

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

Submission Category: Visitor Guide

Organization: Visit Manhattan

Who worked on this Project (internal/external): Karen Hibbard, Director, Visit Manhattan Sales team, Manhattan Area Chamber of Commerce Communications Division, freelance writer - Bill Spiegel, Jackaloupe Both

Integrated Components or Type: Outsourced

Project Description: Visit Manhattan's marketing campaign slogan, "Oh Manhattan" is reflected throughout the 2020 Visitors Guide. Our 2019 investment in photography creates a fresh look in the 2020 Guide. The verbage is short and inviting. Bold headlines, beautiful photography, fun fonts, testimonies from locals, maps and logging. Dining reflects local restuarants and chains. Advertising moved to back to not clutter Manhattan's story. Cover encourages visitor to check out our social media for up-to-date info.

Summary: Whether your visit is for a day or a week, you will be amazed with Manhattan's offerings showcased in the Guide. There is so muich to do - you will indeed shout, "Oh, MAN!"

Web Link: https://issuu.com/sunflower_publishing/docs/manhattan_cvb2020

Additional:

Comments: The 2020 Guide has a new look with fresh messaging. Front cover showcases our social media with college student holding cell phone with facebook post. We will roll out a new website at the end of 2020 which our Visitors Guide will mirror. We engaged with Jackalope to design our Guide and a free lance writer to craft our words. Fresh eyes provided us with a great new product to offer to our visitors. With COVID - our Visitors Guide views have increased on our website and our request for Guides to be sent via snail mail has increased drastically. Guide was designed to be timeless. Little did we know that as a result of COVID - our funds would be slashed drastically leaving us with a large inventory. We will not be able to print a Guide in 2021 we will use our 2020 Guide with a sticker reflecting COVID and encouraging visitors to go to our website for the most up to date information.