and 20,263 clicks

39,464 campaign landing page views

912 sweepstakes entries

Web Link: <https://www.visitkansascityks.com/miniescapes/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2020/08/Mini-Escape.pdf

Comments: