

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

Submission Category: Community Awareness

Organization: eXplore Lawrence

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

Integrated Components or Type:

Project Description: People are always saying, "I love Lawrence!" And we asked why. The answers are as diverse as those we asked. The short video series features people who love Lawrence at one of their favorite Lawrence spots answering Why Lawrence? The videos are published as a series on YouTube & Facebook. Short snippets of videos are used on TikTok & as Reels on Instagram and Facebook. Banners with Why Lawrence subjects are displayed throughout the city. If you're lucky you'll see one of the people in real life!

Results: To date:

YouTube: 74,353 video views

Facebook: 193.7k video views, 90, 098 minutes viewed

TikTok: 11,168 views

Instagram: 12,565 views,

Website: 4,506 pageviews

Summary: This short video series features people who love Lawrence at one of their favorite Lawrence spots answering our burning question: Why Lawrence?

Web Link: <https://www.explorelawrence.com/why-lawrence/>

<https://www.facebook.com/watch/54533986253/687302275987228/>

<https://www2.ljworld.com/news/2022/jul/04/bringing-out-the-citys-welcoming-nature-new-street-banners-represent-diverse-people-of-lawrence/>

<https://www.tiktok.com/@explorelawrence>

Additional:

Comments: