

Client Case Study:

BUSH FOUNDATION, B MAGAZINE

A
6 YEAR
CLIENT

OBJECTIVE:

Redesign the foundation's Annual Report to look, feel and read like an actual magazine, compelling its readers to take action and do greater good in their communities throughout Minnesota, South Dakota, North Dakota and 23 Native Nations.

EXECUTION:

Complete redesign, from editorial ideation and generation through design, layout, prepress, printing and corresponding web content development. All editorial and artistic development done by Greenspring, sourcing some of the best writers in the world.

RESULTS:

An award-winning, highly impactful publication that readers are hard-pressed to see as an "Annual Report." Highly engaging, inspirational content with an expanded distribution model, using zip code pulls from Minnesota Monthly's circulation.

