

DISCOVER

South Carolina



2020 Hermes Award: *DISCOVER*

Award Entry:

Print Publications; Magazine

Submitted by:

Madden Media



DISCOVER

2020 *South Carolina* Vacation Guide

In a world where video and digital storytelling become more popular year after year, DMOs are challenged to innovate with their print products—Madden and South Carolina Department of Parks, Recreation & Tourism (SCPRT) have done just that.

For the latest rendition of DISCOVER, big inspiration was the number one goal; informative content can be found online. SCPRT and Madden focused on creating a printed guide that moved away from the traditional in-market usage and encouraged consumers to cherish the guide as a keepsake.

Our strategy to take the Vacation Guide to a whole new level of inspiration included four key tactics.

- Featuring a local celebrity on the cover
- Crafting a horizontal guide with quality paper stock
- Investing in stunning imagery and design
- Sections separated by story topic



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Featuring a Local Celebrity on the Cover

With Darius Rucker, a South Carolina native and Grammy-winning musician, front and center, readers truly get a consumer magazine look and feel before they even open the guide. The opening editorial feature, "For the First Time," acts as an influencer story that encourages the reader to visit Rucker's favorite places in his home state.



Crafting a Horizontal Guide With Quality Paper Stock

Where most visitor guides are focused on being cost-effective, DISCOVER went the opposite direction and SCPRT was willing to invest money in making it a quality piece. The higher quality cover and interior stock create a guide that can be kept in the reader's home as a coffee table keepsake for future inspiration.

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Investing in Stunning Imagery and Design

We believe in letting hero images be heroic, and this guide does exactly that. The large photos help readers imagine themselves as part of the action taking place. We preferred to let the photos speak for themselves, drastically cutting down on the amount of content in this guide and instead writing content that complemented the imagery. This format allows the reader to be inspired by photography first and be drawn in to read the stories that fit their interests.



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Sections Separated by Story Topic

To best tell South Carolina's stories, we organized the guide's features by interest:

Food and Drink, Hidden Gems, Outdoor Recreation and Heritage. The listings are divided by geographic region and include fun introduction copy snippets and photography to break up the typical monotony that haunts listings sections.



HIDDEN GEMS

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2020 *South Carolina* Vacation Guide



The 2020 South Carolina Vacation Guide's ability to captivate readers goes beyond the travel and tourism industry standard and asks the consumer to think differently about how they use this travel resource.

Check out the [Digital Edition](#) and [Content Hub](#)

