

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Visitor Guide

Organization: eXplore Lawrence

Who worked on this Project (internal/external): Andrea Johnson Both

Integrated Components or Type: Outsourced

Project Description: The Guide invites you to join our party in a city where you are free to be you. Lawrence Tourism Ambassador Brandon Eisman graces the cover with his big-hearted, glamorous alter ego, Deja Brooks. Local experts share Lawrence recommendations in their areas of expertise. The guide uses the power of Augmented Reality to unlock bonus content. Users of the guide are encouraged to download Blippar App and point their mobile device at ten specially-marked pages throughout the guide to unlock content.

Summary: The Unmistakably Lawrence Visitors Guide uses the power of augmented reality to unlock bonus content from local experts who share their recommendations for exploring a city where you are free to be you.

Web Link: <https://issuu.com/foferlawrence/docs/lawrencevisitorsguide2020>

Additional:

Comments: