

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Community Awareness

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project (internal/external): Julie Roller Weeks internally

Integrated Components or Type:

Project Description: In what now seems like a lifetime ago, the Abilene Convention & Visitors Bureau launched the #AbileneStrong campaign to promote Abilene to Abilene residents and future visitors.

What started as a \$5 logo and Facebook Profile Picture Frame, quickly gained popularity and visibility with requests for logo usage on banners, window displays, and yard signs throughout Abilene. Streets and storefront windows were lined with #AbileneStrong signs and the conversation changed to supporting local.

Summary: Launching the #AbileneStrong, we're all in this together campaign, the Abilene Convention & Visitors Bureau changed the conversation to strengthen its community.

Web Link: www.AbileneKansas.org/AbileneStrong

Additional:

Comments: In what now seems like a lifetime ago, the Abilene Convention & Visitors Bureau launched the #AbileneStrong campaign to promote Abilene to Abilene residents and future visitors.

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Seeing the positive response, the CVB encouraged supporters to send their #AbileneStrong photos for inclusion in a special video showing the faces behind the campaign. By seeing the faces, people saw it's more than "businesses hurting", but there are real people behind those businesses, and shopping or dining at their business helps their families.

With limited budgets, we are doing all we can to create content and keep Abilene front-of-mind for when people decide to travel again.