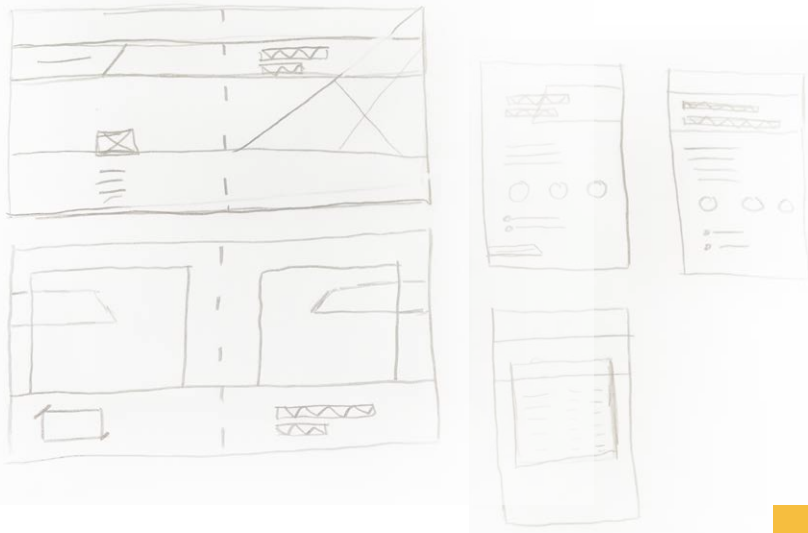


# OSHKOSH CONVENTIONS & VISITORS BUREAU

## CAMPAIGN

The mission of the Oshkosh CVB is to promote Oshkosh, Wisconsin's Event City and Winnebago County as a premier destination for corporate, sports and leisure groups and individual visitors.





# EVENT CITY

We partnered with the team at the CVB and developed a campaign complete with creative, messaging, and implementation strategies that are geared towards improving the awareness of Oshkosh as a business destination, increase sales development opportunities, and improve the customer experience.



Every year, hundreds of thousands of people flock to Oshkosh for various events. Something exciting seems to be going on every week. There truly is something for everyone in Oshkosh. As we worked to develop messaging for the new campaign, we thought that it would only be proper to root the messaging in the truth.

Events Belong in Event City.

