

Client Case Study:

MEET MINNEAPOLIS, not-for-profit member association

OBJECTIVE:

Develop an annual print magazine along with digital components to serve as the Official Visitors Guide to the Twin Cities for Meet Minneapolis, Official Convention & Visitors Association.

EXECUTION:

Complete production—from editorial idea generation and creation through design, layout, advertising sales, printing and corresponding digital edition production and dissemination. Print and digital content engages actual and potential visitors with a useful mix of insider's guides, suggestions and can't-miss events—all of which is perfectly suited for the app we design and create for both IOS and Android smart-phones.

RESULTS:

A beautiful and highly effective magazine that has an overall readership of 830,000 visitors annually.

A
25+ YEAR
CLIENT

