

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Print Material

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project: Julie Roller Weeks & New Boston Creative Group

Was it handled internally or externally: both

Integrated Components or Type: Brochure

Project Description: Named a Top 10 True Western Town of the Year by True West Magazine, Abilene continues to celebrate and promote its wild and woolly Cowtown days by adding new tourism attractions and art. This project responds to visitor requests for a print piece to carry

Project Results: This is a new project, and we received the first order of 5,000 brochures this week, however, since its launch less than 30 days ago, the brochure was viewed on ISSUU 326 times. Abilene's Cowboy Art Trail also remains in the top 10 pages viewed on the Abi

Summary: Named a Top 10 True Western Town of the Year by True West Magazine, Abilene celebrates its cowtown roots with the Cowboy Art Trail and a new brochure to "boot".

Web Link: https://issuu.com/visitabilene/docs/cowboy_art_trail_-_abilene_ks

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2023/07/Cowboy-Art-Trail-Rack-Card-FINAL.pdf

Comments: Brochure in the mail. :)