

## Client Case Study:

MEET MINNEAPOLIS, not-for-profit member association

A  
25+ YEAR  
CLIENT

### OBJECTIVE:

Develop an annual print magazine along with digital components to serve as the marquee member benefit to Meet Minneapolis' 2,500 key decisions makers—meeting and event planners and association executives.

### EXECUTION:

Complete production—from editorial idea generation and creation through design, layout, advertising sales, printing, distribution and digital edition. Jointly produced editorial content uses our unsurpassed expertise on the Twin Cities market in a business-to-business package that engages meeting planners and promotes our venues as best-in-class for their dollars.

### RESULTS:

A comprehensive magazine that editorially meets the organization's highly utilitarian needs in a beautiful, lifestyle format, without the look and feel of a guide or directory.

