

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

Submission Category: Print Material

Organization: Visit Kansas City Kansas

Who worked on this Project: Mindy Lallier, Visit Kansas City Kansas, REACTOR design

Was it handled internally or externally: Both

Integrated Components or Type: Lookbook

Project Description: The Visit KCK Lookbook is a captivating print publication designed to engage event rights holders and planners at trade shows. The hardcover piece, designed in the style of a coffee table book, serves as a compelling visual narrative of the city's unique venues, hotels and sports facilities. In just 20 pages through an artistic interplay of captivating photos and graphics, the Lookbook presents a clear and compelling vision of why a planner should host a meeting or sporting event in KCK.

Project Results: The Lookbook was rolled out in April 2023 and has been used at 75 face-to-face appointments at Christian Meetings & Conventions Association and Sports ETA conferences. It is already making an impact with planners commenting, "This is such an easy way to understand your City." And, "It's a great visual and helps me understand where exactly you are located." It introduced one rights holder from USA Flag Football to KCK, and they have already committed to bring over 1000 people to KCK in 2024.

Summary: The Visit KCK Lookbook is a captivating print publication designed in the style of a coffee table book to engage event rights holders and planners at trade shows. It helped introduce USA Flag Football to KCK at a recent conference, resulting in their commitment to bring 1000 people to KCK in 2024.

Web Link:

https://visitkansascityks.sharepoint.com/:f:/s/Team/Emrgi2VOyvJlp0aBDjCnynwBZk8lQ09H8JfUSgJQ_Cq6Dw?e=CMmcf6

Additional:

Comments: -Collaboration with Reactor: Engaged Reactor, a renowned design agency, to conceptualize and execute the Lookbook's design with creativity and innovation.

-Content Selection: Curated a compelling selection of high-quality photographs, graphics, and information to create an engaging narrative.

-Design Iteration: Iteratively refined the Lookbook's layout, ensuring the seamless integration of visuals and content within the space constraints.

-Print Production: Collaborated with printing experts to produce a premium quality Lookbook that captures the vibrancy of the visuals.