

Client Case Study

BLOOMINGTON CONVENTION & VISITORS BUREAU & MALL OF AMERICA

OBJECTIVE:

Develop a model for a co-op custom print and electronic visitor guide for the city of Bloomington and Mall of America aimed at promoting both locations on an international level, aiding visitors in selecting accommodations, attractions, dining and shopping opportunities.

EXECUTION:

Complete production—from editorial idea generation and creation through advertising sales and design, layout, printing—of a best-in-class visitors guide emulated around the world. The guide also includes a digital edition, mobile app, coupon overruns and companion downloadable coupons microsite.

RESULTS:

A publication that has earned the city of Bloomington the coveted Annual National Tourism & Arts Promotion Award for its model, layout and execution in helping bring more visitors to the city. Exemplifies our skill in the seamlessness with which we produce a single, cohesive voice and brand from two very large, separate organizations.

A
25+ YEAR
CLIENT

