

**Annual Marketing Budget:** Large Community CVB budget (over \$100,000)

**Submission Category:** Community Awareness

**Organization:** Visit Topeka

**Contributors to the Project:** Visit Topeka, Stephen Lutvak, Mammoth Creative

**Was it handled internally or externally:** Internally with support from external partners.

**Integrated Components or Type:**

**Project Description:** The “See, Be, Free Yourself in Topeka” campaign by Visit Topeka aimed to drive visitation and spending in Topeka, Kansas. The campaign, conceived in late 2021 and launched in early 2024, featured a Broadway-style song created by renowned composer Steven Lutvak. The song’s powerful lyric, “See yourself, be yourself, free yourself in Topeka,” encapsulated the campaign’s message. The campaign included video ads, digital advertising, and integrated elements across various media platforms.

**Project Results/Entry Analytics:** The campaign generated significant online conversations and increased web traffic by 60% year-over-year. Social media engagement also saw a substantial rise. The campaign’s videos received high engagement across major streaming services. The integrated digital ads mirrored the campaign’s creative work, enhancing visibility. The 2024 City Guide featured production stills, further reinforcing the campaign’s message and visibility.

**Web Link:** <https://www.visittopeka.com/freeyourself/>

**Summary:** The “See, Be, Free Yourself in Topeka” campaign, featuring a Broadway-style song by Steven Lutvak, significantly increased web traffic and social media engagement, showcasing Topeka’s vibrant community.

**Key Performance Indicators:** The campaign was developed collaboratively with creative talents, including Steven Lutvak, Jeff Kready, and Nikki Daniels. Mammoth Creative executed the advertising creative, producing video and digital ads that enhanced the song’s impact. Over 100 local community members participated in the production as extras, technicians, and volunteers. The digital ads, City Guide cover, and integrated elements in the media mix extended the campaign’s reach. Despite Steven’s unexpected passing, his family joined us in promoting the work, adding emotional depth to the campaign. The campaign saw a 60% increase in web traffic, surpassing the record-setting numbers from 2023, and high social media engagement.

**Comments:** The “See, Be, Free Yourself in Topeka” campaign’s creative approach and strong community collaboration highlighted Topeka’s appeal, driving increased visitation and engagement.

For more details, see the article outlining the campaign [here:

<https://www.linkedin.com/pulse/free-yourself-topeka-inside-look-visit-topekas-latest-dixon-cdme-zcdbc>] and watch the video on YouTube [here:

[https://www.youtube.com/watch?v=5OYU\\_ymmKfU](https://www.youtube.com/watch?v=5OYU_ymmKfU)].

Additional coverage of the production can be found [here:

<https://www.wibw.com/2023/10/07/topeka-themed-broadway-song-be-featured-upcoming-commercial/>], the on-air appearance by Steven Lutvak's family can be viewed [here:

<https://www.wibw.com/2024/06/27/family-composer-behind-new-visit-topeka-campaigns-visits-capital-city/>], and Broadway World's coverage can be found [here:

<https://www.broadwayworld.com/off-broadway/article/Listen-Hear-TOPEKA-A-Final-Piece-From-Broadway-Composer-Steven-Lutvak-20240605>].

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-67bb6385f6beaf613db5ef0fa3684a86/2024/08/MMTH-GTP-Brand.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-67bb6385f6beaf613db5ef0fa3684a86/2024/08/MMTH-GTP-Brand.pdf)