

2016 TIAK MARKETING AWARDS

Congratulations to our 2016 Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People's Choice: *Marysville Convention & Tourism* was honored for its first annual Light Up Marysville Christmas lighting contest as an integrated marketing campaign. More than 50 local residences and businesses participated in the event.



Visitor Guide (designed in-house): *Visit Wichita* won for its 2016 Official Wichita Visitors Guide, designed to be a one-stop, absolute source for guests visiting the city. *Visit Topeka* received second place with their Visit Topeka Visitor Guide, and Honorable Mention went to *Geary County Convention & Visitors Bureau* for their Junction City/Geary County Visitor Guide.



Visitor Guide (outsourced): *eExplore Lawrence* was awarded for its 2015-16 Unmistakably Lawrence Visitor Guide, which integrated the printed guide with digital identity. *Merriam Visitors Bureau* received second place with their 2016 Merriam Community & Visitors Guide, and *Kansas City Kansas Convention & Visitors Bureau* received Honorable Mention for their 2016 Kansas City, KS Visitors Guide.



Online Marketing: *Visit Topeka* was recognized for its redesigned website with its new responsive design that improves mobile functionality and increases social engagement. *Crawford County Convention & Visitors Bureau* received second place for its redesigned website that reflects the diverse offerings of the destination, and *eExplore Lawrence* received Honorable Mention for its Social Lounge to increase social media engagement and inspire travel to and within Lawrence.



Integrated Campaign: *Emporia Convention & Visitors Bureau* was honored for its promotion of the Dirty Kanza 200 Bike Race, increasing awareness and attention to the sport. *Kansas City Kansas Convention & Visitors Bureau* received second place for their "SelfieMadeSummer" Campaign educating visitors on what there is to do in Kansas City, Kansas, and *Kansas Turnpike Authority* received Honorable Mention for its K-TAG Campaign to increase usage of its electronic toll collection program.



Print Marketing: *Kansas I-70 Association* won for its "70 Things to do on I-70" publication, which provided a clean and updated brochure listing attractions, events and things to do along I-70. *Wamego Area Chamber of Commerce* received second place for their Tourism Rack Card, a two-sided die-cut rack card featuring Wamego attractions and top events, and *Visit Wichita* received Honorable Mention for their Meeting Planner Guide to combat the lack of knowledge about Wichita within the meetings industry.



Community Awareness: *Kansas Turnpike Authority* was honored for its 60th Anniversary Video celebrating the good work, achievements and benefits of the Kansas Turnpike. *Merriam Visitors Bureau* received second place for its 10-year open house celebration of the Merriam Historic Plaza, and *eExplore Lawrence* received Honorable Mention for its Unmistakably Lawrence Pokemon Go Guide to familiarize locals with the Unmistakably Lawrence brand.



Traditional Multi-Media: *Visit Wichita* won for the launch of its largest and most comprehensive campaign in its history, emphasizing the reasons to visit Wichita. *eExplore Lawrence* received second place for its Cradle of Basketball promotional video. There was no Honorable Mention in this category.

(Continued on page 6)