

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

Submission Category: Print Material

Organization: Visit Manhattan

Contributors to the Project: staff of Visit Manhattan

Was it handled internally or externally: internally

Integrated Components or Type:

Project Description: Our new Manhappiness print marketing campaign has grabbed the attention of travelers throughout Kansas, the Midwest, and the world. (okay, maybe “the world” is a bit of an exaggeration.) Our print pieces aim to highlight our fun-loving charm and vibrant college-town spirit. Through engaging visuals and bright colors, our branding of “Find your Manhappiness” allows for numerous options to express joy and friendliness to visit Manhattan.

Project Results/Entry Analytics: This print marketing campaign has excited our visitors. Unsolicited feedback from a variety of sources such as our recent city manager candidates indicates that “Find Your Manhappiness” is catching people’s attention.

Web Link:

Summary: Wow! Find your Manhappiness in print just makes people smile and want to visit Manhattan!

Key Performance Indicators: Our Find Your Manhappiness has exceeded our expectations of drawing attention and visitors to The Little Apple®. This has been a fun campaign with so many possibilities. The vibrant colors including our traditional red and Wildcat purple in the palette scheme with the sunburst rays give our print pieces so much flair to grab the reader’s attention. Depending on the audience, we can tout “Find, Meet or Play in Manhappiness”. Analysis of print ads varies from publication to publication.

Comments: We've taken this print marketing campaign to be on our nine billboards across the state as well.

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-67bb6385f6beaf613db5ef0fa3684a86/2024/07/DISCOVER-KS.jpg