

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

Submission Category: Print Material

Organization: Seneca Area Chamber & Downtown Impact

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

Integrated Components or Type: Magazine - Big Kansas Road Trip Program Guide

Project Description: The Big Kansas Road Trip Program Guide is a publication put out in the spring of 2020 for the Big Kansas Road Trip which is a highlight of 3 rural counties - Brown, Doniphan, and Nemaha. The event was originally scheduled for May 2020 but has been moved until May 2021. The ad is a juxtaposition of a photo of Seneca's Main Street taken in the early 1900's to one of the same view taken in 2019. The ad highlight's Seneca's historic downtown shopping district and directs them to our website.

Summary: The contrast of new and old really showcases Seneca's historic downtown and catches the eye of the viewer, the ad has had some success sending people to our website which we believe will continue as books are distributed between now and next May.

Web Link: <https://bigkansasroadtrip.com/program-guide>

The ad is the full page ad on the inside front cover.

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2020/08/Seneca_Kansas_BKRT_Ad.jpg

Comments: