



SPICE Global PR Class Campaign: Route 66 Centennial Commission International Awareness Campaign

Opportunity:

Route 66 is one of the original highways within the US Highway System. Officially, the numerical designation 66 was assigned to the Chicago-to-Los Angeles route on November 11, 1926. From the outset, public road planners intended U.S. 66 to connect the main streets of rural and urban communities along its course for the most practical of reasons; most small towns had no prior access to a major national thoroughfare. This was certainly true in Oklahoma. Oklahoma's stretch of Route 66 runs from Miami through Tulsa and Oklahoma City to Erick, passing through cities and towns of all sizes and vast expanses of rural landscape, before entering Texas and continuing its way to Santa Monica, California. The Oklahoma Route 66 Centennial Commission is established to plan, coordinate, and implement programs and special events to celebrate the historic highway's centennial in 2026 with the support of the Oklahoma Historical Society.

The centennial is an opportunity to celebrate the important history of Route 66 in Oklahoma through commemorative, educational and community events, including programs and exhibits about the history of how local communities grew and changed with construction of the highway; the development of a modern transportation system; the cultural impact of Route 66 both within the United States and internationally; the portrayal of Route 66 in music, artwork and folklore; and how we maintain the mystique and appeal of Route 66 for future generations.

Create an awareness campaign promoting the Route 66 Centennial Celebration on a national level:

- to create awareness of the Centennial Celebration before it happens in 2026
- to promote why international travelers should make a trip to Oklahoma's unique portion of Route 66

Target audience: Tourist throughout the world; target by interests; new generation of Route 66 enthusiasts

Success metrics:

- Tangible research focused on our target audience, relating to the centennial celebration.
- Positive media mentions from relevant global and national publications.
- Increased engagements on social posts for internal thought leaders.
- Raising brand awareness and sentiment.
- Content downloads.

- Web traffic increased.
- Group travel bookings
- Group tour bookings

Budget:

- \$20,000 from Commission
- \$20,000 fundraise by students

Timeframe:

- Planning – September 2024 to December 2024
- Implementation – Fall 2024 to Spring 2025
- Continue Campaign – 2025-2026

Budget Requirements: (tentative)

- No paid traditional media.
- Promo opportunities and collaborations are possible
- Include at least:
 - Research component(s) for target stakeholders.
 - PR earned media strategy that could include:
 - Global, nation-specific, and regional/local media lists
 - Press releases, media opportunities, pitches
 - Spokesperson recommendations and preparation
 - Brainstorming of activities to meet the goals
 - Influencer recommendations
 - Engaging content across different social and digital channels
 - Other awareness events/activities/innovations
 - Community/non-profit component
- Other creative strategies and tactics for reaching target audience and communicating research/findings is encouraged.

Countries to address: Germany, plus an additional one country from your presentations

Additional possible countries:

Austria
China

**Czech Republic
(Czechia)
Denmark
Finland
Japan
Chile
Peru
Poland
S. Korea
Spain
Sweden
Switzerland
The Netherlands**

This awareness campaign will lead to: YOU DECIDE!

Collaboration with Route 66 Centennial Information:

Stakeholders:

- National Rt 66 Commission
- Road Ahead Partnership
- Oklahoma Rt 66 Commission
- Oklahoma Rt 66 Centennial Commission
- Oklahoma Department of Tourism
- Lt. Governor's Office
- The 46 communities in 12 counties along historic Route 66 including (East to West): Quapaw, Commerce, Miami, Narcissa, Afton, Vinita, White Oak, Chelsea, Bushyhead, Foyil, Sequoyah, Claremore, Verdigris, Catoosa, Tulsa, Oakhurst, Sapulpa, Kellyville, Bristow, Depew, Stroud, Davenport, Chandler, Warwick, Wellston, Luther, Arcadia, Edmond, Oklahoma City, War Acres, Yukon, El Reno, Calumet, Geary, Bridgeport, Hydro, Weatherford, Clinton, Foss, Canute, Elk City, Sayre, Hext, Erick, and Texola
- Individual destinations located on Route 66

Target Audience

- Primary International Travelers
 - German-Speaking Europe
- Route 66 Enthusiasts, also known as "Roadies"
- Domestic Travelers
- Oklahomans
- Group Travel Domestic and International
 - Bus Groups

- Car Groups
- Field Trips/Student Groups
- Motorcycle Groups
- Church Groups
- Bank Travel Groups