



TM

Wisconsin's shopping place®

- "HOT 100" NATIONAL RETAILERS
- SPECIALTY RETAIL, FURNITURE AND GOURMET
- NATIONALLY RENOWNED ANTIQUES DEALERS

Come and see why the Fox Cities are Wisconsin's shopping place.



Fox Cities

of Wisconsin

CONVENTION & VISITORS BUREAU

WISCONSIN
Life's So Good
travelwisconsin.com

www.foxcities.org
1-800-236-6673

THE UnAgency

CASE STUDY: Wisconsin's Shopping Place

Challenge:

To pull together the Bureau's leisure market expertise and experience, gather competitor information, identify points of difference and strengths and explore multiple message/brand options to develop a fresh and impactful campaign.

Solution:

Internally, our project team worked to develop and propose multiple options that we felt best captured the leisure experience in the Fox Cities — one that was appealing, honest, marketable and, above all, a promise and brand upon which the Fox Cities could deliver.

The final result ... *Wisconsin's Shopping Place!*

The bureau has registered and protected the brand and has received much praise for its work. For us, that is the ultimate success. Good work, with good people, with great results.

Subsequently, we have worked with the bureau to expand on the brand with new spin offs like "Shopping Gone Wild" and much more. Of course, still holding firm to the brand yet allowing for virtually unlimited freshening.



Shopping gone WILD!

Let's face it, if it was really just about buying a pair of shoes, you could do that online.

Experience a Fox Cities shopping getaway.

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