

Client Case Study:

Live Play AAA Minneapolis

OBJECTIVE:

Took over from a longtime publisher of record for the 123,000-member magazine. Complete redesign of the magazine, including new cover, feature and department approaches while maintaining the integrity of AAA's strict brand guidelines. Also provide editorial guidance and writing/editing of select features and departments as well as all advertising sales.

EXECUTION:

Provided a seamless transition from a 15-plus-year incumbent publishing partner despite receiving no InDesign documents, ad materials or any other archived materials associated with previous issues. Worked exceptionally closely with the AAA Minneapolis team to re-evaluate and formulate the entire editorial package as well as every last detail that went into its design—from masthead to fonts, folios, departments, features, etc. Conduct ongoing monthly meetings with their team to ensure on-target content and layout while brainstorming future issues.

RESULTS:

A highly effective member-based magazine that informs and educates AAA members on the best places to travel and the many benefits and services associated with AAA membership. Are well into our second year of publishing (six issues annually).

A
3 YEAR
CLIENT

