

## CONTINUING THE CAMPAIGN

During the second year of the campaign (2011), the promotions became less generic and more specific. The ads touted the importance of the city and Sheppard Air Force Base. One of the television ads: “Troops First” gained national attention, and won an award for excellence. Another series of ads were addressed to “Fly Wichita Falls” when jet service was added to the local airport. Air traffic increased solidly with this campaign. Pride Promotions included some Texas stars in the campaign—Willie Nelson, etc. The number of sunny days in Wichita Falls was touted, its importance as an Air Force training center was highlighted, and the “golden opportunities for business” were showcased. The campaign’s promotional concentrations were reversed for this stage of the campaign with 40% of the message being directed internally and 60% directed externally.

Throughout the campaign, the “Theme and Logo” were developed and utilized in:

- Advertisements—print in newspapers and magazines across the state, and on highways north, south and west,
- Media—either event advertising or personal testimonials on quality of life of Wichita Falls residents,
- Brochures and all collateral materials,
- Buses, utility box covers, etc.,
- Signage throughout community, and
- Events.

The new brand depicted a partial drawing of the northern Texas border, with a star placed where Wichita Falls is located. The “Blue Skies—Golden Opportunities” tagline was used throughout.

Other promotional activities were directed at building differentiators for the city into advertising and promotions. One targeted message was designed to help the city become known as the “Extreme Sports Capital of Texas.” Other examples of these efforts include hosting the:

- Oil Bowl (High School Football “All Star” game between Texas and Oklahoma),
- Hotter ’N’ Hell Hundred (100 mile bike race over 100 degrees—25,000 attendance), and
- Zombie Crawl (downtown evening stroll) and a Zombie 5K.

In the latest phase of the campaign, the emphasis has been on setting up focused events. Each of these events has an underlying theme, “Extreme Wichita Falls Events.” To reinforce this theme, there is a certification and stamp given out by the city to event organizers and planners. If the event has something unusual or distinctive, it can get the “stamp” of “Extreme Wichita Falls” which can then be used in their promotional literature. For example, landing a new semi-professional football team—the “Wichita Falls Nighthawks” is a perfect example of what city planner are trying to accomplish with this new theme. In Texas, where football reigns supreme, this type of event can become a major draw. The celebrity guest for the family event “kick off” was legendary quarterback and family-values spokesperson, Tim Tebo, so the organizers sought out and were granted the City stamp: “Extreme Wichita Falls.”

## THE RESULTS

With a great deal of focus on bringing tourists to the city and hard work, the skeptics were proved wrong and Wichita Falls saw an increase in tourism traffic. With a great deal of focus on bringing tourists to the city and hard work the skeptics who thought, “Why would anyone come to Wichita Falls?” were proved wrong and the city saw an increase in tourism traffic.