

# Client Case Study

## EXPERIENCE ROCHESTER

### OBJECTIVE:

Complete overhaul of the entire editorial package as well as, end-to-end redesign of the organization's annual visitors guide, replacing a long-time, in-market publisher.

### EXECUTION:

Work exceptionally closely with the Experience Rochester team to re-evaluate and formulate the entire editorial package as well as every last detail that went into its design—from mast head to fonts, folios, departments, features, etc. Write all of the editorial content, conduct in-market photo shoots aimed at increasing diversity through the hiring and use of models, sell all advertisements, and produce a versioned edition with a 16-page Lodging Insert. Also devise and manage a complex distribution strategy for all 75,000 copies.

### RESULTS:

A beautiful and highly effective visitors guide that serves both inspirational and utilitarian purposes—for potential and in-market travelers as well as for those visitors who “must” visit for medical purposes.

A  
3 YEAR  
CLIENT

