

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

Submission Category: Print Material

Organization: Visit Kansas City Kansas

Who worked on this Project (internal/external): Both

Integrated Components or Type: New brand, logo & print ads

Project Description: Visit Kansas City Kansas Print Ads - During 2020, Visit Kansas City Kansas went through a rebrand to establish a new identity that would reflect who KCK is as a tourism destination. Visit KCK hired local ad agency REACTOR KC to assist with the rebrand who took us through a series of steps to get to the final product. We feel our new brand, logo and ads reflects our brand position and promise and is carried out through our creatives and messaging.

Summary: Create a series of marketing print ads that promote KCK as a unique destination within the Kansas City metro that offers authentic experiences, compelling history and culinary adventures. The longstanding history of cultural diversity lends itself to the enthralling stories around every corner and in every neighborhood. An ideal location for urban visitors looking for a raw and unpolished experience, families wanting to shop and learn, and sports enthusiasts alike, Kansas City, KS is the destination for visitors looking for a more colorful adventure.

Web Link:

[https://visitkansascityks.sharepoint.com/:f/s/Team/En5C2EFRsbdChAG27II x 4B47gVumXHGPab5oAD2mn7Dg?e=URs2OU](https://visitkansascityks.sharepoint.com/:f/s/Team/En5C2EFRsbdChAG27IIx4B47gVumXHGPab5oAD2mn7Dg?e=URs2OU)

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/TIAK-Market-Awards-Print-Marketing.pdf

Comments: N/A