

2015 TIAK MARKETING AWARDS

Congratulations to our Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People's Choice:

eXplore Lawrence was honored for its “Unmistakably Lawrence” campaign, a marketing campaign showcasing their new name and brand.

Visitor Guide (designed in-house):

Visit Wichita won for its 2015 Official Visitors Guide. The guide was designed to be the authority for what to see and do in the city.

Visitor Guide (outsourced):

eXplore Lawrence was awarded for its 2015-16 Visitors Guide, which is provided both in print and online. This guide introduced the Lawrence CVB's name change and marketing campaign.

Online Marketing:

Sherman County CVB was recognized for its redesigned website, which increased their organization's internet visibility and digital footprint, quintupling engagement. logo

Integrated Campaign:

eXplore Lawrence was honored for its “Unmistakably Lawrence” marketing campaign. This campaign was designed to market the city to leisure, conference, meeting, event and sporting event planners and reflects the quirky, different, unexpected character of Lawrence.

Print Marketing:

Kansas City Kansas CVB won for its Group Tour Planner, which promoted group-friendly attractions to help operators plan their itineraries. The planner was formatted for both print and online use.

Community Awareness:

Marysville Convention & Tourism was honored for its promotion of its “Orchestra on the Oregon Trail” event, which they created, branded and promoted to both local and visitors alike. This event sold nearly 1,300 tickets. logo

Traditional Multi-Media:

Visit Wichita won for the launch of its largest and most complete campaign in the history of the bureau. This campaign produced four TV commercials that addressed both reach and frequency very effectively.



“The travel industry is a vibrant part of the Kansas economy and I am very pleased that we were able to honor the creativity of tourism professionals from Goodland to Kansas City, Wichita to Marysville. These individuals work hard every day to promote our state as a destination for visitors, and their marketing expertise received some well-deserved recognition through these awards.”

—Kevin Fern, TIAK President

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