

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

Submission Category: Community Awareness

Organization: Experience El Dorado

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

Integrated Components or Type: N/A

Project Description: Community awareness campaign to increase brand recognition and elevate the city in the region to encourage young families and weekend travelers and market El Dorado as an outdoor summer destination. The campaign includes a new visitor's guide, creation of a new website, billboard campaign and social media campaign all driving one message.

Summary: Community awareness campaign to elevate El Dorado's brand as an outdoor summer destination to attract young families and weekend travelers in the Wichita region.

Web Link: <https://www.experienceeldo.com/tiak-community-awareness>

Additional: N/A

Comments: N/A