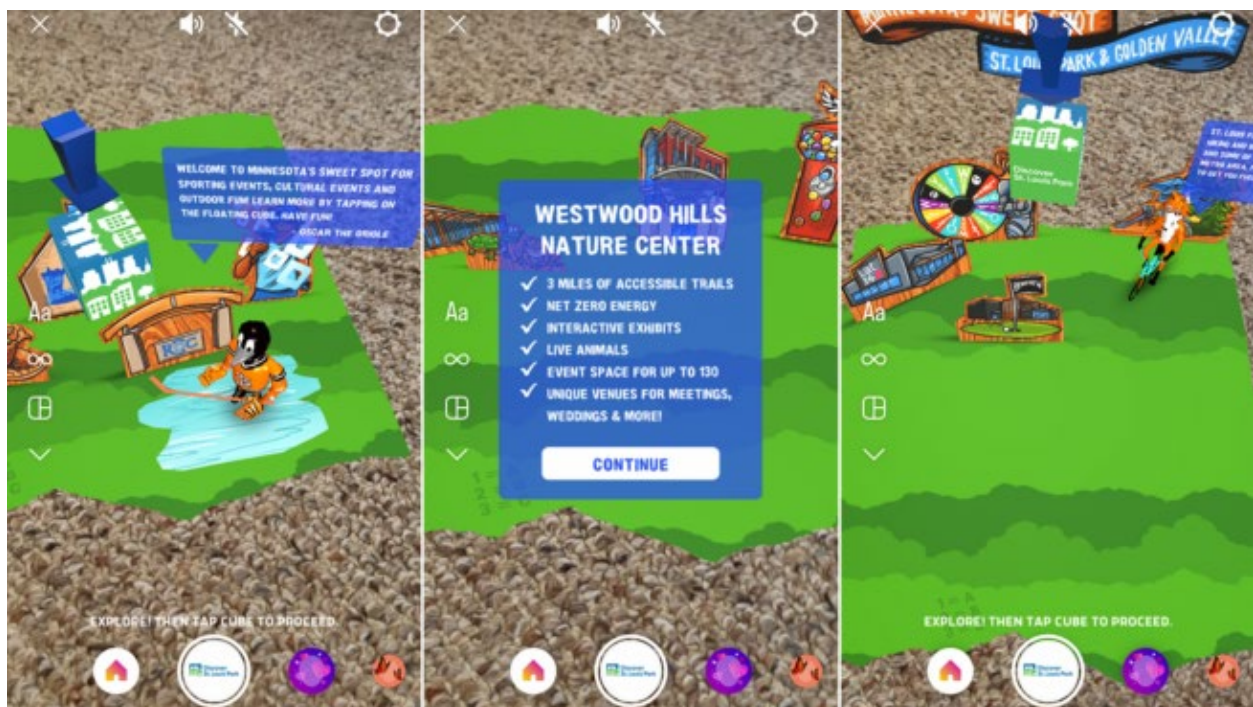


ADWEEK

# Discover St. Louis Park Uses AR to Encourage Exploration of Minneapolis Suburbs

An augmented reality experience serves as a digital visitor's guide



Discover St. Louis Park aims to drive tourism to Minneapolis suburbs using an AR lens (Discover St. Louis Park)

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Destination marketing organization Discover St. Louis Park aims to drive visitors to Minneapolis suburbs St. Louis Park and Golden Valley through an augmented reality campaign highlighting local attractions.

This AR campaign features artwork by St. Louis Park artist Adam Turman and was created by immersive experience agency REM5 Studios. It will let residents and visitors to the St. Louis Park and Golden Valley areas scan a

QR code on posters, postcards and kiosks to access an augmented reality lens within the Instagram mobile application.

Trish Foster, marketing director of Discover St. Louis Park, told Adweek, “We wanted to create an eye-catching, immersive digital experience that would allow would-be travelers to explore our cities and make them want to visit those places in real life. REM5 Studios took the colorful artwork of resident artist Adam Turman and created an augmented reality Virtual Getaway that does just that. We are always looking for new ways to attract visitors, and we think this is the next evolution in destination marketing.”

As part of this campaign, postcards were sent to residents, businesses and meeting and event planners in the St. Louis Park and Golden Valley suburbs, while kiosks have been installed at local hotels and other destinations. The campaign artwork will also be featured in a variety of print publications.



Once someone scans the QR code, the lens will appear in the Instagram app, and they'll be able to tap on prompts to learn about different destinations in the area, such as the St. Louis Park Rec Center and Westwood Hills Nature Center.

After someone completes the experience, they'll receive a code they can enter on the [Discover St. Louis Park website](#) to receive special offers at nearby businesses. People can also decipher hidden clues within the experience to unlock a second code they can email to the marketing organization for a chance to win a prize.

People don't need to travel to Minnesota to access this AR experience. They can click a link on the [Discover St. Louis Park website](#) to download a version of the poster they can print and use to experience the campaign wherever they are.