

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

Submission Category: Digital and Online Media

Organization: Visit Manhattan

Contributors to the Project: Entire staff of Visit Manhattan

Was it handled internally or externally: combination of mostly internal with external video creation

Integrated Components or Type: website and social channels

Project Description: We created a "Be Somebody Somewhere" project as a promotional online initiative aimed at highlighting the unique local culture, charm, and appeal of Manhattan, Kansas to the fans of the HBO Series Somebody Somewhere featuring Bridget Everett. Bridget, a native of Manhattan and a celebrated comedian, singer, and actress, is the star of the series set here in her hometown. We filmed in the locations of the show for an almost 8-minute video and utilized clips from that video on social media.

Project Results/Entry Analytics: We launched this online campaign on May 1. The video has 1,015 views and the website page has 15,588 views with 5,356 users spending an average of 1m 47 sec. Bridget Everett leaked the story one day early. Within 24 hours, we had almost 3,000 hits on the website page. She has two Facebook pages, one had 577 likes with 73 comments and 45 shares; the other had 481 likes, 30 comments, and 27 shares. Our Visit Manhattan Facebook page had 308 likes, 10 comments 101 shares, and 15.2K views. Wow!

Web Link: <https://www.manhattancvb.org/things-to-do/somebody-somewhere-fan-page/>

Summary: The " Be Somebody Somewhere" online project with Bridget Everett has been a strategic and successful effort by Visit Manhattan to leverage local hometown talent to promote visitation to The Little Apple®.

Key Performance Indicators: Promoting to fans of the hit series Somebody Somewhere has achieved the goal of enticing these fans to visit Manhattan. Our community partners featured in our video had all indicated that visitors have come, talking about our video. While this is anecdotal data, it does indicate the successful effectiveness of this online campaign. The engagement on our social media and website numbers validates its performance online.

Comments: This project has exceeded our expectations with the number of engagements on social media. We especially appreciate Bridget Everett using her star power to share what we created with her fans. We even made a life-size Bridget now found in the locations so her fans can take selfies to be posted on our website page. with the hashtag #BridgetMHK.

Additional: