

Marketing Budget: Small Community marketing budget (\$19,999 and under)

Submission Category: Online Media

Organization: Seneca Area Chamber & Downtown Impact

Who worked on this Project (internal/external): Kylee Luckeroth Internally

Integrated Components or Type: Video

Project Description: This video was made by the Seneca Chamber to help advertise for the Big Kansas Road Trip showcasing Brown, Doniphan, and Nemaha Counties. The event was originally scheduled for May 2020 but has been rescheduled to May 2021. Since the BKRT is all about experiences we decided to showcase one of everyone's favorites - eating delicious pie! The video was shared on both the Seneca Chamber and the BKRT Facebook pages and had a combined 2.8K Views.

Summary: The video was shared on both the Seneca Area Chamber and Downtown Impact and the Big Kansas Road Trip Facebook pages for a combined 2.8K views and an estimated 8,000 reach.

Web Link: https://drive.google.com/file/d/1x9yBlqmWMLLRVj-60E8x8_8PM6ODPef8/view?usp=sharing

Additional:

Comments: Making this video was a lot of fun and we got some good feedback on how delicious the pie looked!