

Case Study:

# Increasing Bookings

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## Client and Challenge

To increase corporate visits, a Convention and Visitors Bureau wanted to focus on promoting what made their city stand out—it's a dynamic and thriving artists' paradise.

## Strategy and Solution

For the fifth year in a row, this CVB came to MNI to execute a targeted magazine Cover Wrap program.

- *Food & Wine*—known for its modern and sophisticated depiction of cultural events—was the obvious choice to showcase the engaging images and their compelling backstories.
- The Cover Wrap was delivered to a list of 1,000 C-Suite level executives and meeting planners, with different artists and stories featured over the three-month program.

## Campaign Success

**A three-month campaign delivered.**

Four organize booked meeting through the CVB, covering the cost of the campaign four-fold.

**Watch sales take off. Connect with an MNI Account Executive near you to build your most successful campaign yet.**

