

**Annual Marketing Budget:** Medium Community CVB budget (\$20,000 - \$100,000)

**Submission Category:** Community Awareness

**Organization:** Abilene Convention & Visitors Bureau

**Contributors to the Project:** Julie Roller Weeks, Jason Lahrn

**Was it handled internally or externally:** Marketing (internally), World's Largest I Like Ike Button construction (externally)

**Integrated Components or Type:**

**Project Description:** Leveraging the iconic "I Like Ike" campaign, the Abilene CVB launched a community awareness initiative to highlight all the great things to see and do in Abilene. Featuring "I Like" themes like trains, trails, murals, shopping, cowboys, and more, the campaign included signs, a website, blog posts, e-newsletters, earned and shared media, an over-the-street banner, billboard updates, and the unveiling of the World's Largest "I Like Ike" button.

**Project Results/Entry Analytics:** More than 200 signs were placed around the community, attracting over 5,000 website visitors in the first month. The CVB funded the campaign by selling 500 I Like Ike Challenge Coins. Over 250 people, including many from out of state, attended the button's unveiling. More than 1,000 buttons were distributed to partners. Within one month, over 250 people requested directions to visit the attraction on Google, and five group tours stopped by. The campaign also grew the CVB's Facebook to nearly 19k

**Web Link:** <http://www.WorldsLargestIkeButton.com>

**Summary:** The Abilene CVB's I Like Ike community awareness campaign successfully highlighted local attractions through engaging media and events, culminating in the unveiling of the World's Largest "I Like Ike" button and increased community engagement and tourism.

**Key Performance Indicators:** The I Like Ike campaign by the Abilene CVB demonstrated impressive performance and effectiveness, achieving all set goals. Key performance indicators include:

**Sign Placement and Visibility:** Over 200 signs were strategically placed around the community, increasing visibility and awareness of local attractions.

**Website Traffic:** The campaign's website attracted over 5,000 users in the first month, indicating strong interest and engagement.

**Funding and Merchandise Sales:** The campaign was successfully funded through the sale of 500 I Like Ike Challenge Coins, showcasing effective fundraising efforts.

**Event Attendance:** The unveiling of the World's Largest "I Like Ike" button drew over 250 attendees, including many from out of state, highlighting the campaign's broad appeal.

**Promotional Item Distribution:** More than 1,000 Ike buttons were distributed to community partners, extending the campaign's reach.

**Google Engagement:** In one month, over 250 people requested directions to the attraction on Google, reflecting increased interest and visitation.

**Group Tours:** Five group tours visited the attraction, demonstrating the campaign's effectiveness in drawing organized tourism.

**Social Media Growth:** The CVB's Facebook page grew to nearly 19,000 followers, significantly boosting its online presence and community engagement.

These indicators show that the I Like Ike campaign effectively increased awareness, engagement, and tourism in Abilene, achieving its goals and demonstrating significant impact.

**Comments:** According to the Smithsonian National Museum of American History, the “I Like Ike” campaign was inspired by the nickname of Dwight D. Eisenhower, a five-star general renowned for his military leadership and presidency. Eisenhower, the Supreme Commander of the Allied Forces in Europe during World War II, became a highly attractive candidate for both Republicans and Democrats in the post-war era. His catchy campaign slogan propelled him to win the presidency in 1952 and again in 1956.

The World’s Largest “I Like Ike” Button underscores the Abilene CVB’s commitment to promoting Abilene through earned, owned, shared, and paid media while enhancing the visitor experience by offering another new and compelling reason to visit or extend their stay to explore Abilene's story.

**Additional:**